

Relationship model among sport event image, destination image, and tourist satisfaction of Tour de Singkarak in West Sumatera

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ABSTRACT

Sport events Tour de Singkarak (TDS) can increase tourist arrivals to West Sumatera. At least at the time of execution, the majority of participants and team supporters (sports tourist) brings the families. Although there are claims about the arrival of tourists, it requires to see the impact of sports events TDS and comprehensive long-term basis to the West Sumatera image as a tourist destination (destination image) and its impact on tourist satisfaction. This study re-conceptualizes the interconnectedness among sport event image, tourist destination image, perception and the effect on tourists' satisfaction. The investigation on this interconnection is expected to reveal empirically tested model. As an explanatory in nature, this study uses explanatory survey and cross sectional data. In total of 100 spectators of Tour de Singkarak in West Sumatera, they got involved in survey and they were taken by convenience sampling technique. Analysis of this data was done by using variance based structural equation modeling. It was found that sport event image and destination image significantly affect the satisfaction of spectators of Tour de Singkarak.

ABSTRAK

Acara olahraga Tour de Singkarak (TDS) dapat meningkatkan kunjungan wisatawan ke Sumatera Barat. Setidaknya pada saat pelaksanaan, mayoritas peserta dan pendukung tim (olahraga wisata) membawa keluarga. Meskipun terdapat kenyataan kedatangan wisatawan, analisis diperlukan untuk melihat dampak dari kegiatan olahraga TDS dalam jangka panjang yang komprehensif untuk citra Sumatera Barat sebagai daerah tujuan wisata (citra tujuan) dan dampaknya terhadap kepuasan wisatawan. Penelitian ini dilatarbelakangi rekonseptualisasi keterkaitan antara citra event olahraga dengan persepsi terhadap citra destinasi wisata dan pengaruhnya terhadap kepuasan wisatawan. Investigasi yang dilakukan akan menghasilkan model yang teruji secara empirik. Penelitian ini bertujuan untuk menganalisis dan menemukan model keterkaitan antara citra event olahraga dengan citra destinasi wisata dan pengaruhnya terhadap kepuasan wisatawan. Jenis penelitian adalah penelitian explanatory. Metode yang digunakan adalah metode survey explanatory. Tipe investigasi adalah tipe kausalitas dan cakupan waktu bersifat cross sectional dimana penelitian dilakukan pada satu waktu di tahun 2014. Teknik sampel yang digunakan adalah convenience sampling dengan sampel 100 wisatawan yang menyaksikan event olahraga Tour de Singkarak di Sumatera Barat. Analisis data yang digunakan adalah analisis deskriptif dan Structural Equation Modeling. Hasil penelitian memperlihatkan bahwa citra Event olahraga dan Citra Destinasi Wisata berpengaruh terhadap Kepuasan Wisatawan Tour De Singkarak di Sumatera Barat.

1. INTRODUCTION

The sports event has an impact on the development of the tourism sectors. A study by Sands (2008), for example, found that the Beijing Olympic Games had an impact on foreign tourist arrivals which increased by 8-9 percent per year after the event

was over. Such an event indicates that it can encourage activities of visits and also provide a multi sector effect on a tourist destination.

Another example is the West Sumatera province also has conducted many sports events such as the annual Tour de Singkarak, Dragon Boat race,

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Agam SEAPA Paragliding Accuracy Championship and Festival Langkisau. All these are the attempt by the government of West Sumatera to support the development of the sport sector that is the tourism industry in particular and economic development in general.

Sport events Tour de Singkarak (TDS) have been claimed by the government being able to increase tourist arrivals to West Sumatera. At least the time of execution, the majority of participants and team supporters (sports tourist) brings the families. Although there are claims about the arrival of tourists, things to know further is the impact of sports events TDS and comprehensive long-term basis to the West Sumatera image as a tourist destination (destination image) and its impact on tourist satisfaction.

Tourist satisfaction is considered a major factor in determining the tourism sector and tourists and this can make them come back to visit tourist destinations or watching re-TDS. This is supported by Chen and Tsai (2007) who argue that the tourist satisfaction is a central concept in tourism. Therefore, the organizers should continue to improve the implementation of the TDS so as to improve the image of the destination and tourist satisfaction. Moreover, there has been no systematic analysis and academically defensible to West Sumatera.

Some of the studies also found a relationship between the image of an event and the image of the destination and tourist satisfaction. A research by Jago et al. (2003) found an correlation between destination image and the image of an event which is based on the theoretical approach of co-branding and bundling. In addition, research by Xing & Chalip (2006) also provide evidence that the sport event can affect the perception of the destination image when the image of the event held fit or compatible with the image of the destination.

However, Kaplanidou & Vogt (2007) found that the image of a sports event has positive effect on the image of the destination and tourist satisfaction watch the event. Wang and Hsu (2010) found that overall tourism destination image reflected from the cognitive and affective imagery, while the overall image of tourism destinations have a direct impact on the satisfaction of these findings are also supported by Lu (2013) who also found that the image of the sport event a positive effect on destination image and the satisfaction of watching the event. Positive effect on the image of the destination tourist satisfaction but in the context of satisfaction visited destinations (Lee 2009, Kahn et al. 2013, Banki et al. 2014).

So far, this study has its importance to be done so that managers pay more attention to the image of a sports event because it is predicted to be able to build the image of the destination and tourist satisfaction. Travelers who satisfied are beneficial for long-term relationship for tourist destinations. Thus, departing from the background research, as it has been described, it is necessary to find an answer toward the research questions such as the following: (1) How is the effect of image of a sports event on the destination image, 2) How is the effect of the image of sports events on tourist satisfaction, and 3) How is the effect of destination image on satisfaction tourists.

As based on the questions raised above, this study has some purposes such as to determine and analyze (1) The effect of the image of sport event on the tourism destination, 2) the effect of sports events on the tourist satisfaction, and 3) the effect of destination image on the satisfaction of tourists.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Image of Sport Event

In connection with the concept of an image of a sports event; it can be referred to the researchers who have conducted studies demonstrating the important determinant of the image of a sports event. Such a determinant is indicated in a qualitative level that the image of sport events can include emotional, organizational, environmental, historical, social, and physical attributes (Kaplanidou et al. 2009). For that reason, to quantitatively measure the image components, there are some different variables as used in previous studies (Koo et al. 2006). In some studies related, there is a relationship between the destination and the image of sport events (Kaplanidou 2007) as well as the emotional variables (Koo et al. 2006; San & Rodri'guez 2008). In reference to the variable measuring the cognitive component, several different indicators have been used for this in previous studies, such as nature, the characteristics of each nature (Lin et al. 2007; San & Rodri'guez 2008); and also some aspects of culture or infrastructure (San & Rodri'guez 2008).

Image of the Destination

Image that is attached to a tourist destination is known as the destination image. Destination image has become one of the main areas of tourism studies for more than four decades (Svetlana and Juline 2010). Destination image is believed to be a key factor in the decision making process of the trip (Beerli and Martin 2004). Besides that, destination

image is an overall impression, beliefs, ideas, hopes, and the accumulation of feelings an individual or group of people to a place from time to time (Kim and Richardson 2003).

For example, Chen and Funk (2010) identified 15 attributes such as the destination image of historical attractions, accommodation, shopping cleanliness of the city, while Kaplanidou (2010) states that one of the important aspects of the event is the traveler in mind destination attributes. Various studies on destination image or image of a tourist destination have been done. Some previous researchers have explained in some views. Another example is by Pike & Ryan (2004) who stated that destination image is considered as elements related to the image of the cognitive, affective goals and overall image.

According Kaplanidou & Vogt (2007), affective destination is generally measured by some indicators such as: 1) Interesting-Boring, 2) Refreshing-Bothersome, 3) Fun-No Fun 4) Generating spirit-Tiring, 5) Friendly-Not-Friendly. Thus, they are measured by differential semantics. In addition, Beerli and Martin (2004) also provides cognitive attributes for destination image including 5 dimensions and indicators, namely; 1) natural and cultural resources that the flora and fauna, landscape, customs and way of life, cultural activities, as well as historical and cultural objects, 2) general, tourist, and leisure infrastructure that's the night world, shopping, dining, sports facilities, and infrastructure, 3) The atmosphere is luxury, modern, exotic, destination name, destination reputation, and quality of life, 4) social setting and environment that is security, cleanliness, and friendliness of the local community, and 5) sun and sand that is hotels and lodging, weather and beaches.

In connection with the concept of destination image, Qu et al. (2010) revealed that the destination image is a cognitive image consisting of the experience quality as gained by the tourists, tourist attractions in a destination, environment and infrastructure in the destinations, entertainment or activities, and cultural traditions of the destination. For a unique image, it consists of the natural environment, the attractiveness of a destination, and local attractions that exist in a destination. Affective image consists of pleasant feelings, arouse, relaxing, and attractive while at a destination.

Satisfaction Rating

In some literatures, satisfaction depends on the experience of using services (Hernandez et al. 2006). It is also the result of psychological satisfac-

tion that comes from experience (Lee et al. 2007). In addition, satisfaction rating is an emotional condition that is reflected in the assessment of post-trip to a tourist destination (Su et al. 2011). For example, Chi & Que (2008) measure tourist satisfaction using attributes of satisfaction and overall satisfaction, while the indicators of tourist satisfaction to sports events are such as the quality of access to sports venues, the quality of access to destinations, sports venues, interaction quality, value venue, quality processes and quality event (Rajabi and Andam 2013). Thus, satisfaction rating can encourage the intention to behave (Lee 2007, Banki et al. 2014), and for the tourists, it can result in dissatisfaction tourists do not want to re-visit and recommend to others (Chen & Chen 2010).

Hypothesis development

Study on the effect of the sports event image on destination image was also done by researchers like Chalip & McGuerty (2004) and Xing & Chalip (2006) in which, a positive image of the sport event can affect the perception of the destination image when the event image is held fit or being compatible. (Kaplanidou & Vogt (2007) also examined the relationship between the sport event image and destination image. They find that the sports events image has positive effect on the destination image. The above finding is supported by Lu (2013) who also found that the sport event image also has positive effect on the destination image. Based on the above arguments, the first hypothesis in the study is as follows:

H1: The sport event image affects the tourism destination image.

Kaplanidou & Vogt (2007) studied the relationship between the sport event image and the satisfaction of watching the event. They found that the sport event image has positive effect on satisfaction of tourists watching the event. This finding is supported by Lu (2013) and Koo et al. (2014) who also found that the sport event image has positive effect on the satisfaction of watching the event. Based on such evidence, the second hypothesis in the study is as follows:

H2: The sport event image affects tourist satisfaction.

In a research by Bigne et al. (2001) and Lee (2009), it was found that the destination image positively affect overall satisfaction with the trip. Research Bigne et al. (2001) is supported by several subsequent studies. Wang and Hsu (2010) found that overall tourism destination image is reflected from the cognitive and affective image, while the

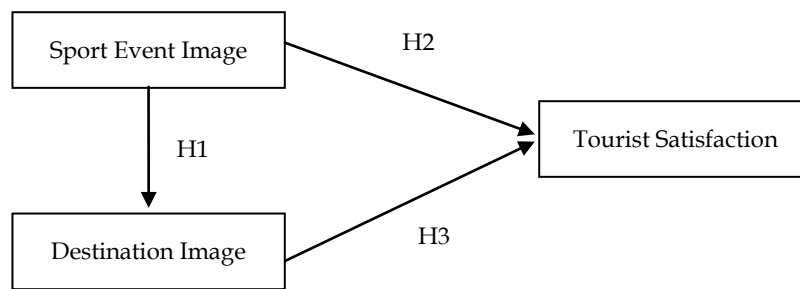


Figure 1
A Conceptual Model of the Research

Table 1
Characteristics of the Respondents

No.	Characteristics	Description	Total
1.	Gender	Male	51 (51%)
		Female	49 (49%)
2.	Age	< = 20 years	20%
		21-30 years	53%
		31-40 years	11%
		41-50 years	9%
		>50 year	7%
3.	Education	SMP (Secondary)	8%
		SMA (High School)	28%
		Diploma (3-Year Diploma)	15%
		Sarjana (Undergraduate)	40%
		Pascasarjana (Graduate)	9%
4.	Country of Origin	Belgian	1%
		Canada	4%
		Indonesia	89%
		German	1%
		Malaysia	2%
		Switzerland	1%
		Turkey	1%
		US	1%

overall image of tourism destinations has a direct impact on satisfaction). Research results Wang and Hsu (2010) is also supported by the findings of Lu (2013), who also found that the destination image has positive effect on the satisfaction of watching the event, while Kahn et al. (2013) and Banki et al. (2014) found the destination image affects positively the tourist satisfaction. Based on this argument, the third hypothesis is as follows:

H3: destination image affects tourist satisfaction.

Based on the theoretical background described above, the conceptual model of the study can be shown in Figure 1.

3. RESEARCH METHOD

This study employs the management science approach focusing on marketing management. It is an explanatory research because it aims to examine the relationship between sports events on the perceptions of tourist destination image and its effect on the behavior of tourists. This study determines the

clarity of the relationship of variables (hypothesis testing) through data by using a survey that is explanatory survey. The sample was taken from the population using mainly a questionnaire.

The investigation type is the type of causality that aims to explain the relationship between variables, while the coverage is cross sectional time reflecting a situation at a particular time in the year of 2014. The unit of analysis is foreign and domestic tourists who watched sports events of the Tour de Singkarak 2014. Travelers archipelago is referred to the study are tourists from outside West Sumatera.

For that reason, the data are primary obtained from the tourists by using a questionnaire that has been prepared for the respondents representing the population using convenience sampling. The questionnaire is the scales based on the semantic differentials. The target population includes foreign and domestic tourists who visited and watched sports activities event Tour de Singkarak

Table 2
Results of Outer Loading

Indicators of Variables	Destination Image	Cognitive Image COG)	Affective Image (AFF)	Satisfaction (SAT)	Sport Event Image (SEI)
Natural resources and Culture (AveCOG1)	0.699341	0.690219			
General, Tourist and Leisure Infrastructures (AveCOG2)	0.763306	0.860358			
Atmosphere (AveCOG3)	0.772275	0.863481			
Social Setting & Environment (AveCOG4)	0.715633	0.775832			
Sun and Sand (AveCOG5)	0.517733	0.598107			
Interesting destination (AFF1)	0.834695		0.875034		
Fresh Destination (AFF2)	0.814854		0.856483		
Fun destination (AFF3)	0.821513		0.879747		
Arousing Spirit Destination (AFF4)	0.789667		0.838152		
Friendly Destination (AFF4)	0.806181		0.855663		
Access quality to the Sport Venue (SAT1)				0.895870	
Access quality to destination (SAT2)				0.840615	
Sport Venue (SAT3)				0.875434	
Venue environment quality (SAT4)				0.850081	
Interaction quality (SAT5)				0.866254	
Venue Value (SAT6)				0.870080	
Event Process Quality (SAT7)				0.832956	
Emotion/Feeling towards sport event (SET1)					0.810928
Sport event Interesting/ boring (SET2)					0.819754
Sport event Fresh/ tiring (SET3)					0.798155
Quiet/ great event (SET4)					0.832914
Modern/ Traditional event (SET5)					0.813982
Sport event Fund/ Saddening (SET6)					0.821062
International/ local event (SET7)					0.738009
Natural/ artificial (SET7)					0.750797
Reputation of Sport event (SET8)					0.774688
Atmosphere (SET9)					0.799787

2014 in West Sumatera. And the quantitative analysis was done using Structural Equation Model (SEM) with a program package of SmartPLS (Partial Least Square)

4. DATA ANALYSIS AND DISCUSSION

Characteristics of the Respondents

The characteristics of the 100 respondents can be seen in Table 1. As presented in Table 1, it shows that male respondents are more balanced than female ones, while the dominant respondents are aged between 21 and 30 years. This indicates that watching a sports event are dominantly the educated youth (school-Degree). This is due to the fact that because cycling is currently a trend among young people and it attracts them to visit the event of the Tour de Singkarak. Travelers who watch TDS is still dominated by Indonesian tourists. In this study, respondents were foreign and domestic tourists. Tourists are referred to in this study are tourists from outside the West Sumatera.

Measurement (Outer) Model

Validity

Validity test aims to measure the quality of the instruments and it shows the instrument validity as well as how well a concept can be defined by a measure (Hair et al. 2010). This research uses questionnaire which has been said to be valid, for example, if the instrument itself is able to measure what is desired and disclose data appropriately. Thus, this questionnaire is also tested to see whether the questionnaire can measure and disclose the data for the purpose of the research.

The indicators are the reflective constructs. Convergent validity is assessed based on the correlation (outer loading) between the scores of items or indicators (component score) and a score of constructs (Hair et al. 2010). Convergent validity is used to determine the validity of any relationship between the constructs indicator (indicator) latent.

The validity test is done using reflexive indicator that can be seen from the correlation between

Table 3
Results of Cross Loading

Indicators of Variables	Destination Image	Cognitive Image (COG)	Affective Image (AFF)	Satisfaction (SAT)	Sport Event Image (SEI)
AveCOG1	0.699341	0.690219	0.622951	0.523935	0.560472
AveCOG1	0.699341	0.690219	0.622951	0.523935	0.560472
AveCOG2	0.763306	0.860358	0.585363	0.660233	0.657733
AveCOG2	0.763306	0.860358	0.585363	0.660233	0.657733
AveCOG3	0.772275	0.863481	0.599499	0.630806	0.630612
AveCOG3	0.772275	0.863481	0.599499	0.630806	0.630612
AveCOG4	0.715633	0.775832	0.573164	0.617862	0.572312
AveCOG4	0.715633	0.775832	0.573164	0.617862	0.572312
AveCOG5	0.517733	0.598107	0.401270	0.310212	0.259621
AveCOG5	0.517733	0.598107	0.401270	0.310212	0.259621
AFF1	0.834695	0.660530	0.875034	0.554622	0.569184
AFF1	0.834695	0.660530	0.875034	0.554622	0.569184
AFF2	0.814854	0.644452	0.856483	0.573092	0.520181
AFF2	0.814854	0.644452	0.856483	0.573092	0.520181
AFF3	0.821513	0.630260	0.879747	0.526123	0.509950
AFF3	0.821513	0.630260	0.879747	0.526123	0.509950
AFF4	0.789667	0.607752	0.838152	0.600495	0.559749
AFF4	0.789667	0.607752	0.838152	0.600495	0.559749
AFF5	0.806181	0.620751	0.855663	0.607074	0.559102
AFF5	0.806181	0.620751	0.855663	0.607074	0.559102
SAT1	0.687974	0.697731	0.591401	0.895870	0.748299
SAT2	0.672853	0.644585	0.609417	0.840615	0.731195
SAT3	0.619523	0.658696	0.507546	0.875434	0.733867
SAT4	0.634861	0.635680	0.552919	0.850081	0.776359
SAT5	0.611152	0.598192	0.543022	0.866254	0.721621
SAT6	0.607036	0.588711	0.545073	0.870080	0.731944
SAT7	0.675319	0.599148	0.652088	0.832956	0.733625
SEI1	0.633255	0.633288	0.551007	0.711823	0.810928
SEI2	0.613564	0.630842	0.518689	0.711904	0.819754
SEI3	0.595776	0.548400	0.558467	0.630926	0.798155
SEI4	0.580239	0.561551	0.521789	0.695151	0.832914
SEI5	0.621384	0.610700	0.551087	0.676736	0.813982
SEI6	0.632055	0.600068	0.579948	0.661018	0.821062
SEI7	0.481050	0.487782	0.414143	0.634803	0.738009
SEI8	0.506213	0.542676	0.410491	0.712955	0.750797
SEI9	0.556875	0.565002	0.475662	0.687370	0.774688
SEI10	0.518776	0.544630	0.430814	0.714175	0.799787

the scores of items or indicators and constructs' scores. Individual indicators are considered valid if it has a correlation value above 0.70. However, for loading 0.50 to 0.60, it is still acceptable by looking at the output of the correlation between the indicators and the construct (Hair 2010). In this study, the researchers took 0 : 50 loading value while convergent validity and discriminant validity can be explained as follows:

1. Convergent Validity

Convergent validity aims to determine the validity of any relationship between the indicator and latent variables. It is assessed based on the correlation between the scores of items or indicators (component score) and a latent variable scores (construct score) which are calculated by SmartPLS. An indicator is considered to have a high degree of validity

if it has a value of factor loading greater than 0.70. However, indicators that have a loading of 0.50 to 0.60 are still acceptable (Ghozali 2008). The outer loading result is as shown in Table 2.

Based on Table 2 it can be seen that all the indicators have a factor loading greater than 0.50. This proves that all the indicators used in this study are valid.

2. Discriminant Validity

Discriminant validity is assessed by measurement of the construct cross loading. If the correlation value constructs with items measuring greater than the value of correlation with other constructs, then it shows that the latent constructs predict the size of the block they are better than the other block sizes, and it is said that the constructs have high validity discriminant (Ghozali 2008). The results of the dis

Table 4
Loading and Average Variant Extract

Variables	AVE
Affective Image	0.741572
Cognitive Image	0.584373
Destination Image	0.575739
Sport Event Image	0.634526
Satisfaction	0.742784

Table 5
Latent Variable Correlation

	Affective	Destination Image	Sport Event Image	Cognitive	Satisfaction
Affective	0.861146				
Destination image	0.944725	0.758775			
Sport Event Image	0.631128	0.722580	0.796571		
Cognitive	0.735034	0.916578	0.720666	0.764443	
Satisfaction	0.663987	0.748153	0.858748	0.733880	0.861850

criminant validity of the value of cross-loading between indicators with its construct are shown in Table 3.

Table 3 provides the correlation of the construct indicator which is greater than the value of correlation of other constructs. It can be concluded that all latent constructs show good discriminant validity because it can predict the indicator on the block they are better than indicators in other blocks.

Other method is also done to assess the discriminant validity in addition to seeing the value of cross loading that is to look at the value of average variance extracted (AVE). AVE good, required by Ghozali (2008) has a value greater than 0.50.

Table 4 provides the values AVE above 0.5 for all constructs as in the research model. This proves that the constructs in the model have good discriminant validity.

Other method is used to assess the discriminant validity that is to look at the square root of the AVE for each construct is greater than the correlation between the constructs with other constructs. The model has good discriminant validity if the square root of AVE for each construct is greater than the correlation between the two constructs in the model.

From Table 5, it is known that the root of AVE value is higher than the correlation between the values of the other constructs. Thus, it can be said each has high construct validity.

Reliability Test

This test aims to determine how far the measuring instrument is reliable or trustworthy. A questionnaire is said to be reliable or reliable if the respondent who responds to questions is consistent or

stable over time (Ghozali 2008). Reliability of the instrument in this study is determined from the composite reliability and Cronbach's alpha for each block indicator is on the first order of reflective constructs.

The rule of thumb or composite reliability alpha value should be greater than 0.7 even though the value of 0.6 is acceptable (Hair et al. 2006). However, the real test of internal consistency is not absolutely necessary if the construct validity has been fulfilled, because the valid construct is a construct that is reliable, the reverse is not necessarily a reliable construct valid (Cooper and Schindler 2006).

Composite Reliability

Other testing to evaluate outer reliability models is to look the latent construct variables which are measured by two criteria: reliability and Cronbach alpha compositing of block indicator that measures the construct. A construct is reliable if it has a value above 0.70 and a composite reliability Cronbach alpha value above is 0.60. Table 6 is the output of SmartPLS.

The value of reflective construct composite is measured to have a value greater than 0.60, so that the research construct can be said reliable.

Testing Structural Model (Inner Model)

Model Testing (R-square)

Evaluation is done by looking at the structural model of the R-square. R-square value can be used to assess the effect of certain independent latent variables on the dependent latent variables. R-square in the constructs is presented in Table 7.

In principle, this study uses 2 variables influenced by other variables such as the destination

Table 6
Composite Reliability

Variables	Composite Reliability
Affective Image	0.934825
Cognitive Image	0.873493
Destination Image	0.930474
Sport Event Image	0.945466
Satisfaction	0.952838

Table 7
R Square

Variables	R-square
Affective Image	0.892506
Cognitive Image	0.840116
Destination image	0.522122
Satisfaction	0.771540

Table 8
Hypothesis Testing

Hypotheses	T Statistics (O STERR)	Level of Significance
Sport Event image -> Destination image	11.773433	Significant
Sport Event Image -> Satisfaction	9.481375	Significant
Destination-> Satisfaction	3.484119	Significant

image sports event image, satisfaction variables. All are influenced by the sport event image image of a sports event and destination image. Then, there is the dimensions which are influenced by destination image.

In Table 8, it shows the value of 0.522122 for the construct of destination image. This means construct of destination image can explain the variance of sports events event by 52%, and then the value for the construct of satisfaction is 0.771540, which means that the satisfaction construct is capable of explaining variance of sport event image and destination image by 77%.

Hypothesis Testing (t-statistic)

SmartPLS did not assume normality and distribution of the data, SmartPLS using nonparametric test is meant to determine the level of significance of the path coefficients, where the value of T (T-statistics) is generated by running the algorithm on SmartPLS bootstrapping. This is used to determine the admissibility of the proposed hypothesis. The hypothesis would be supported if the value of the T-statistic exceeds the T-table is 1.96.

The hypothesis testing can be described as follows:

1. The Effect of sport event image on destination image

Hypothesis 1: The sport event affects the destina-

tion image.

As seen in Table 9, it can be seen that the first hypothesis stated the existence of a positive and significant effect in which the t-statistics is greater than 1.96 ($11.773433 > 1.96$). This means that the first hypothesis is accepted by the sense that the sport event image has a significant and positive effect on the destination image. This shows that the image of a great TDS event can improve the image of the destination. This evidence is supported by Chalip & McGuerty (2004), Xing & Chalip 2006), Kaplanidou & Vogt (2007) and Lu (2013) in which, a positive image of the sport event can influence the perception of the destination image when the image of an event that is well carried out.

2. The Effect of Sport Event Image on the Satisfaction of the Event

Hypothesis 2: The sport event image affects the tourist satisfaction.

As in Table 9, it can be seen that the second hypothesis stated the existence of a positive and significant effect in which the t-statistics is greater than 1.96 ($9.481375 > 1.96$). This means that hypothesis 2 is accepted by the sense that the image of the sport event has a significant and positive effect on satisfaction in the sports event. It also shows that the image of a great sports event can encourage the satisfaction of tourists who witnessed the

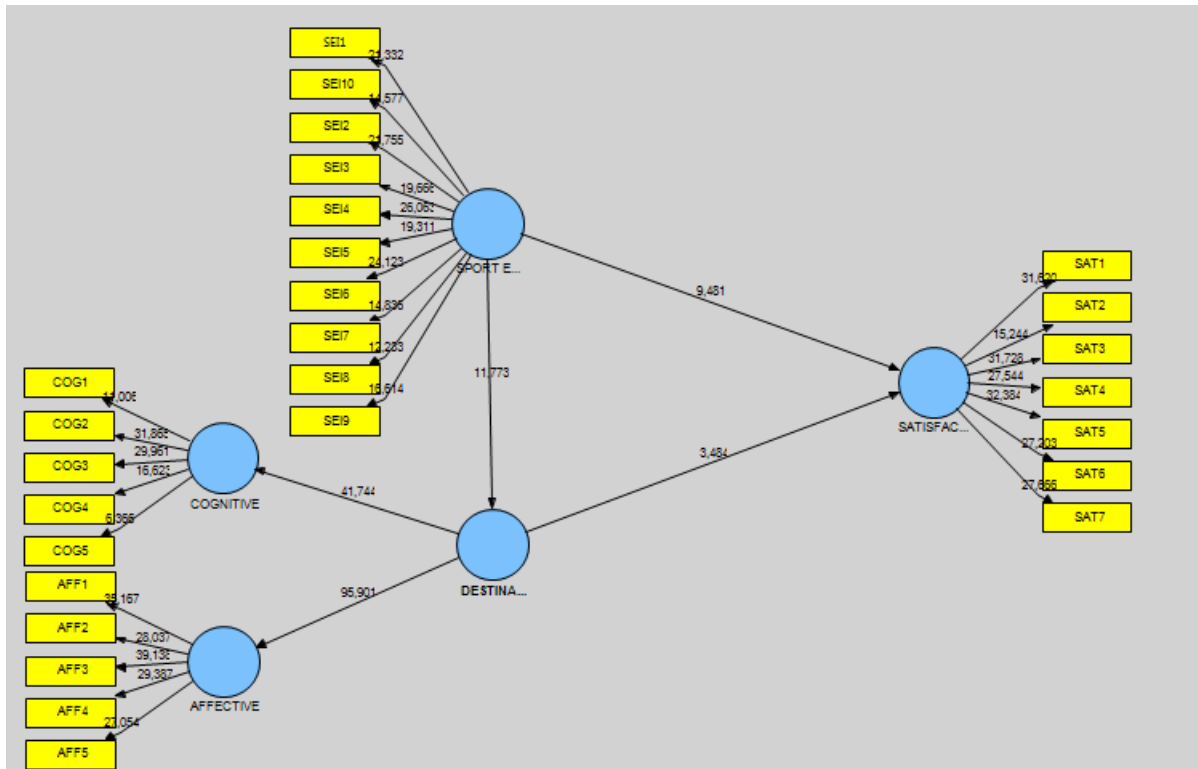


Figure 2
Model Structure Testing

event the Tour De Singkarak. This is supported by research Kaplanidou & Vogt (2007), Lu (2013) and Koo et al. (2014) in which the sport event image has a positive effect on satisfaction of tourists watching the event. The whole impression has created in the minds of tourists who watch the event TDS and this affects their assessment of the implementation of an event.

From the research, it appears that the event TDS has a good image in the minds of tourists who come to watch this event. This resulted in tourist satisfaction. Good image of the TDS events have contributed very well in sustainability and presence TDS event in years to come. This of course will have a positive impact for the increasing number of tourists and improve the economy and the attractiveness of West Sumatera.

3. The Effect of destination image on the satisfaction of sport events

Hypothesis 3: The destination image affects tourist satisfaction.

Again, as presented in Table 9, it can be seen that the third hypothesis stated that there is a positive and significant effect. It can be seen that the results of the t-statistics greater than 1.96 ($3.484119 > 1.96$). This means that the hypothesis 3 is accepted by the sense that the destination image and a significant positive effect on satisfaction in the sports event. This also shows that the image of the

great destinations can increase tourists satisfaction in watching the event TDS.

The experience gained by tourists and business addresses in destinations affect overall satisfaction rating, including satisfaction with sports events. Thus, it can be seen that tourists who encountered researchers feel satisfied after watching a sports event of the Tour de Singkarak in because of the positive image that is owned by the existing destinations in West Sumatera that affect their satisfaction. These results are supported by research Lee (2009), Wang and Hsu (2010), Lu (2013), Kahn et al. (2013) and Banki et al. (2014) find that the destination image positively affects satisfaction.

The model is found in this study as shown in Figure 2. The research of this study has shown that the image of Event Tour de Singkarak can trigger push the image of West Sumatera destination. This finding is consistent with the previous studies that the event can affect the perception of the destination image when the image of the event is held fit or compatible with the destination image (Chalip & McGuerty 2004, Xing & Chalip (2006), Kaplanidou & Vogt 2007 and Lu 2013). In addition, a Sport Event image and destination image are found to have an effect on tourist satisfaction (Kaplanidou & Vogt 2007, Lu 2013, and Koo et al. 2014).

The above evidence suggests that the experience obtained by tourists and business addresses in destinations affect overall satisfaction rating, including satisfaction of the sports event. Travelers who meet the researchers feel satisfied after watching a sports event of the Tour de Singkarak because of there is positive image that is owned by the existing destinations in West Sumatera. This can be seen by tourists experience obtained during actual visits to destinations in West Sumatera.

Travelers obtain a positive experience while in West Sumatera. Positive experience which is gained by the tourists can be seen by respondents in cognitive and affective ratings, being perceived by the tourists who have an impact on the overall image of the destination of West Sumatera. There must be hard efforts by the managers in the Regional Government of West Sumatera that is needed in the implementation of the great TDS event. Tourist satisfaction has positive impact on the development of West Sumatera tourism, which is able to push the intention to come back to destination (Chi and Qu 2008, Chen and Tsai 2007). This includes the intention to behave liking the events and willingness to recommend (Koo, et al. 2014), the future behavior (Lee 2009).

Though the relationship between satisfaction and intentions to behave inconsistently in the results of such research is supported, Kaplanidou and Vogt (2007) found that satisfaction does not affect the intention to visit again, but the research conducted at the participants in the sport of cycling events are not repetitive. The inconsistency in the predictive role of satisfaction may lie in the nature of sport events and the occurrence (repeated at the same destination or not).

The results of this study differ from previous studies conducted by Kaplanidou and Vogt (2007). Research conducted by Kaplanidou and Vogt (2007) stated no significant effect on satisfaction. This is especially for the destination image and the sport event because the unit of analysis was studied by different researchers with previous studies. In this study, the researchers used the unit of analysis tourists who watched sports event, whereas in previous research unit of analysis is the sports event participants.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATION

This study confirms that satisfaction and a sports event when analyzed from the perspective of the audience or spectator are influenced by two variables, namely the sport event image. The Investi-

gation was also reiterated that there was a relationship between the image and the sport event image and destination image which then affect the satisfaction of the sports event.

The important note for the organizers is necessary to maintain and enhance the image of the Tour de Singkarak event to be more attractive for tourists for example the provision of infrastructure is more feasible and schedule certainty and systematically, they organize the event so that the event runs as it should. Quality events will certainly affect a greater potential to create satisfaction, especially for visitors or spectator. Based on that is a must for government and related agencies in order to further improve the quality of the event, infrastructure, and quality of service to tourists so that tourists feel high satisfaction.

This study provides new findings in the context of a sport event in West Sumatera. For further research, this model could be used for some agenda of the sport events both in West Sumatera and other provinces. The development is expected to boost the research scale generalization of the results that have been achieved here. It should also be investigated such as other factors other than the image of a sports event and the image of tourist destinations such as loyalty and intention to visit back. This study is cross-sectional in which the data were obtained at one time, while the effect of satisfaction on a sports event might change some time in another time.

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