SHOPPING DESTINATION: THE ROLE OF DESTINATION IMAGE, PERCEIVED QUALITY AND PERCEIVED VALUE ON WORD-OF-MOUTH

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DECLARATION OF AUTHENTICITY

Here in I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, January 21st, 2019



Cahyo Putra Wibowo

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SHOPPING DESTINATION: THE ROLE OF DESTINATION IMAGE, PERCEIVED QUALITY AND PERCEIVED VALUE ON WORD-OF-MOUTH

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ABSTRACT

Shopping has become a part of tourism experience and it is one of the most important motivators for tourism. In order to attract tourists to come to visit, a destination should have a favorable image. Furthermore, quality and value perceive by tourists in a shopping destination are also considered to be very important to influence the spread of positive word-of-mouth towards a shopping destination. However, in the context of tourist destinations, these concepts have never been empirically investigated. Therefore, the aim of this research is to extend the theoretical concepts and evaluates the empirical evidence of the relationship between destination image, perceived quality and perceived value on word-of-mouth towards a shopping destination. The result drawn from a sample of 280 domestic tourists in Yogyakarta, show that destination image, perceived quality and perceived value have a significant influence on word-of-mouth. Furthermore, this study reveals that the development of a city into a shopping destination is only possible if the city is simultaneously developed into an attractive destination.

Keywords: *shopping, destination, image, quality, value, word-of-mouth*

DESTINASI BELANJA: PENGARUH CITRA DESTINASI, KUALITAS YANG DIRASAKAN DAN NILAI YANG DIRASAKAN TERHADAP PENYEBARAN INFORMASI DARI MULUT KE MULUT

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ABSTRAK

Berbelanja telah menjadi bagian dari pengalaman pariwisata dan merupakan salah satu motivator terpenting bagi pariwisata. Agar menarik wisatawan datang berkunjung, sebuah destinasi harus memiliki citra yang baik. Selain itu, kualitas dan nilai yang dirasakan oleh wisatawan di destinasi belanja juga dianggap sangat penting dalam mempengaruhi penyebaran informasi positif dari mulut ke mulut terhadap sebuah destinasi belanja. Namun, dalam konteks tujuan wisata, konsep-konsep ini belum pernah diselidiki secara empiris. Oleh karena itu, tujuan dari penelitian ini adalah untuk memperluas konsep-konsep teoritis dan mengevaluasi bukti empiris dari hubungan antara citra destinasi, kualitas dan nilai yang dirasakan oleh wisatawan dalam penyebaran informasi dari mulut ke mulut terhadap sebuah destinasi belanja. Hasil yang diambil dari sampel 280 wisatawan domestik di Yogyakarta, menunjukkan bahwa citra destinasi, kualitas yang dirasakan dan nilai yang dirasakan memiliki pengaruh yang signifikan terhadap penyebaran informasi dari mulut ke mulut. Selanjutnya, penelitian ini mengungkapkan bahwa pengembangan kota menjadi sebuah destinasi belanja hanya mungkin terjadi jika kota tersebut dikembangkan secara bersamaan menjadi destinasi yang menarik.

Kata kunci: *belanja, destinasi, citra, kualitas, nilai, dari mulut ke mulut*

CHAPTER I

INTRODUCTION

1.1 Background

Tourism plays a big role in the local economy because it is an important source of commercial activities, income, employment and international exchange (Allameh, Khazaei Pool, Jaberi, Salehzadeh, & Asadi, 2015). From this industry, a country can receive huge annual revenues. If tourism sector is managed properly, a country can develop quickly (Fayed, Wafik, & Gerges, 2016). Therefore, many countries have paid attention to expand and develop its tourism industry to obtain benefits. In order to attract the tourists to visit a destination, a country should have a favorable image. On the other hand, if a country does not have any positive destination image then tourists will not be interested to visit.

Arguably, the destination image becomes a key point in tourism industry. In selecting the destination, image becomes the only factor that influences the potential tourists because they tend to believe in their perceptions rather than the reality about the destination itself (De Nisco, Mainolfi, Marino, & Napolitano, 2015; Puh, 2014). Thus, since it strongly influences the choice of a destination and tourism satisfaction (Leou, Wang, & Hsiao, 2015; Puh, 2014), destination image and other factors that influence it become very important for a sustainable marketing strategy of a destination on tourism market and it can increase competitive advantages for a country (De Nisco *et al.*, 2015).

One of the most popular activities among tourists when travelling is shopping. In travelling, tourists purchase variety of goods such as local souvenirs

for relatives and essential items to meet their needs during the trip (Sirakaya-Turk, Ekinci, & Martin, 2015; Suhartanto & Triyuni, 2016; Wu, Wall, & Pearce, 2014). It can be said that shopping can be categorized as the most important motivator for tourism (Egresi & Polat, 2016; Zaidan, 2016). Previous studies have found that shopping is a core contributor to tourist satisfaction. Furthermore, this positive satisfaction would result in repeat visits, positive word-of-mouth, and spend even more money on shopping (Egresi & Polat, 2016; Leou *et al.*, 2015). On the other hand, tourists will not stay longer if the shopping opportunities in a destination are limited (Sirakaya-Turk *et al.*, 2015).

According to Egresi & Polat (2016), shopping has an important contribution to the development of tourism in an area. Moreover, by having attractive shopping areas could give a positive impact on the destination image (Egresi & Polat, 2016; Suhartanto & Triyuni, 2016). Thus, retail managers in a tourist destination and government officials need to dedicate more resources in order to increase tourist satisfaction because tourism destinations become more competitive nowadays (Kneesel, Baloglu, & Millar, 2010; Sirakaya-Turk *et al.*, 2015). This is important to consider because by having loyal and satisfied tourists toward a destination can generate a positive word-of-mouth which can lower the marketing cost to promote the destination (Iordanova, 2017; Neuts, Romão, van Leeuwen, & Nijkamp, 2013).

Theoretically, perceived value and quality are believed to be one of the important contributors in defining consumer behavior (Ramseook-Munhurrun, Seebaluck, & Naidoo, 2015). However, in the context of tourist destinations, these

concepts have never been empirically investigated. Thus, the existing literature should be developed in order to broaden the understanding of the consequences of destination image towards tourist perceived value, perceived quality, and positive word-of-mouth. In addition, a study to examine the factors that determine the spreading of positive word-of-mouth among tourists towards a shopping destination is critical as it could provide direction for the development of retail business in a travel destination in particular, as well as the tourism destination in general. Given the importance of what is mentioned, this research tries to discover the relationships between destination image, perceived quality, perceived value, and word-of-mouth toward shopping destinations in Yogyakarta, Indonesia.

Yogyakarta is one of the important tourism destinations for Indonesia. It is strategically located in the middle of Java island. Yogyakarta is known for having rich cultural heritage, beautiful natural landscape and also known as education center. Other than that, Yogyakarta is relatively safe and comfortable because of the hospitality of its people. The local people are very humble and are still strongly maintaining the local tradition because there is still a running Mataram Kingdom called Kraton Yogyakarta, where the king family is highly respected by the locals. Spending holiday in Yogyakarta is always a favorite thing to do by the locals due to the hospitality and creativity of the local people. It is not surprising that the number of tourist arrivals, both foreign tourists and domestic tourists, continues to increase every year. In 2017, the number of domestic and foreign tourists who visited Yogyakarta was 5,229,298 people (Dinas Pariwisata Daerah Istimewa Yogyakarta, 2018). This statistic value has increased by 15% from the

number of tourist visitors in the previous year. It indicates that there is a level of positive perception by public for keeping and making decision to visit Yogyakarta.

From what has been explained, therefore, this study attempts to assess the future behavioral intention based on shopping experiences of tourists visiting Yogyakarta by having positive word-of-mouth as the variable outcome. As we know, Yogyakarta is one of the most popular tourist destinations in Indonesia and it has many historical and cultural objects as well. In terms of shopping destination, Yogyakarta has a very popular shopping area and also become the central of economy in the city such as Malioboro. Typically, the tourists who visit Yogyakarta will definitely go to this place. Other than that, the city also has many markets beside Malioboro that are also widely recognized by many tourists which provide many types of local stuff and souvenirs such as *Pasar Beringharjo*, *Mirota Batik*, *Pasar Legi Kotagede*, and other souvenir centers located in Yogyakarta. Hence, this research focuses on observing the spread of positive word-of-mouth toward shopping destinations in Yogyakarta.

Furthermore, this study is based on the research conducted by Allameh *et al.* (2015). Since the previous research was conducted in Iran at the year of 2012 while this research is conducted in Yogyakarta, Indonesia at the year of 2018, therefore, the results might be different. In the previous research, it only focused on the development of sport tourism while this study focused on developing the tourism sector in terms of shopping. Thus, there are many modifications made to previous studies in order to be suitable for this research. In order to simplify the

previous research, the researcher decided to neglect one variable and modified the framework, so that it is suitable to be applied in this study.

1.2 Research Problems

Based on the research background above, the researcher has decided several research problems that arise in this study. The problem formulations of the research are as follows:

1. Does destination image of shopping destination influence the quality perceive by tourists in the destination?
2. Does destination image of shopping destination influence the value perceive by tourists in the destination?
3. Does destination image of shopping destination influence tourists' positive word-of-mouth (WOM) of the destination?
4. Does quality perceived by tourists during shopping influence the perceived value of the shopping destination?
5. Does quality perceived by tourists during shopping influence tourists' positive word-of-mouth (WOM) of the destination?
6. Does value perceived by tourists during shopping influence tourists' positive word-of-mouth (WOM) of the destination?

1.3 Limitations of the Study

Due to several considerations, this study has several limitation possibilities. The limitations of the research are as follows:

1. This study only takes Indonesian tourists who have experienced shopping in Yogyakarta.

2. This study only focuses on variables that directly and indirectly affect positive word-of-mouth among tourists.

1.4 Research Objectives

Based on the formulation of the problems above, the researcher concludes the objectives of this study. The objectives of this research are as follows:

1. To prove that destination image of shopping destination can influence tourists' perceived quality of the destination.
2. To prove that destination image of shopping destination can influence tourists' perceived value of the destination.
3. To prove that destination image of shopping destination can influence tourists' positive word-of-mouth (WOM) of the destination.
4. To prove that quality perceived by tourists during shopping can influence the perceived value of the shopping destination.
5. To prove that quality perceived by tourists during shopping can influence tourists' positive word-of-mouth (WOM) of the destination.
6. To prove that value perceived by tourists during shopping can influence tourists' positive word-of-mouth (WOM) of the destination.

1.5 Research Contribution

1.5.1 Theoretical Benefit

This research will broaden understanding of the consequences of destination image towards tourist perceived quality, value, and positive word-of-mouth in the shopping destination. In addition, this research

also helps future researchers in providing additional literature in tourism marketing.

1.5.2 Practical Benefit

The findings of this research could help governments and managers associated with retail businesses in a tourist destination to create sustainable strategies in order to develop their shopping destination in particular and can increase competitive advantages in terms of tourism destination in general.

1.6 Systematics of Writing

This thesis consists of five chapters. The detail explanation of systematics of writing in this paper is described below.

Chapter I: INTRODUCTION

This chapter exhibits the background of this research, the problems formulation of this research, the limitations of this research, the objectives of this research, the benefits of research both theoretical and practical, and the systematics of the research.

Chapter II: LITERATURE REVIEW

This chapter explains theoretical basis of each variable used in this study such as destination image, perceived quality, perceived value and word-of-mouth. This chapter also provides the detail of hypotheses generated from each variable and provide the research framework.

Chapter III: RESEARCH METHODOLOGY

This chapter explains the methods used in this research which also contains information in terms of population, sample, sampling technique, variables of the study and the testing methods used in this research.

Chapter IV: DATA ANALYSIS AND DISCUSSION

This chapter shows data analysis and discussion of the results based on statistical computations by using theoretical concepts. This chapter also shows the interpretation of the research which is based on theories that have already been existed.

Chapter V: CONCLUSIONS AND RECOMMENDATIONS

This chapter contains conclusions about the results of the analysis of the research that has been done. In addition, this chapter also shows the limitations of the research conducted which is very useful for future research.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

Shopping has become a part of tourism experience. To that end, it is one of the most important motivators for tourism. In popular shopping destinations such as Tokyo, Milan, Hong Kong, and Paris, shopping may even be the main motivator for tourism. According to Jones *et al.* (cited in Egresi & Polat, 2016), shopping while traveling is considered as entertainment and recreation as well as social phenomena and cultural experiences. The quality and price of a product or service as well as the place are one of the most important considerations for tourists. Other than that, interacting with sellers and other shoppers also has an important influence. However, not everyone enjoys shopping. Some of them do it because of the need to meet their personal needs while travelling. For others, shopping could be a fun, entertaining, or leisure activity from which hedonic or ludic pleasures can be realized (Timothy, 2005).

According to Gordon (cited in Meng & Xu, 2012), shopping allows tourists to bring home the physical evidence as the tangible symbol and a reminder of an experience that differs from daily routine. From the tourist perspective, the purchased goods carry special meanings, memories and values they wish to cherish and remember. Meng & Xu (2012) also found that the tourist shopper uses these goods for social psychological reasons of self-identity construction and self-development for symbolic meanings. That being said, the gift giving of souvenirs can be a way of developing a relationship with others in

social psychological perspectives. Additionally, when Indonesian people having a vacation or just visiting other cities, shopping for souvenirs is a compulsory thing to do. Either it is buying souvenirs for family, friends, or just for self-consumption. In Yogyakarta itself, besides being famous for its tourist objects and traditional cuisine, shopping trips seem to have become a mandatory thing to do. This is because Yogyakarta is very famous for items that are full of culture such as batik. In addition, Yogyakarta is also famous for its souvenir centers such as Malioboro, Beringharjo Market, and others.

As previously mentioned, this research used a model that has been modified from the previous research by Allameh *et al.* (2015). Later on in this research, the researcher hypothesizes that destination image, perceived quality, and perceived value have significant influence to word-of-mouth among tourists toward shopping destination. Therefore, the following literature reviews try to exhibit and discuss the previous studies in order to support the proposed hypotheses.

2.1.1 Word-of-Mouth (WOM)

Based on the intention–behaviors theory (Theory of reasoned action (TRA) and theory of planned behavior (TPB)), individual's behaviors can be determined by their intentions (Fishbein & Ajzen, 1975). In tourism and hospitality context, intention–behavior theories have been validated in varieties of empirical researches such as intentions to visit a place (Shen, Schüttemeyer, & Braun, 2009; Yamada & Fu, 2012),

intentions for medical tourism (Lee, Han, & Lockyer, 2012) and intentions to choose a destination (Lam & Hsu, 2006). For the success of a shopping tourism, the government and tourism agencies should consider the intention–behaviors theories to understand what motives that may explain people to shop or to purchase stuff when travelling. There might be a different motive for people when making decision for daily shopping and tourism shopping. It is believed that tourism shopping is less price elastic than daily shopping.

Furthermore, the existing tourism literature has identified that when satisfied, tourist would potentially continue future behavioral intention such as intention to revisit as well as a willingness to spread a positive word-of-mouth (Papadimitriou, Kaplanidou, & Apostolopoulou, 2015). This factor becomes an important element for the success and sustainability of any destination (Allameh *et al.*, 2015; Bodet, 2008; Pratminingsih, Rudatin, & Rimenta, 2014).

According to Harrison-Walker (cited by Wang, Tran, & Tran, 2017), WOM is as "informal, person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, and organization, or a service". In other words, Virvilaite, Tumasonyte, & Sliburyte (2015) argued that WOM is sharing experiences to others which is believed to have a significant effect in influencing the decision-making process about using the product or service. In terms of tourism, Oppermann (2000) argued that WOM is one

of the factors that measures the level of tourists' loyalty toward a destination through their intention to make a recommendation or not.

In marketing literature, customers are more likely to believe the recommendations by fellow consumers (van Tonder, Petzer, van Vuuren, & De Beer, 2018). Thus, positive WOM can be useful in generating new tourists and it is believed to be a better indicator of favorable image and a positive experience with a destination compared to intention to revisit (Papadimitriou *et al.*, 2015). Variety-seeking tourists might not return to the same destination, even if they are fully satisfied with their experience (Ekinci & Hosany, 2006; Kozak & Rimmington, 2000). However, they can still spread the positive WOM and recommend the destination to others. In other words, the tourists may not ever visit the destination again in the future but they might tell their family and friends about their visit and recommend the destination to them and encourage them to have the same experience.

2.1.2 Destination Image

According to Iordanova (2015), "destination image is a set of impressions, beliefs, ideas, expectations and feelings accumulated towards a place over time gathered from a variety of information sources and shaped through an individual's socio-demographic and psychological characteristics". In other words, destination image is an individual or group perceptions of a place (Jenkins, 1999). Thus, according to Kotsi, Pike, & Tossan (2017), destination image is as important as tangible

destination features. According to Patton (as cited in Kotsi *et al.*, 2017), the idea of destination image is also in accordance with the marketing axiom that "perception is reality" which means, what an individual believes to be true will influence their actions.

Echtner & Ritchie (1991) explained destination image in the framework of descriptive and holistic attributes. The first attribute is cognitive image which refers to the beliefs or knowledge that a person has towards the attributes of tourism destinations (Puh, 2014). The elements of destination that can attract and influence tourist to visit a destination are the scenery, climate, accommodation facilities, restaurants, and historical and cultural attractions (Stylidis, Shani, & Belhassen, 2017). Meanwhile, the second attribute is affective image which refers to the tourist's feelings or emotional responses towards the various features of a destination (Zhang, Fu, Cai, & Lu, 2014). In other words, it refers to the values that individuals attach to destinations based on motivation (Pratminingsih *et al.*, 2014).

Iordanova (2017) and Puh (2014) highlighted many inconsistencies in the literature of destination image among scholars. However, Puh (2014) found out several researchers argued that by combining cognitive and affective image will give rise to an overall image that is greater compared to the sum of the parts. Still, overall image can have similar or different perceptions of the destination with cognitive and affective image. Therefore, it is important to evaluate the overall image as well as other two

components in order to measure the destination image and understand the positioning of a destination (Ahmed, 1991).

In addition, according to Allameh *et al.* (2015), destination image can influence the quality perceived by tourists. Many researchers stated that destination image forms the pre-visit expectations of individual. Therefore, by having a favorable destination image would affect the quality of a trip (Lee, Lee, & Lee, 2005). Furthermore, Allameh *et al.* (2015) also found that previous studies indicated destination image has impact on value perceived by tourists. Other than that, Papadimitriou *et al.* (2015) found that destination image influences WOM as an outcome of brand loyalty to a destination.

The three hypotheses, therefore, would be:

H1. Destination image of shopping destination has a positive effect on tourists' perceived quality of the destination.

H2. Destination image of shopping destination has a positive effect on tourists' perceived value of the destination.

H3. Destination image of shopping destination has a positive effect on tourists' positive word of mouth (WOM) of the destination.

Table 2.1

Literature review of the relationship between destination image and perceived quality

No.	Researchers	Research Title	Findings
1	Chen & Tsai (2007)	How destination image and evaluative factors affect behavioral intentions?	Destination image does not only influences the decision-making process but also the conditions after it (i.e. quality perceived by tourists).
2	Lee, Lee, & Lee (2005)	Korea's destination image formed by the 2002 world cup.	By having a good destination image will affect on quality in a trip.
3	Castro, Armario, & Ruiz (2007)	The influence of market heterogeneity on the relationship between a destination's image and tourists' future behaviour.	A destination's image influences tourists' future behavior through service quality and/or tourist satisfaction.
4	Kim, Holland & Han (2013)	A structural model for examining how destination image, perceived value, and service quality affect destination loyalty: A case study of Orlando.	Destination image contributes a positive influence on perceived quality.

Table 2.2

Literature review of the relationship between destination image and perceived value

No.	Researchers	Research Title	Findings
1	Kim, Holland & Han (2013)	A structural model for examining how destination image, perceived value, and service quality affect destination loyalty: A case study of Orlando.	Destination image not only influences the destination selection stage but also affects the on-site behaviors of tourists (i.e. value perceived by tourists).
2	Phillips, Wolfe, Hodur & Leistritz (2013)	Tourist word of mouth and revisit intentions to rural tourism destinations: A case of North Dakota, USA.	A tourist who holds a more positive image of a destination perceives more value in traveling to the destination.
3	Lai & Chen (2011)	Behavioral intentions of public transit passengers—The roles of service quality, perceived value, satisfaction and involvement.	Image of the company affects customers' perceptions of value.
4	Ramseook-Munhurrun, Seebaluck & Naidoo (2015)	Examining the structural relationships of destination image, perceived value, tourist satisfaction and loyalty: A case of Mauritius.	Destination image directly affects perceived value.

Table 2.3

Literature review of the relationship between destination image and word-of-mouth (WOM)

No.	Researchers	Research Title	Findings
1	Chen & Tsai (2007)	How destination image and evaluative factors affect behavioral intentions?	Destination image positively influence tourists' behavioral intentions (i.e. willingness to recommend). Destination image influences behavioral intentions in two ways: directly and indirectly.
2	Papadimitriou, Kaplanidou & Apostolopoulou (2015)	Destination image components and word-of-mouth intentions in urban tourism: A multigroup approach.	There is a direct and positive impact of having a favorable image on tourists' intentions to revisit the island and recommend it to others.
3	Oshimi & Harada (2016)	The effects of city image, event fit, and word-of-mouth intention towards the host city of an international sporting event.	City image plays an important role in developing positive WOM.
4	Zhang, Cai & Lu (2014)	Destination image and tourist loyalty: A meta-analysis.	The more positive the image of a destination held by a tourist, the greater the likelihood that he or she would recommend it to other potential tourists such as friends and relatives.

2.1.3 Perceived Quality

According to Parasuraman, Zeithaml, & Berry (1988), service quality is defined as a function of the difference between expected services and customers' perceptions of the actual service they received in an industry or a country. Service quality is defined as a function of the difference between expected and actual services that customer perceived in an industry (Seesaiprai, 2016). Service quality enable organizations or business firms and countries to create service differentiation and market positioning so that in the long run, they can provide favorable customer perceptions (Akroush, Jraisat, Kurdieh, AL-Faouri, & Qatu, 2016).

Furthermore, SERVQUAL has become the most successful tool to assess service quality which was proposed in the 1980s (Parasuraman *et al.*, 1988). Parasuraman *et al.* (1988) categorized the scale on the basis of five dimensions of service quality such as tangibility, reliability, responsiveness, assurance, and empathy. However, despite its popularity, Parasuraman's SERVQUAL has been criticize for its reliability and validity problems (González, Comesaña, & Brea, 2007). Parasuraman *et al.* (1988) argued that SERVQUAL provides the basis for service quality assessment. The use of SERVQUAL in different industry should be adjusted according to the need of the related industry. Several important aspects in tourism may not covered in five dimensions of SERVQUAL such as tourist attractions, recreation and cultural experiences (Allameh *et al.*, 2015). In such situations, Parasuraman suggested that any additional

measurements can be added to those five SERVQUAL dimensions for a more valid measurement. Since then, most researchers used the modifications of Parasuraman's SERVQUAL to specifically assess service quality to industrial needs. In the tourism sector, additional measurements include a collection of comfort amenities, recreation, shopping, food and so on (Lee, Yoon, & Lee, 2007). In addition, Žabkar, Brenčič, & Dmitrović (2010) proposed the additional measurements that can be added to service quality in tourism such as friendliness, courtesy, efficiency, reliability, staff competence, accommodation, food, as well as leisure facilities.

From the previous study, Allameh *et al.* (2015) found that quality is an antecedent of perceived value. In addition, they also found that service quality can be considered as an antecedent of satisfaction because it positively influences satisfaction. Furthermore, quality is known to significantly influence future behavior intentions (Petrick, 2004). If tourists' expectations are met and they perceive high-quality service at the same time, then they are more likely to recommend the destination to others (Allameh *et al.*, 2015).

Therefore, the fourth and fifth hypotheses would be:

H4. Quality perceived by tourists during shopping has a positive effect on the perceived value of the shopping destination.

H5. Quality perceived by tourists during shopping has a positive effect on tourists' positive word of mouth (WOM) of the destination.

Table 2.4

Literature review of the relationship between perceived quality and perceived value.

No.	Researchers	Research Title	Findings
1	Kuo, Wu & Deng (2009)	The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services.	When companies provide good service quality, perceived value can be enhanced.
2	Hu, Kandampully & Juwaheer (2009)	Relationships and impacts of service quality, perceived value, customer satisfaction, and image: an empirical study.	Quality-related factors may be assumed to represent most of the positive benefit drivers of customer value, thus it is proposed here that high service quality will ultimately lead to higher perceived value.
3	Kim, Holland & Han (2013)	A structural model for examining how destination image, perceived value, and service quality affect destination loyalty: A case study of Orlando.	Service quality has been considered to be one of the critical antecedents of both satisfaction and perceived values.
4	Parasuraman & Grewal (2000)	The impact of technology on the quality-value-loyalty chain: a research agenda.	Service quality is an important driver of perceived customer value.

Table 2.5

Literature review of the relationship between perceived quality and word-of-mouth (WOM)

No.	Researchers	Research Title	Findings
1	Hutchinson & Wang (2009)	Understanding the relationships of quality, value, equity, satisfaction, and behavioral intentions among golf travelers	When travelers have positive service experiences, they are likely to be motivated to encourage their relatives to experience the same thing.
2	Boulding, Karla, Staelin, & Zeithmal (1993)	A dynamic process model of service quality: from expectations to behavioral intentions	The higher the customers' perceptions of a firm's service quality, the more likely they are to engage in behaviors beneficial to the strategic health of the firm (e.g., generate positive word-of-mouth, recommend service, etc.).
3	Chen & Tsai (2007)	How destination image and evaluative factors affect behavioral intentions?	Service quality perceive by tourists is the most important driver of future behavioral intentions, such as intentions to recommend the destination.
4	Lai & Chen (2011)	Behavioral intentions of public transit passengers—The roles of service quality, perceived value, satisfaction and involvement.	Perceived quality is an important driver that influences satisfaction and behavioral intentions, which should receive special attention in the management of tourism destination.

No.	Researchers	Research Title	Findings
5	Kuo, Wu & Deng (2009)	The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services.	Good service quality can induce positive post-purchase intention of consumers (i.e. recommend to others).
6	Allameh, Khazaei Pool, Jaberi, Salehzadeh & Asadi (2015)	Factors influencing sport tourists' revisit intentions: The role and effect of destination image, perceived quality, perceived value and satisfaction.	If tourists' expectations are met and they perceive high-quality service at the same time, then they are more likely to recommend the destination to others.

2.1.4 Perceived Value

Perceived value becomes another important factor in assessing satisfaction and loyalty. According to Zeithaml (as cited in Allameh *et al.*, 2015), perceived value is the overall assessment of the efficiency of a product or service based on perceptions of what is received and what is given. Furthermore, Pandža Bajs (2015) argued that perceived value is a concept that provides insight into how consumers perceive a given product or service and provides guidance as how to create the product or service in order to fulfill consumers' needs and expectations. Previous researchers have demonstrated that perceived value can be used for the measurement of consumer satisfaction, this is because consumer behaviors can be better understood when assessed through perceived value (Allameh *et al.*, 2015).

Moreover, perceived value exerts a significant influence on tourists' satisfaction and behavioral intentions (Jin, Lee, & Lee, 2015).

Sweeney and Soutar (2001) have developed a perceived value scale for durable goods known as PERVAL. This scale consisted of four different dimensions such as emotional value, social value, functional value (quality/performance), and functional value (price/value for money). In addition, PERVAL has been widely used and verified in tourism, retail, and consumer studies (Choi, Law & Heo, 2017). As most shopping items are tangible goods such as souvenirs, clothes, shoes, and accessories, therefore, PERVAL was expected to be an appropriate measurement scale in evaluating tourists' perceived value in a shopping destination.

Furthermore, practitioners and academics have paid attention to the importance of perceived value. From the perspective of the practitioners, perceived value plays an important role in the formulation of marketing strategies such as cross-cultural market segmentation, product differentiation, and resource allocation (Furrer, Liu, & Sudharshan, 2000). Meanwhile, academics have investigated the antecedents of perceived value and its consequences (Choi *et al.*, 2017). The antecedents of perceived value are service/experience quality, image, involvement, trust, motivation, tourist experience. The consequences are satisfaction, behavioral intention, purchase intention, loyalty, and willingness to recommend.

Many researchers have found that high levels of perceived value can influence tourists' future behaviors such as willingness to recommend to others (Allameh *et al.*, 2015). According to Buzzell & Gale (cited in Allameh *et al.*, 2015), perceived value of products and services is an important factor because it can be the best indicator of competitive success.

Therefore, the sixth hypotheses would be:

H6. Value perceived by tourists during shopping has a positive effect on tourists' positive word of mouth (WOM) of the destination.

Table 2.6

Literature review of the relationship between perceived value and word-of-mouth (WOM)

No.	Researchers	Research Title	Findings
1	Chen & Tsai (2007)	How destination image and evaluative factors affect behavioral intentions?	Perceived value is an important factor in affecting the level of satisfaction and future behavioral intentions of tourists (i.e. willingness to recommend).
2	Woodruff (1997)	Customer value: the next source for competitive advantage.	Perceived value is proven to correlate well with such customer behaviors such as word-of-mouth.

No.	Researchers	Research Title	Findings
3	Ramseook-Munhurrun, Seebaluck & Naidoo (2015)	Examining the structural relationships of destination image, perceived value, tourist satisfaction and loyalty: A case of Mauritius.	The more valuable the tourists perceive their travel experiences in the island, the higher their satisfaction levels with the destination, and consequently, influencing their intentions to revisit and their willingness to recommend the island destination to others.
4	Parasuraman & Grewal (2000)	The impact of technology on the quality-value-loyalty chain: A research agenda.	Perceived value does not only affect customer choice behavior at the pre-purchase stage but also influence satisfaction and intentions to recommend and repurchase at the post-purchase stage.
5	Kim, Holland & Han (2013)	A structural model for examining how destination image, perceived value, and service quality affect destination loyalty: A case study of Orlando.	Perceived value is an important driver and the key determinant of customer satisfaction and behavioral intentions (i.e. willingness to recommend) in a service setting.

2.2 Conceptual Framework of the Study

The conceptual framework of this study shown below was modified from Allameh *et al.* (2015). The figure 2.1. is the conceptual framework based on the proposed hypotheses that have been mentioned before.

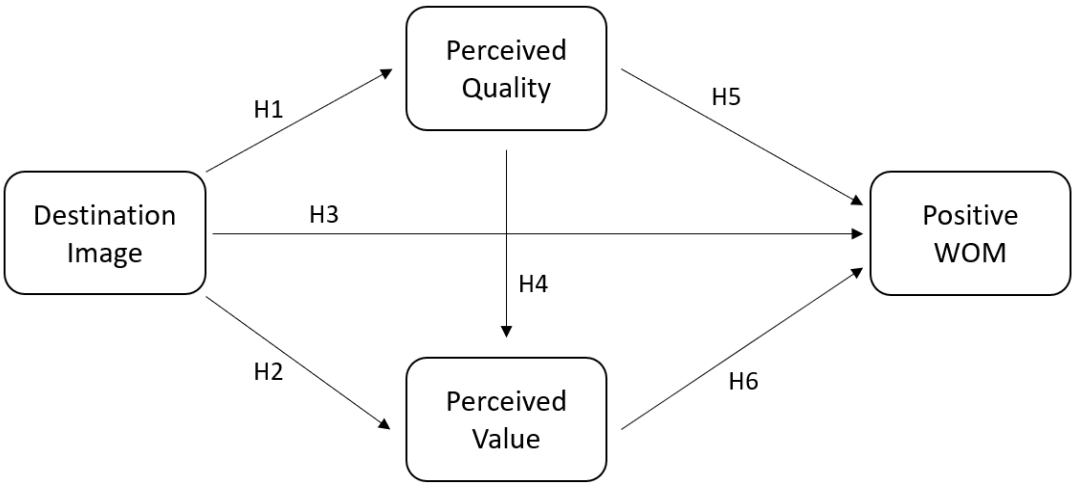


Figure 2.1. ***Research Framework***

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of Study

This study was based on quantitative methods that aim to examine the correlations between the constructs that have been mentioned in the previous chapter. This study tried to quantify attitudes, behaviors, and other defined variables and also generalized results from a larger sample population. The researcher has examined the relationship between destination image, perceived quality, perceived value, and word-of-mouth. The results of this study were expected to be able to analyze the variables used in this study as well as to prove their relationship. In addition, the results of this study were expected to be able to provide better insights of the spread of positive word-of-mouth toward shopping destination. The primary data was gathered by conducting a survey through questionnaires. This research also used Five-Point Likert Scale as the itemized rating scale in order to assess data from 280 respondents who have previously experienced shopping in Yogyakarta, Indonesia.

3.2 Population and Sample

Population is a group of people who has at least one similarity in terms of characteristic that has been determined. Meanwhile, sample is the number of certain characteristics of population that is used to estimate an unknown characteristic of the population (Zikmund, Babin, Carr, & Griffin, 2009). As previously deliberated, this study focused on the domestic tourists. Therefore,

purposive sampling was chosen as the sampling method. According to Zikmund *et al.* (2009), purposive sampling is a sampling method that selects samples based on a personal judgment about several appropriate characteristics of the sample members.

The population of this study is Indonesian people who have previously experienced shopping in Yogyakarta, Indonesia. More specifically, those who have shopped at Malioboro, Beringharjo Market, Legi Kotagede Market, and other souvenir centers located in Yogyakarta. In terms of sampling techniques, this research used non-probability sampling with a convenience sampling as the technique. The sample in this research were 280 respondents. The determination of the number of samples was based on the provisions of Structural Equation Modeling (SEM). According to Ferdinand (2006), SEM required a sample size of 5-10 times the number of observations for each of the estimated parameters or indicators used.

3.3 Data Collection Method

This research used primary data because the data were collected directly from the first-hand experience. According to Zikmund *et al.* (2009), primary data is data that are directly collected from the research object. In this study, the data were obtained by spreading questionnaires distributed to 300 respondents. However, there were only 280 data that are valid. The data were distributed directly to respondents by using print-out questionnaires or online questionnaires via google form. Meanwhile, the type of questions used in the questionnaire is closed questions. This study used the purposive data collection technique because

this study needs respondents that have experienced shopping at the souvenir centers in Yogyakarta.

The variables used in this study are destination image as an independent variable, perceived quality and perceived value as intervening variables, and word-of-mouth as a dependent variable. In order to measure those variables, this study used Five-Point Likert Scale ranging from (1) strongly disagree and (5) strongly agree. The example can be seen as follows:

Information:

1 = strongly disagree

2 = disagree

3 = neutral

4 = agree

5 = strongly agree

3.4 Operational Definition and Measurement of Variable

3.4.1 Independent Variable

1. Destination Image

Destination image is the individual or group perceptions of a place (Jenkins, 1999). Thus, according to Kotsi *et al.* (2017), destination image is as important as tangible destination features. This variable is measured by the following indicators from Jalilvand, Samiei, Dini & Manzari (2012) as follows:

a) Yogyakarta is safe and secure.

b) Yogyakarta offers interesting places to visit.

c) Yogyakarta offers exciting places to visit.

d) Yogyakarta has beautiful scenery and natural attractions.

e) Yogyakarta has a pleasant climate.

3.4.2 Intervening Variable

1. Perceived Quality

Service quality is a function of the difference between customers' perceptions of the expected services and the actual service they received in an industry or a country (Parasuraman *et al.*, 1988). In the tourism context, according to Žabkar *et al.* (2010), quality is created by the processes of service delivery (e.g., friendliness, courtesy, efficiency, reliability, staff competence) and service outcomes (e.g., accommodation, food, leisure facilities). This variable is measured by the following indicators from Gallarzaa & Saura (2006) and Žabkar *et al.* (2010) as follows:

a) The store was easily reached.

b) The overall store was clean.

c) The shopkeepers were knowledgeable and skillful.

d) The shopkeepers were approachable and easy to contact.

e) The shopkeepers were neat and clean.

f) The shopkeepers were friendly.

g) The shopkeepers were polite.

h) The shopkeepers were respectful.

i) The shopkeepers provided reliable services.

j) The shopkeepers provided service in a timely manner.

k) The shopkeepers listened to me and we understood each other.

l) The shopkeepers were honest.

m) The shopkeepers were trustworthy.

n) The shopkeepers made the effort to understand my needs.

2. Perceived Value

According to Zeithaml (as cited in Allameh *et al.*, 2015), perceived value is the overall assessment of the customer for the utility of a product or service based on perceptions of what is received and what is given. In the tourism context, perceived value exerts a significant influence on tourists' satisfaction and behavioral intentions (Jin *et al.*, 2015). The variables are described by the following indicators from Choi *et al.* (2017) as follows:

1) Emotional Value

   a) I enjoy a shopping trip in here.

   b) The thought of a shopping trip makes me want to experience it.

   c) I feel relaxed during a shopping trip in here.

   d) A shopping trip in here makes me feel good.

2) Social Value

   a) A shopping trip in here gives me pleasure.

   b) Joining a shopping trip in here helps me feel accepted by the peer group that I engage with.

c) Joining a shopping trip in here improves the way others perceive me.

d) Joining a shopping trip in here makes a good impression on other people.

e) Joining a shopping trip in here provides me with social approval.

3) Functional Value (cost/value for money)

a) The costs of a shopping trip in here are reasonable.

b) A shopping trip in here offers better value for money than other trips.

c) A shopping trip in here has a good value for money.

d) A shopping trip in here is economical.

4) Functional Value (quality/performance)

a) Products purchased during a shopping trip in here have consistent quality.

b) Products purchased during a shopping trip in here are well made.

c) Products purchased during a shopping trip in here have acceptable quality standards.

d) Products purchased during a shopping trip in here have good workmanship.

e) Products purchased during a shopping trip in here last a long time.

f) Products purchased during a shopping trip in here have consistent performance.

3.4.3 Dependent Variable

1. Word-of-Mouth

Word-of-mouth (WOM) is sharing experiences to others which is believed to have a significant effect in influencing the decision-making process about using the product or service (Virvilaite *et al.*, 2015). In terms of tourism, WOM is one of the factors that measures the level of tourists' loyalty toward a destination through their intention to make a recommendation or not (Oppermann, 2000). This variable is measured by the following indicators from Sirakaya-Turk *et al.* (2015) and Wang *et al.* (2017) as follows:

a) I will mention Yogyakarta as a vacation destination to others quite frequently.
b) I will say positive things about Yogyakarta to those around me.
c) I will recommend Yogyakarta to other people.
d) When I tell others about Yogyakarta, I will talk about the city in great details.
e) When asked about a shopping destination, I will recommend Yogyakarta.

3.5 Validity and Reliability Test of Research Instrument

Validity test is used to measure the accuracy of variables used in this research. The data can be categorized as valid when a value corrected item of a total correlation is greater than 0.3 (≥ 0.30). Meanwhile, reliability test is used to discover the consistency of the measurement tools used in this research. The reliability of the instrument was ensured through acceptable values of Cronbach's

Alpha. The data can be categorized as reliable when the value of Cronbach Alpha is greater than 0.6 (≥ 0.6).

Therefore, the researcher tested the validity and reliability of the variables and indicators used in this study first by conducting a pilot test before distributing the questionnaire to obtain the data. For the pilot test, the questionnaire distributed to 35 respondents. The data that have been obtained from the respondents were then analyzed for the validity and reliability with respect to the limitation described above. The number of the statements in the questionnaire were evaluated as follows:

1) Destination Image has five indicators.
2) Perceived Quality has fourteen indicators.
3) Perceived Value has nineteen indicators.
4) Word-of-Mouth has five indicators.

Table 3.1

Pilot Test Result

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
Destination Image		0.833	0.6	**Reliable**
Yogyakarta is safe and secure.	0.693		0.3	Valid
Yogyakarta offers interesting places to visit.	0.664		0.3	Valid

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
Yogyakarta offers exciting places to visit.	0.602		0.3	Valid
Yogyakarta has beautiful scenery and natural attractions.	0.578		0.3	Valid
Yogyakarta has a pleasant climate.	0.641		0.3	Valid
Perceived Quality		0.950	0.6	**Reliable**
The store was easily reached.	0.604		0.3	Valid
The overall store was clean.	0.776		0.3	Valid
The shopkeepers were knowledgeable and skillful.	0.747		0.3	Valid
The shopkeepers were approachable and easy to contact.	0.754		0.3	Valid
The shopkeepers were neat and clean.	0.774		0.3	Valid
The shopkeepers were friendly.	0.685		0.3	Valid
The shopkeepers were polite.	0.772		0.3	Valid
The shopkeepers were respectful.	0.746		0.3	Valid

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
The shopkeepers provided reliable services.	0.687		0.3	Valid
The shopkeepers provided service in a timely manner.	0.804		0.3	Valid
The shopkeepers listened to me and we understood each other.	0.673		0.3	Valid
The shopkeepers were honest.	0.733		0.3	Valid
The shopkeepers were trustworthy.	0.840		0.3	Valid
The shopkeepers made the effort to understand my needs.	0.763		0.3	Valid
Perceived Value		0.964	0.6	**Reliable**
I enjoy a shopping trip.	0.732		0.3	Valid
The thought of a shopping trip makes me want to experience it.	0.694		0.3	Valid
I feel relaxed during a shopping trip.	0.717		0.3	Valid
A shopping trip makes me feel good.	0.667		0.3	Valid

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
A shopping trip gives me pleasure.	0.748		0.3	Valid
Joining a shopping trip helps me feel accepted by the peer group that I engage with.	0.762		0.3	Valid
Joining a shopping trip improves the way others perceive me.	0.726		0.3	Valid
Joining a shopping trip makes a good impression on other people.	0.725		0.3	Valid
Joining a shopping trip provides me with social approval.	0.733		0.3	Valid
The costs of a shopping trip are reasonable.	0.784		0.3	Valid
A shopping trip offers better value for money than other trips.	0.781		0.3	Valid
A shopping trip has a good value for money.	0.744		0.3	Valid
A shopping trip is economical.	0.801		0.3	Valid
Products purchased during a shopping trip have consistent quality.	0.814		0.3	Valid

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
Products purchased during a shopping trip are well made.	0.817		0.3	Valid
Products purchased during a shopping trip have acceptable quality standards.	0.788		0.3	Valid
Products purchased during a shopping trip have good workmanship.	0.782		0.3	Valid
Products purchased during a shopping trip last a long time.	0.715		0.3	Valid
Products purchased during a shopping trip have consistent performance.	0.698		0.3	Valid
Word-of-Mouth		0.869	0.6	**Reliable**
I will mention Yogyakarta as a vacation destination to others quite frequently	0.709		0.3	Valid
I will say positive things about Yogyakarta to those around me.	0.762		0.3	Valid
I will recommend Yogyakarta to other people.	0.777		0.3	Valid

Constructs/Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
When I tell others about Yogyakarta, I will talk about the city in great details.	0.463		0.3	Valid
When asked about a shopping destination, I will recommend Yogyakarta.	0.775		0.3	Valid

Source: Primary Data (Computed), 2018

Table 3.1 showed that the values of corrected items in total correlation of all data are greater than 0.30 and the values of Cronbach Alpha are also greater than 0.6. It can be implied that the data is valid and reliable.

3.6 Analysis Technique

This research used Structural Equation Modelling (SEM) as the technical analysis, with a consideration that the conceptual model of this research consists of one independent variable, two intervening variables and one dependent variable. According to Ghozali & Fuad (2008), SEM analysis is a technique that allows the researcher to examine the influence of several variables against other variables simultaneously. Thus, this technique was used in order to analyze the relationship among Destination Image, Perceived Quality, Perceived Value, and Word-of-Mouth.

Furthermore, there were two steps in conducting the analysis. The first step is to conduct pilot test. As previously mentioned, pilot test is conducted to test for its validity and reliability of the variables and measurements used in the

questionnaire. Thirty-five data have been obtained from the pilot test and the results were analyzed by using SPSS or Statistical Package for the Social Sciences. The second step is to test hypotheses, to test normality and outliers as well as to analyze model fitness. In this case, researcher used SEM analysis in AMOS software version 22.0.

3.6.1 Respondents' Characteristics

In this section, the demographic characteristics of the respondents are explained. The demographic characteristics consist of gender, age, education level, monthly expenses, area of origin, length of stay, accommodation, main reason to visit Yogyakarta, and the most visited souvenir center in Yogyakarta.

3.6.2 Descriptive Analysis

Descriptive analysis is a brief explanation which summarizes a set of data that can represent the entire population or a sample. This is done in order to find out and describe the average responses of each item and indicators in the questionnaire.

3.6.3 Model Development on Theory

3.6.3.1 Normality Test

Data distribution must be analyzed to see whether the normality assumption is fulfilled or not so that the data can be further processed in SEM. Thus, normality test should be conducted. A normality test is a statistical process used to determine if a sample data in a study fits a standard normal distribution. According to Ghozali (2008), a normality

test is needed to carry out tests of other variables by assuming that residual values follow a normal distribution. If this assumption is neglected, the statistical test becomes invalid and parametric statistics cannot be used.

3.6.3.2 Outlier Test

Outlier test is an important test in the use of parametric statistics. Outlier is data that deviates too far from other data in a data set. Outlier data is data that can be disruptive or data that is extreme which can cause the data distribution to be abnormal and will result in disrupted research. In other words, outlier data will make an analysis to be biased or does not reflect the actual phenomenon. Outlier tests usually use the Z value.

3.6.3.3 Goodness of Fit Criteria

Goodness of fit test is important in order to examine the suitability of a model used in this research. There are some suitability indices and cut-off values to test whether a model could be accepted or not. Goodness of fit criteria consists of several types. They are as follows:

a) Chi-Square (χ2)

Chi-square statistics is the most important measurement tool in testing the overall model. In other words, chi-square statistic is appropriate to test the hypotheses in order to evaluate the significance of a structural equation modelling. Chi-square value identifies deviations between the sample covariance matrix and fitted model covariance matrix. However, the chi-square value will only be valid if

the data met the assumptions of normality and have a large sample size. Moreover, chi-square is used to analyze whether the model is fit or poor. The model is considered good if the chi-square value is low. In other words, the smaller the value of $\chi 2$, the better the model is because $\chi 2 = 0$.

b) CMIN/DF

CMIN/DF is the minimum sample discrepancy function which is divided by its degree of freedom. This index is a parsimonious conformity index that measures the relationship of the goodness of fit model and the number of estimated coefficients that are expected to reach a level of conformity. CMIN/DF can be considered as good fit if the value of it is ≤ 2.00 which indicates the acceptance fit of model and data.

c) Goodness of Fit Index (GFI)

GFI is a tool to measure the accuracy of the model in generating the observed covariance matrix. This index ranges from 0 to 1 with larger samples increasing its value. Traditionally, a cut-off value of 0.90 has been recommended for the GFI. However, Miles and Shevlin (cited in Hooper, Coughlan, & Mullen, 2008) stated that simulation studies have shown that when factor loadings and sample sizes are low, a higher cut-off of 0.95 is more appropriate.

d) Root Mean Square Error of Approximation (RMSEA)

The RMSEA is one of the most informative fit indices. According to Byrne (cited in Hooper *et al.*, 2008), the RMSEA tells about how well the model is, with unknown but optimally chosen parameter estimates would fit the populations covariance matrix. The standard value of RMSEA can be classified into several categories as follows:

1) If RMSEA ≤ 0,5 is considered as close fit.
2) If RMSEA = 0,05 ≤ RMSEA ≤ 0,08 is considered as good fit.
3) If RMSEA = 0,8 ≤ RMSEA ≤ 0,10 is considered as mediocre fit.
4) If RMSEA ≥ 0,10 is considered as a poor fit.

e) **Adjusted Goodness of Fit Index (AGFI)**

According to Schermelleh-Engel, Moosbrugger, & Müller (2003), AGFI is a tool to adjust the bias of the complexity of the model based upon degrees of freedom, with more saturated models reducing fit. The value of AGFI ranges between 0 and 1. The model is stated good fit if the index is 0.90 which indicates well-fitting models. Meanwhile, the value that is greater than 0.85 may be considered as an acceptable fit.

f) Tucker Lewis Index (TLI)

TLI is an incremental fit index which is used to evaluate the factor analysis that has been developed in SEM. TLI is also known as Non-Normed Fit Index (NNFI). This index ranges from 0-1 (Haryono,

2017). TLI can be stated as good fit if the index is equal to or greater than 0.90. The bigger TLI value indicated better fit for the model.

g) Comparative Fit Index (CFI)

CFI takes the fit of one model to the data and compares it to the fit of another model to the same data. Therefore, this kind of statistic index captures the relative goodness-of-fit. The CFI ranges from 0.0 to 1.0, and larger numbers are better. Unlike the other indices, the CFI attempts to adjust for model complexity by including the degrees of freedom used in the model directly into the calculation (Iacobucci, 2010). The standard value of CFI can be classified into some categories as follows:

1) A model considered as good fit if the value of CFI is ≥ 0.90.
2) A model considered as marginal fit if the value of CFI is in between $0.80 \leq CFI \leq 0.90$.

Table 3.2

Goodness of Fit Indices Summary

Goodness of Fit Indices	Cut off Value
Degree of Freedom (DF)	Positive (+)
X^2 (Chi-Square)	Small value
Significance Probability	≥ 0.05
CMIN/DF	≤ 2.00
GFI (Goodness of Fit Index)	≥ 0.90
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08
AGFI (Adjusted Goodness of Fit Index)	≥ 0.90
TLI (Tucker Lewis Index)	≥ 0.90
CFI (Comparative Fit Index)	≥ 0.90

CHAPTER IV

DATA ANALYSIS AND DISCUSSIONS

This chapter explains the data analysis of this study. This research was conducted through paper-based questionnaires and online questionnaires. There were 300 respondents who participated in this research. However, only 280 responses that can be used. Hence, this research used the 280 usable data gathered.

The result of this study analysis presented through descriptive analysis of respondents' characteristics, descriptive analysis of the responses, elaboration of validity and reliability test, normality test, outlier, goodness of fit measurement, and hypothesis testing for the model. Structural Equation Modeling (SEM) was used as a tool for data analysis in this study. More precisely, AMOS software version 22.0 was used to analyze the data collected.

As what have already been explained before, 280 questionnaires have been collected. The details of the questionnaires can be seen in the appendix. Population of this research was domestic tourists or Indonesian people aged 15-55 years old who were visiting Yogyakarta or have visited Yogyakarta in the last 5 years. The sampling method of this research was non-probability random sampling with convenient technique.

4.1 Statistics Descriptive

This section describes the descriptive data of respondents that have been obtained from the survey. Descriptive data is presented to see the profile of the research data and its relationship with the variables used in this study.

4.1.1 Respondents' Classification Based on Gender

In this classification, respondents are differentiated based on their gender. The following table exhibits the frequency and percentage of each gender.

Table 4.1

Respondents' Classification Based on Gender

No.	Gender	Number (Person)	Percentage
1	Male	139	49.64
2	Female	141	50.36
Total		**280**	**100**

Source: Primary Data (Computed), 2018

Based on the table above, it can be seen that the majority of the respondents in this study were females. The data showed that 50.3% of the respondents were females. Meanwhile, male respondents were around 49.6%. From the table above, it can be concluded that the difference between male and female respondents is only around 0.7% and most of them are females.

4.1.2 Respondents' Classification Based on Age

On respondents' classification based on age, respondents are classified as follows:

Table 4.2

Respondents' Classification Based on Age

No.	Age	Number (Person)	Percentage
1	15 - 24 years	71	25.36
2	25 – 35 years	108	38.57
3	36 – 45 years	57	20.36
4	> 45 years	44	15.71
Total		**280**	**100**

Source: Primary Data (Computed), 2018

From the table above, it can be seen that the majority of respondents in this study were 25-35 years old or around 38.5%. Meanwhile, respondents who are between 15-24 years old is in 25.3% and 36-45 years old is in 20.3%. To sum up, the majority of domestic tourists who contributed in this study were 25-35 years old.

4.1.3 Respondents' Classification Based on Educational Levels

Based on educational levels, the respondents in this research are classified into four levels. The following table exhibits the frequency and percentage of each level of education:

Table 4.3

Respondents' Classification Based on Educational Levels

No.	Educational Levels	Number (Person)	Percentage
1	<High school	6	2.14
2	High school	54	19.29
3	Bachelor/Diploma	195	69.64
4	Post Graduate	25	8.93
Total		**280**	**100**

Source: Primary Data (Computed), 2018

Based on Table 4.3, it can be seen that the respondents in this study mostly had a bachelor's degree or diploma with 195 respondents or 69.64%. The second highest position was respondents with high school graduates with 54 number of respondents or 19.29%. For post graduate respondents, there were 25 people or 8.93%. Lastly, in the lowest position was respondents with a level of education below high school with the number of 6 respondents or 2.14%. Through this data, it revealed that the majority of domestic tourists already got their bachelor or diploma degree.

4.1.4 Respondents' Classification Based on Monthly Expenses

In this classification, the respondents in this research are divided into four different categories. The detail of each categories is shown in the following table.

Table 4.4

Respondents' Classification Based on Monthly Expenses

No.	Monthly Expenses	Number (Person)	Percentage
1	<Rp500.000	0	-
2	Rp500.000-1.000.000	31	11.07
3	Rp1.000.000-3.000.000	53	18.93
4	>Rp3.000.000	196	70.00
Total		**280**	**100**

Source: Primary Data (Computed), 2018

Based on Table 4.4, it can be seen that the majority of respondents who contributed in this study were those who spent more than Rp3.000.000 each month. Moreover, the researcher did not find any respondents who spend less than Rp500.000 each month. The data showed that the number of respondents who spend more than Rp3.000.000 each month is the highest.

4.1.5 Respondents' Classification Based on Area of Origin

On respondents' classification based on area of origin, respondents are listed as follows:

Table 4.5

Respondents' Classification Based on Area of Origin

No.	Area of Origin	Number (Person)	Percentage
1	Aceh	2	0.71
2	Ambon	1	0.36
3	Bali	2	0.71
4	Balikpapan	1	0.36
5	Bandung	21	7.50
6	Bangka Belitung	1	0.36
7	Banjarmasin	3	1.07
8	Banten	3	1.07
9	Banyuwangi	1	0.36
10	Batam	4	1.43
11	Bekasi	5	1.79
12	Bengkulu	2	0.71
13	Bogor	12	4.29
14	Boyolali	1	0.36
15	Cibubur	3	1.07
16	Cikarang	1	0.36

No.	Area of Origin	Number (Person)	Percentage
17	Cimahi	1	0.36
18	Depok	5	1.79
19	Dumai	1	0.36
20	Duri	1	0.36
21	Indramayu	1	0.36
22	Jakarta	42	15.00
23	Jambi	27	9.64
24	Jawa Barat	2	0.71
25	Jawa Tengah	1	0.36
26	Jawa Timur	2	0.71
27	Jember	1	0.36
28	Jepara	2	0.71
29	Kediri	1	0.36
30	Klaten	2	0.71
31	Kudus	2	0.71
32	Lampung	4	1.43
33	Madiun	4	1.43

No.	Area of Origin	Number (Person)	Percentage
34	Magelang	2	0.71
35	Makassar	4	1.43
36	Malang	5	1.79
37	Medan	9	3.21
38	NTT	1	0.36
39	Pacitan	2	0.71
40	Padang	3	1.07
41	Palangkaraya	3	1.07
42	Palembang	19	6.79
43	Palu	2	0.71
44	Pamulang	1	0.36
45	Parakan	1	0.36
46	Pasuruan	1	0.36
47	Pekanbaru	1	0.36
48	Pemalang	1	0.36
49	Ponorogo	1	0.36
50	Pontianak	4	1.43

No.	Area of Origin	Number (Person)	Percentage
51	Purwakarta	7	2.50
52	Purwokerto	1	0.36
53	Purworejo	2	0.71
54	Riau	4	1.43
55	Salatiga	1	0.36
56	Samarinda	2	0.71
57	Semarang	10	3.57
58	Solo	5	1.79
59	Subang	1	0.36
60	Sungai Manau, Bangko, Jambi	1	0.36
61	Surabaya	13	4.64
62	Tangerang Selatan	4	1.43
63	Tasikmalaya	1	0.36
64	Temanggung	1	0.36
65	Ternate	1	0.36
66	Tulungagung	2	0.71

No.	Area of Origin	Number (Person)	Percentage
67	Wonosobo	2	0.71
Total		**280**	**100**

Source: Primary Data (Computed), 2018

Based on the area of origin listed on the Table 4.5, the majority of respondents are from Jakarta with the number of 42 people or 15%. The second highest position is people from Jambi with the number of 27 respondents or 9.64%. However, there are several cities that only have 1 respondent in this study such as Ambon, Balikpapan, Bangka Belitung, Banyuwangi, Boyolali, Cikarang, Cimahi, Dumai, Duri, Indramayu, Jawa Tengah, Jember, Kediri, NTT, Pamulang, Parakan, Pasuruan, Pekanbaru, Pemalang, Ponorogo, Purwokerto, Salatiga, Subang, Sungai Manau, Bangko, Jambi; Tasikmalaya, Temanggung, and Ternate which accounted for 0.36% respectively.

4.1.6 Respondents' Classification Based on Last Visit

Based on last visit, the respondents in this research are grouped into five categories. The following table shows the data of the frequency and percentage of last visit:

Table 4.6

Respondents' Classification Based on Last Visit

No.	Last Visit (Year)	Number (Person)	Percentage
1	2014	3	1.07
2	2015	4	1.43
3	2016	10	3.57
4	2017	50	17.86
5	2018	213	76.07
Total		**280**	**100**

Source: Primary Data (Computed), 2018

Based on the Table 4.6, it can be concluded that most of the respondents in this research visited Yogyakarta in 2018 with the number of respondents which is 213 people or 76.07%. Meanwhile, respondents who last visited Yogyakarta in 2014 were only 3 people or 1.07% of the total number of respondents. It revealed that the majority of respondents in this research are those who last visited Yogyakarta in 2018.

4.1.7 Respondents' Classification Based on Length of Stay

Based on the length of stay, the respondents in this research are grouped into three categories. The following table explains the data of the frequency and percentage of each category of length of stay:

Table 4.7

Respondents' Classification Based on Length of Stay

No.	Length of Stay	Number (Person)	Percentage
1	1 day	8	2.86
2	2 – 3 days	62	22.14
3	>3 days	210	75.00
Total		**280**	**100**

Source: Primary Data (Computed), 2018

Based on the Table 4.7, it can be concluded that most of respondents in this research stayed in Yogyakarta for more than 3 days with the numbers of 210 respondents or 75% of the total respondents. Moreover, there are 62 respondents or 22.14% of the total respondents who stayed in Yogyakarta for 2 until 3 days. Lastly, there are 8 respondents or 2.86% who stayed in Yogyakarta for a day only.

4.1.8 Respondents' Classification Based on Accommodation

In this classification, respondents in this research are listed as follows:

Table 4.8

Respondents' Classification Based on Accommodation

No.	Accommodation	Number (Person)	Percentage
1	Star hotel	208	74.29
2	Non-star hotel	2	0.71
3	Guesthouse	12	4.29
4	*Kos teman*	10	3.57
5	*Rumah keluarga*	15	5.36
6	*Rumah nenek*	2	0.71
7	*Rumah saudara*	11	3.93
8	*Rumah sendiri*	3	1.07
9	*Rumah teman*	1	0.36
10	*Tempat keluarga*	5	1.79
11	*Tempat saudara*	5	1.79
12	*Tidak menginap*	6	2.14
Total		**280**	**100**

Source: Primary Data (Computed), 2018

Based on the Table 4.8, it can be concluded that most of the respondents chose to stay at a star hotel with the total numbers of 208 respondents or 74.29% of the total respondents. Moreover, there are 12

respondents or 4.29% of the total respondents who chose to stay at a guesthouse. On the other side, the rest of the respondents chose to stay at relative's place.

4.1.9 Respondents' Classification Based on the Main Reason to Visit Yogyakarta

In this classification, respondents in this research are listed as follows:

Table 4.9

Respondents' Classification Based on Main Reason to Visit Yogyakarta

No.	The Main Reason to Visit Yogyakarta	Number (Person)	Percentage
1	Shopping	19	6.79
2	Recreation	120	42.86
3	Business	61	21.79
4	Visit relatives	40	14.29
5	Vacation	28	10.00
6	National competition	8	2.86
7	*Kondangan*	2	0.71
8	*Daftar kuliah*	1	0.36
9	*Singgah dalam perjalanan*	1	0.36
Total		**280**	**100**

Source: Primary Data (Computed), 2018

Based on the Table 4.9, it can be concluded that most of the respondents came to Yogyakarta for recreation with the number of 120 respondents or 42.86% of the total respondents. In addition, there are 61 respondents or 21.79% of the total respondents came to Yogyakarta for working. Moreover, there are only 19 respondents or 6.79% of the total respondents came to Yogyakarta for shopping.

4.1.10 Respondents' Classification Based on the Most Visited Souvenir Center

On respondents' classification based on the most visited souvenir center, respondents are listed as follows:

Table 4.10

Respondents' Classification Based on The Most Visited Souvenir Center

No.	The Most Visited Souvenir Center	Number (Person)	Percentage
1	Malioboro	155	55.36
2	Beringharjo Market	83	29.64
3	Legi Kotagede Market	1	0.36
4	Souvenir centers around the tourism objects (Keraton – The Royal Sultan Palace, Taman Sari – Water Castle, Prambanan Temple, etc.)	6	2.14
5	Shopping centers for local goods and food (Mirota Batik, Bakpia Store, Gudeg Restaurant, etc.)	35	12.50

No.	The Most Visited Souvenir Center	Number (Person)	Percentage
Total		**280**	**100**

Source: Primary Data (Computed), 2018

Based on the Table 4.10, it can be seen that the majority of domestic tourists who contributed to this study visited Malioboro with the number of 155 respondents or 55.36% of the total respondents. On the second highest position, 83 respondents or 29.64% of the total respondents visited Beringharjo Market. However, there was only 1 respondent who mostly visited Legi Kotagede Market. Hence, this data showed that people mostly visited Malioboro when they were in Yogyakarta.

4.2. Descriptive Analysis

Descriptive analysis was conducted to summarize the value-average score in determining the respondents' assessment criteria. The calculation of value-average score interval can be found by using the following formula:

Lowest perception score = 1

Highest perception score = 6

Interval = $\frac{6-1}{5} = 1$

With the detail interval as follows:

1.00–2.00 = Strongly Disagree

2.01– 3.00 = Disagree

3.01 – 4.00 = Fair (Neutral)

4.01 – 5.00 = Agree

5.01 – 6.00 = Strongly Agree

4.2.1 Destination Image

The result of descriptive analysis of destination image can be seen in the Table 4.11 as follows:

Table 4.11

Descriptive Analysis of Destination Image

No.	Attributes of Destination Image	Mean	Category
1	Yogyakarta is safe and secure.	3.95	Fair
2	Yogyakarta offers interesting places to visit.	3.96	Fair
3	Yogyakarta offers exciting places to visit.	4.00	Fair
4	Yogyakarta has beautiful scenery and natural attractions.	3.95	Fair
5	Yogyakarta has a pleasant climate.	3.98	Fair
Mean		**3.968**	**Fair**

Source: Primary Data (Computed), 2018

Based on the Table 4.11, it can be seen that the average assessment of 280 respondents of domestic tourists for destination image indicators is 3.968. Among five indicators of destination image, the first indicator which is ―Yogyakarta offers exciting places to visit‖ has the highest mean with the value of 4.00 and is considered as fair category. The indicators

with the lowest mean are the first and fourth indicator, ―Yogyakarta is safe and secure‖ and ―Yogyakarta has beautiful scenery and natural attractions‖ with 3.95 value respectively and are considered as fair. Therefore, the result indicated that the respondents' perception toward destination image is fair or neutral.

4.2.2 Perceived Quality

The result of descriptive analysis of perceived quality can be seen in the Table 4.12 as follow:

Table 4.12

Descriptive Analysis of Perceived Quality

No.	Attributes of Perceived Quality	Mean	Category
1	The store was easily reached.	3.83	Fair
2	The overall store was clean.	3.85	Fair
3	The shopkeepers were knowledgeable and skillful.	3.86	Fair
4	The shopkeepers were approachable and easy to contact.	3.84	Fair
5	The shopkeepers were neat and clean.	3.82	Fair
6	The shopkeepers were friendly.	3.90	Fair
7	The shopkeepers were polite.	3.85	Fair
8	The shopkeepers were respectful.	3.84	Fair

No.	Attributes of Perceived Quality	Mean	Category
9	The shopkeepers provided reliable services.	3.84	Fair
10	The shopkeepers provided service in a timely manner.	3.84	Fair
11	The shopkeepers listened to me and we understood each other.	3.83	Fair
12	The shopkeepers were honest.	3.79	Fair
13	The shopkeepers were trustworthy.	3.84	Fair
14	The shopkeepers made the effort to understand my needs.	3.84	Fair
Mean		**3.841**	**Fair**

Source: Primary Data (Computed), 2018

Based on the descriptive analysis served in the Table 4.12 above, it can be seen that the average assessment of 280 respondents of perceived quality variable is 3.841 and it can be categorized as fair value. Furthermore, the highest mean among 14 indicators in this variable is the sixth indicator which is ―The shopkeeper was friendly‖ with the mean 3.90 and can be considered as fair or neutral. Meanwhile, the twelfth indicator ―The shopkeeper was honest‖, is the lowest mean with the value of 3.79 which is still considered as fair. Hence, from the result, it can be seen that the respondents' perception toward perceived quality is fair or neutral.

4.2.3 Perceived Value

For this variable, the researcher separated it into several categories but each category is interrelated in determining the level of value perceived by the tourists. The researcher classified it into four sub-categories such as emotional value, social value, functional value based on cost/value for money, and functional value based on quality/performance.

4.2.3.1 Emotional Value

The result of descriptive analysis of emotional value can be seen in the Table 4.13 as follows:

Table 4.13

Descriptive Analysis of Emotional Value

No.	Attributes of Emotional Value	Mean	Category
1	I enjoy a shopping trip in here.	4.11	Agree
2	The thought of a shopping trip makes me want to experience it.	4.09	Agree
3	I feel relaxed during a shopping trip in here.	4.07	Agree
4	A shopping trip in here makes me feel good.	4.10	Agree
Mean		**4.09**	**Agree**

Source: Primary Data (Computed), 2018

From the Table 4.13, it is shown that the average assessment of 280 respondents of emotional value variable is 4.09 and is considered as good. The highest mean of this indicator is the

first indicator which is ―I enjoy a shopping trip in here‖, with the mean of 4.11. Meanwhile, the third indicator, ―I feel relaxed during a shopping trip in here‖ has the lowest mean with the value of 4.07 and it is considered as good. Hence, it can be concluded that the respondents' perception toward emotional value is good.

4.2.3.2 Social Value

The result of descriptive analysis of social value can be seen in the Table 4.14 as follows:

Table 4.14

Descriptive Analysis of Social Value

No.	Attributes of Social Value	Mean	Category
1	A shopping trip in here gives me pleasure.	4.04	Agree
2	Joining a shopping trip in here helps me feel accepted by the peer group that I engage with.	4.12	Agree
3	Joining a shopping trip in here improves the way others perceive me.	4.08	Agree
4	Joining a shopping trip in here makes a good impression on other people.	4.09	Agree
5	Joining a shopping trip in here provides me with social approval.	4.09	Agree
Mean		**4.084**	**Agree**

Source: Primary Data (Computed), 2018

From the Table 4.14, the result of descriptive analysis of social value variable showed that the average assessment of 280 respondents is 4.084 and it is considered as good. The highest mean in this variable is the second indicator, ―Joining a shopping trip in here helps me feel accepted by the peer group that I engage with‖ with the mean of 4.12 and is considered as good. Meanwhile, the lowest mean is the first indicator, ―A shopping trip in here gives me pleasure‖, with 4.04 and is considered as good. From the result, it can be concluded that the respondents' perception toward social value is good.

4.2.3.3 Functional Value (Cost/Value for Money)

The result of descriptive analysis of functional value (cost/value for money) can be seen in the Table 4.15 as follows:

Table 4.15

Descriptive Analysis of Functional Value (Cost/Value for Money)

No.	Attributes of Functional Value (Cost/Value for Money)	Mean	Category
1	The costs of a shopping trip in here are reasonable.	4.09	Agree
2	A shopping trip in here offers better value for money than other trips.	4.07	Agree
3	A shopping trip in here has a good value for money.	4.07	Agree

No.	Attributes of Functional Value (Cost/Value for Money)	Mean	Category
4	A shopping trip in here is economical.	4.15	Agree
Mean		**4.095**	**Agree**

Source: Primary Data (Computed), 2018

From the result shown, the average assessment of 280 respondents in the functional value based on cost/value for money variable is 4.095 and is considered as good. The highest mean is placed by the fourth indicator, —A shopping trip in here is economicall, with the value of the mean 4.15, and is considered as good. While the second and third indicators have the lowest mean with the value of 4.07 respectively, but still considered as good. Therefore, it can be concluded that the respondents' perception toward functional value based on cost/value for money is good.

4.2.3.4 Functional Value (Quality/Performance)

The result of descriptive analysis of functional value (quality/performance) can be seen in the Table 4.16 as follows:

Table 4.16

Descriptive Analysis of Functional Value (Quality/Performance)

No.	Attributes of Functional Value (Quality/Performance)	Mean	Category
1	Products purchased during a shopping trip in here have consistent quality.	4.07	Agree

No.	Attributes of Functional Value (Quality/Performance)	Mean	Category
2	Products purchased during a shopping trip in here are well made.	4.09	Agree
3	Products purchased during a shopping trip in here have acceptable quality standards.	4.10	Agree
4	Products purchased during a shopping trip in here have good workmanship.	4.07	Agree
5	Products purchased during a shopping trip in here last a long time.	4.11	Agree
6	Products purchased during a shopping trip in here have consistent performance.	4.12	Agree
Mean		**4.093**	**Agree**

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in the Table 4.16, the average assessment of 280 respondents in the functional value based on quality/performance variable is 4.093 and is considered as good. The highest mean in this variable is the sixth indicator, ―Products purchased during a shopping trip in here have consistent performance‖ with the mean of 4.12 and is considered as good. Meanwhile, the lowest mean is the first and fourth indicator with the value of 4.07 respectively but still considered as good. From the result, it can be concluded that the

respondents' perception toward functional value based on quality/performance is good.

4.2.4 Word-of-Mouth (WOM)

The result of descriptive analysis of word-of-mouth can be seen in the Table 4.17 as follow:

Table 4.17

Descriptive Analysis of Word-of-Mouth

No.	Attributes of Word-of-Mouth	Mean	Category
1	I will mention Yogyakarta as a vacation destination to others quite frequently.	3.87	Fair
2	I will say positive things about Yogyakarta to those around me.	3.91	Fair
3	I will recommend Yogyakarta to other people.	3.90	Fair
4	When I tell others about Yogyakarta, I will talk about the city in great details.	3.84	Fair
5	When asked about a shopping destination, I will recommend Yogyakarta.	3.82	Fair
Mean		**3.868**	**Fair**

Source: Primary Data (Computed), 2018

Based on the descriptive analysis as presented in the Table 4.17, it is shown that the average assessment of 280 respondents of word-of-mouth variable is 3.868 and is considered as fair. Among the five indicators of word-of-mouth, the second indicator which is

—I will say positive things about Yogyakarta to those around me‖ has the highest mean with the value of 3.91 and is considered as fair or neutral category. For the indicator with the lowest mean is the fifth indicator, —When asked about a shopping destination, I will recommend Yogyakarta‖, with 3.82 value and is considered as fair. Therefore, the result indicates that the respondents' perception toward word-of-mouth is fair or neutral.

4.3 Reliability and Validity Analysis

Reliability and validity analysis were conducted to find out whether the research instruments have met the criteria of valid and reliable or not. This study consists of 43 lists of statements which represent each variable with the total of 280 respondents. AMOS software version 22.0 was used to test the validity in this research. Moreover, Confirmatory Factor Analysis (CFA) or known as factor analysis is also done to assess the evaluation of measurement model. CFA is used in order to show how good the variable can be used to measure the construct. Furthermore, the data can be stated as valid if the value of loading factor from each construct is more than 0.5 (λ>0.5). Moreover, the data obtained can be stated as reliable if the value of construct reliability from each construct is more than 0.7 (Ghozali, 2011).

The results obtained from the validity and reliability tests of CFA with AMOS version 22.0 can be seen in the following table:

Table 4.18

Validity and Reliability Test (AMOS)

Variable	Indicator	Loading Factor (λ)	Standard Error (ε)	∑(λ)	∑(ε)	Construct Reliability	Label
Destination Image				3.68	2.28	0.85	Reliable
	DI1	0.764	0.416304				Valid
	DI2	0.709	0.497319				Valid
	DI3	0.728	0.470016				Valid
	DI4	0.702	0.507196				Valid
	DI5	0.778	0.394716				Valid
Perceived Quality				10.68	5.85	0.95	Reliable
	PQ1	0.761	0.420879				Valid
	PQ2	0.781	0.390039				Valid
	PQ3	0.784	0.385344				Valid
	PQ4	0.741	0.450919				Valid
	PQ5	0.725	0.474375				Valid
	PQ6	0.761	0.420879				Valid
	PQ7	0.776	0.397824				Valid
	PQ8	0.766	0.413244				Valid

Variable	Indicator	Loading Factor (λ)	Standard Error (ε)	∑(λ)	∑(ε)	Construct Reliability	Label
	PQ9	0.764	0.416304				Valid
	PQ10	0.734	0.461244				Valid
	PQ11	0.763	0.417831				Valid
	PQ12	0.786	0.382204				Valid
	PQ13	0.797	0.364791				Valid
	PQ14	0.736	0.458304				Valid
Perceived Value				14.18	8.41	0.96	Reliable
	PV1	0.737	0.456831				Valid
	PV2	0.738	0.455356				Valid
	PV3	0.752	0.434496				Valid
	PV4	0.715	0.488775				Valid
	PV5	0.761	0.420879				Valid
	PV6	0.714	0.490204				Valid
	PV7	0.735	0.459775				Valid
	PV8	0.738	0.455356				Valid
	PV9	0.694	0.518364				Valid

Variable	Indicator	Loading Factor (λ)	Standard Error (ε)	∑(λ)	∑(ε)	Construct Reliability	Label
	PV10	0.771	0.405559				Valid
	PV11	0.749	0.438999				Valid
	PV12	0.768	0.410176				Valid
	PV13	0.792	0.372736				Valid
	PV14	0.759	0.423919				Valid
	PV15	0.76	0.4224				Valid
	PV16	0.775	0.399375				Valid
	PV17	0.755	0.429975				Valid
	PV18	0.723	0.477271				Valid
	PV19	0.744	0.446464				Valid
Word-of-Mouth				3.74	2.20	0.86	Reliable
	WOM1	0.753	0.432991				Valid
	WOM2	0.726	0.472924				Valid
	WOM3	0.749	0.438999				Valid
	WOM4	0.716	0.487344				Valid
	WOM5	0.796	0.366384				Valid

Source: Primary Data (Computed), 2018

The results of the validity test shown in the Table 4.18 indicated that all question indicators representing 4 variables are declared valid because the loading factors are more than 0.5 (λ>0.5). Moreover, for the reliability test, the results showed that the construct reliability value for each variable is greater than 0.7. Based on these results, it can be concluded that the overall instrument of the study is reliable so that it can be used in this study.

4.4 Normality Test

Normality test is done by using z value (critical ratio or C.R in AMOS 22.0) from the value of skewness and kurtosis of data distribution. According to Ghozali (2011), the critical value is ± 2.58 at a significant level of 0.01. The results obtained from the normality test with AMOS version 22.0 can be seen in the following table:

Table 4.19

Normality Test (AMOS)

Variable	min	max	skew	c.r.	kurtosis	c.r.
WOM5	2.000	5.000	.041	.277	-1.018	-3.476
WOM4	2.000	5.000	-.112	-.763	-.622	-2.126
WOM3	2.000	5.000	-.074	-.507	-.714	-2.440
WOM2	2.000	5.000	-.186	-1.271	-.644	-2.199
WOM1	2.000	5.000	.011	.073	-.937	-3.200
PV19	2.000	5.000	-.609	-4.160	.202	.691
PV18	2.000	5.000	-.555	-3.790	.181	.619
PV17	2.000	5.000	-.428	-2.925	-.279	-.953
PV16	2.000	5.000	-.590	-4.029	-.070	-.239
PV15	2.000	5.000	-.646	-4.410	.271	.927
PV14	2.000	5.000	-.527	-3.597	.047	.162
PV13	2.000	5.000	-.635	-4.338	-.046	-.158
PV12	2.000	5.000	-.450	-3.073	-.342	-1.168
PV11	2.000	5.000	-.459	-3.134	-.310	-1.059
PV10	2.000	5.000	-.529	-3.612	-.109	-.373

Variable	min	max	skew	c.r.	kurtosis	c.r.
PV9	2.000	5.000	-.529	-3.614	-.431	-1.471
PV8	2.000	5.000	-.560	-3.828	-.180	-.616
PV7	2.000	5.000	-.482	-3.290	-.197	-.674
PV6	2.000	5.000	-.494	-3.377	-.282	-.962
PV5	2.000	5.000	-.444	-3.035	-.285	-.973
PV4	2.000	5.000	-.561	-3.834	-.007	-.024
PV3	2.000	5.000	-.560	-3.828	.106	.361
PV2	2.000	5.000	-.495	-3.379	-.175	-.596
PV1	2.000	5.000	-.610	-4.168	.365	1.248
PQ14	2.000	5.000	-.274	-1.875	-.434	-1.482
PQ13	2.000	5.000	-.233	-1.589	-.574	-1.960
PQ12	2.000	5.000	-.158	-1.081	-.573	-1.957
PQ11	2.000	5.000	-.247	-1.690	-.353	-1.206
PQ10	2.000	5.000	-.103	-.702	-.566	-1.933
PQ9	2.000	5.000	-.264	-1.802	-.453	-1.549
PQ8	2.000	5.000	-.144	-.983	-.689	-2.352
PQ7	2.000	5.000	-.124	-.844	-.726	-2.481
PQ6	2.000	5.000	-.174	-1.192	-.647	-2.210
PQ5	2.000	5.000	-.302	-2.066	-.195	-.665
PQ4	2.000	5.000	-.151	-1.030	-.481	-1.642
PQ3	2.000	5.000	-.112	-.768	-.815	-2.785
PQ2	2.000	5.000	-.169	-1.154	-.715	-2.442
PQ1	2.000	5.000	-.271	-1.851	-.478	-1.634
DI5	2.000	5.000	-.251	-1.714	-.572	-1.954
DI4	2.000	5.000	-.205	-1.398	-.401	-1.369
DI3	2.000	5.000	-.272	-1.857	-.655	-2.238
DI2	2.000	5.000	-.184	-1.257	-.601	-2.051
DI1	2.000	5.000	-.157	-1.072	-.856	-2.924
Multivariate					-15.201	-2.044

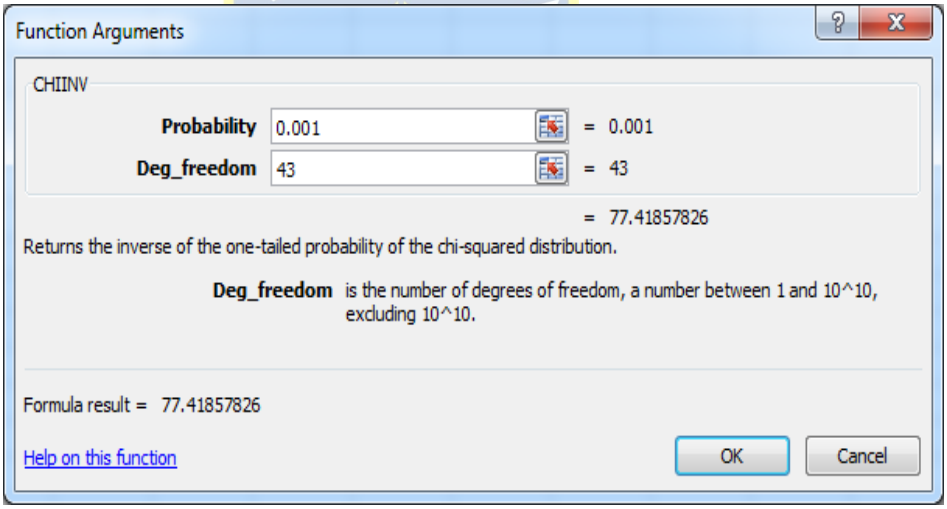
Source: Primary Data (Computed), 2018

In terms of univariate normality test, it can be concluded that the majority of the data is normally distributed because the value of the critical ratio (C.R.) for kurtosis and skewness is in the range of ± 2.58. Meanwhile, in term of multivariate normality test, the data fulfills the normal assumption because the value is equal to -2.044 which is in the range of ± 2.58.

4.5 Outliers

The evaluation of multivariate outliers can be seen through AMOS output of Mahalanobis Distance. The criteria used were at the level of p <0.001. The distance was then evaluated by using X^2 at the free degree equal to the number of variables used in the study. In this case, the variable is 43. Then, in Microsoft Excel program choose **Insert – Function – CHIINV** on the sub-menu to find out the results by entering probabilities and the number of measured variables as follows:

Figure 4.1 ***CHIINV Formula***



From the picture above, the result is 77.418. This means that all data with the value is greater than 77.418 are multivariate outliers.

Table 4.20

Outlier Test

Observation number	Mahalanobis d-squared	p1	p2
60	71.973	.004	.643
255	68.384	.008	.669
98	67.982	.009	.458
25	62.245	.029	.962

Observation number	Mahalanobis d-squared	p1	p2
272	61.842	.031	.939
150	60.207	.042	.980
63	59.677	.047	.978
119	59.231	.051	.974
216	59.063	.052	.958
117	58.319	.060	.973
99	57.902	.064	.972
128	57.368	.070	.978
260	57.177	.073	.971
256	56.435	.082	.986
249	56.414	.082	.975
161	56.254	.085	.967
271	56.139	.086	.954
110	56.096	.087	.932
277	55.990	.088	.910
18	55.761	.092	.904
264	55.535	.095	.898
29	55.122	.102	.921
88	54.849	.106	.924
135	54.695	.109	.914
132	54.415	.114	.921
149	54.349	.115	.898
220	54.063	.120	.909
162	53.858	.124	.908
153	53.645	.128	.909
50	53.426	.132	.912
102	52.885	.144	.955
73	52.768	.146	.948
238	52.654	.149	.940
190	52.440	.153	.945
120	52.386	.154	.929
240	51.899	.166	.964
26	51.332	.180	.987
83	51.273	.181	.983
75	51.254	.182	.975
263	50.442	.203	.996
87	49.953	.217	.999
41	49.891	.218	.998
231	49.589	.227	.999
244	49.551	.228	.999

Observation number	Mahalanobis d-squared	p1	p2
232	49.472	.231	.998
66	49.466	.231	.998
137	49.428	.232	.997
136	49.371	.234	.995
140	49.247	.237	.995
67	49.208	.239	.994
42	49.179	.239	.991
55	49.108	.242	.990
129	49.063	.243	.987
43	49.061	.243	.981
241	48.981	.246	.978
182	48.892	.248	.976
14	48.656	.256	.983
4	48.652	.256	.976
187	48.542	.259	.975
189	48.542	.259	.966
64	48.501	.261	.958
89	48.434	.263	.952
58	48.324	.267	.952
175	48.176	.271	.956
170	48.124	.273	.948
147	47.982	.278	.952
145	47.971	.278	.938
127	47.900	.281	.932
174	47.891	.281	.913
253	47.801	.284	.909
82	47.602	.291	.927
101	47.466	.296	.931
36	47.413	.297	.922
160	47.115	.308	.952
143	46.947	.314	.959
81	46.670	.324	.975
173	46.662	.324	.968
268	46.598	.327	.964
144	46.413	.334	.972
35	46.408	.334	.963
156	46.349	.336	.958
10	46.129	.344	.971
8	46.121	.344	.962
34	45.867	.354	.976

Observation number	Mahalanobis d-squared	p1	p2
236	45.835	.355	.971
257	45.751	.359	.970
123	45.680	.361	.967
250	45.676	.362	.957
224	45.659	.362	.947
115	45.564	.366	.947
7	45.479	.369	.946
97	45.243	.378	.964
217	45.221	.379	.955
131	45.191	.381	.947
164	44.943	.390	.966
108	44.851	.394	.966
265	44.800	.396	.962
112	44.781	.397	.953
105	44.631	.403	.961
242	44.603	.404	.953

Source: Primary Data (Computed), 2018

The table above showed the value of the Mahalonobis Distance. From the data that has been processed, it can be seen that there is no detected value which is greater than 77,418. Therefore, it can be concluded that there are no outliers data.

4.6 Goodness of Fit Measurements

Structural Equation Modelling (SEM) is one of the most chosen techniques by the researchers in the social science research. In order to measure the goodness of the proposed models, researchers can test the hypotheses by using Goodness of Fit indices. The result of the Goodness of Fit of this research could be seen in the Table 4.21 as follows:

Table 4.21

Goodness of Fit Analysis

Goodness of fit index	Cut-off value	Result	Model Valuation
Degree of Freedom	Positive	854	***Good Fit***
X^2 (Chi-Square)	Small Value	1160,376	***Good Fit***
Significance Probability	≥ 0.05	0,000	***Marginal***
CMIN/DF	≤ 2.0	1,359	***Good Fit***
GFI	≥ 0.90	0,840	***Marginal***
RMSEA	≤ 0.08	0,036	***Good Fit***
AGFI	≥ 0.90	0,823	***Marginal***
TLI	≥ 0.90	0,959	***Good Fit***
CFI	≥ 0.90	0,961	***Good Fit***

Source: Primary Data (Computed), 2018

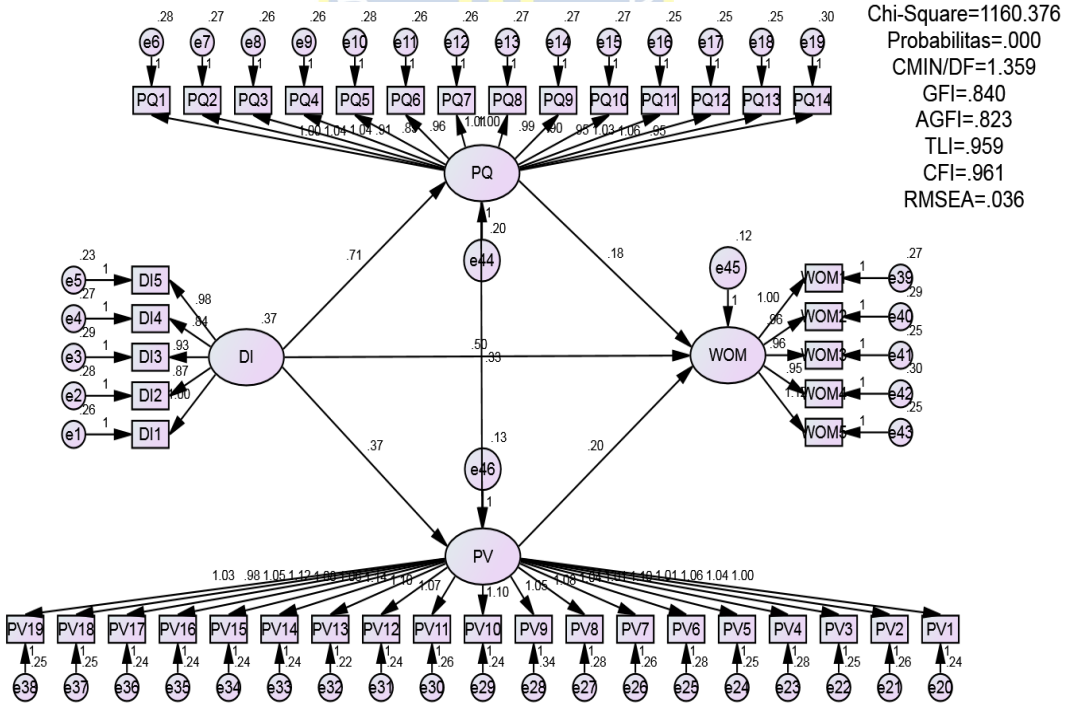
The table 4.21 shows the result of the data analysis for the model proposed in this study. There are three indices that do not fit the minimum value of the index probability such as significance probability, GFI, and AGFI. However, the rest of the criteria were all resulting good scores such as degree of freedom with the score of 854, CMIN/DF with the score of 1.359, RMSEA with the score of 0.036, TLI with the score of 0.959, and the last one was CFI, with the score of 0.961.

According to Haryono (2017), a researcher does not have to fulfill all the criteria for goodness of fit. Hair *et al.* in Haryono (2017) stated that the use of 4 to 5 criteria for goodness of fit is considered sufficient to assess the feasibility of a model. Therefore, based on the overall measurement of goodness of fit above, it indicated that the model proposed in this study is accepted.

4.7 Hypothesis Testing (Framework Model)

As discussed in the previous chapter, this study proposed six hypotheses. In order to find out whether the hypotheses were supported or not, the probability result of standardized regression weight estimate was analyzed. The hypothesis can be supported if the value of probability is less than 0.05 ($p<0.05$). The result could be seen in the following figure:

Figure 4.2 ***Result of Research Model***



Source: Primary Data (Computed), 2018

Based on the analysis of AMOS 22.0, the following table explains the hypothesis testing indicated the causal relationship between the variables:

Table 4.22

Hypothesis Testing Result Model

Hypothesis	Variable Relationship	Estimate	S.E.	C.R.	P-Value	Label
H1	Destination Image → Perceived Quality	0.71	0.07	9.74	0,000	Supported
H2	Destination Image → Perceived Value	0.372	0.07	5.37	0,000	Supported
H3	Destination Image → WOM	0.496	0.09	5.64	0,000	Supported
H4	Perceived Quality → Perceived Value	0.326	0.06	5.09	0,000	Supported
H5	Perceived Quality → WOM	0.183	0.07	2.57	0,010	Supported
H6	Perceived Value → WOM	0.203	0.08	2.52	0,012	Supported

Source: Primary Data (Computed), 2018

Based on the Table 4.22, the descriptions for hypothesis testing result model are:

The first hypothesis showed that destination image has a positive and significant influence on perceived quality. In the Table 4.22, the testing of destination image on perceived quality is proven significant because the probability value was 0.000 ($p < 0.05$) and the path estimate was 0.71. This means that the higher the destination image, the higher the perceived quality. From the

implied result, it can be concluded that the first hypothesis (**H1**) of this study is **accepted**.

The second hypothesis showed that destination image has a positive and significant influence on the perceived value. In the Table 4.22, the testing of destination image on the perceived value is proven significant because the probability value was 0.000 ($p < 0.05$) and the path estimate was 0.372. This means that the higher the destination image, the higher the perceived value. From the implied result, it can be concluded that the second hypothesis (**H2**) of this study is **accepted**.

The third hypothesis showed that destination image has a positive and significant influence on word-of-mouth. In the Table 4.22, the testing of destination image on word-of-mouth is proven significant because the probability value was 0.000 ($p < 0.05$) and the path estimate was 0.496. This means that the higher the destination image, the higher the word-of-mouth. From the implied result, it can be concluded that the third hypothesis (**H3**) of this study is **accepted**.

The fourth hypothesis showed that perceived quality has a positive and significant influence on the perceived value. In the Table 4.22, the testing of perceived quality on the perceived value is proven significant because the probability value was 0.000 ($p < 0.05$) and the path estimate was 0.326. This means that the higher the perceived quality, the higher the perceived value. From the implied result, it can be concluded that the fourth hypothesis (**H4**) of this study is **accepted**.

The fifth hypothesis showed that perceived quality has a positive and significant influence on word-of-mouth. In the Table 4.22, the testing of perceived quality on word-of-mouth is proven significant because the probability value was 0.010 ($p < 0.05$) and the path estimate was 0.183. This means that the higher the perceived quality, the higher the word-of-mouth. From the implied result, it can be concluded that the fifth hypothesis (**H5**) of this study is **accepted**.

The sixth hypothesis showed that perceived value has a positive and significant influence on word-of-mouth. In the Table 4.22, the testing of perceived value on word-of-mouth is proven significant because the probability value was 0.012 ($p < 0.05$) and the path estimate was 0.203. This means that the higher the perceived value, the higher the word-of-mouth. From the implied result, it can be concluded that the sixth hypothesis (**H6**) of this study is **accepted**.

4.8 Result Discussion

4.8.1 The Influence of Destination Image on Perceived Quality

The result of this study proved that the destination image of shopping destination has a positive and significant effect on tourists' perceived quality of the destination. The result showed that the more favorable the image of a destination, the higher the quality of service perceived by tourists. Moreover, the lower the destination image toward shopping destination, the lower the quality perceived by tourists. From this study, it indicated that by having the image of a safe and secure city, this influences the character of the shopkeepers in Yogyakarta in which they serve the tourists in honest manner so that the tourists will trust them. Therefore, the

tourists can enjoy shopping without having to worry about being lied to by the shopkeepers.

Image will impact on quality perceptions and further may lead to WOM. Tangible image can be increased by improving infrastructure. Intangible image can be increased by educating the shop owners for excellent quality services. Similarly, the local people may also support the tourism industry by being more open to tourists, willing to understand foreign language, participating in clean environment and involving more on tourism development program. When visitors are satisfied with the quality of shopping time in a destination as well as having positive image perceptions to the destination, visitors would happily share their experiences to others.

This finding is supported by the previous research by Chen & Tsai (2007) stated that individuals who have a favorable destination image would perceive their on-site experiences (i.e. service quality) positively. Chen and Tsai (2007) also argued that on-site experiences of perceived service quality could be conceptualized by using the comparison between expectations and the actual performance. When people visit a destination, they will assess and compare whether the quality obtained is in line with their expectations before visiting the place. In the marketing literature, Kotler, Bowen and Makens (as cited in Lee, Lee & Lee, 2005) stated that consumers will have a positive experience when they had a good image before obtaining it. In addition, this finding is also in line with Allameh *et*

al. (2015) which showed that destination image can influence the quality perceived by tourists. Hence, this study implied that the destination image plays an important role in the quality perceived by tourists.

4.8.2 The Influence of Destination Image on Perceived Value

The result of this study proved that the destination image of shopping destination has a positive and significant effect on tourists' perceived value of the destination. The result showed that the more favorable the image of a destination, the higher the value perceived by tourists. Moreover, the lower the destination image toward shopping destination, the lower the value perceived by tourists. From this study, it indicated that by having the image of a safe and secure city, it will influence the tourists to feel relax in enjoying their shopping trips without having to worry. Other than that, if a city has the image of "offers exciting places to visit and has a pleasant climate" it will influence the tourists to enjoy more their shopping trips in a destination and it will also give tourists pleasure.

This finding is supported by the previous studies by Allameh *et al.* (2015) and Ramseook-Munhurrun, Seebaluck & Naidoo (2015) that argued destination image directly affects perceived value. In the marketing literature, it is proven that image of the company affects customers' perceptions of value (Lai & Chen, 2011). Meanwhile, in the tourism context, a tourist who has a more positive image of a destination will perceive more value in traveling to the destination (Phillips *et al.*, 2013).

Based on the evidence shown above, it can be concluded that the destination image directly affects the perceived value among tourists. Hence, this study implied that destination image plays an important role in the value perceived by tourists.

4.8.3 The Influence of Destination Image on Word-of-Mouth

The result of this study proved that the destination image of shopping destination has a positive and significant effect on tourists' word-of-mouth of the destination. The result showed that the more favorable the image of a destination, the higher the probability that word-of-mouth is spread by tourists. Moreover, the lower the destination image toward shopping destination, the lower the word-of-mouth spread by tourists. From this study, it indicated that if a city has a favorable image and if the image is in line with the actual performance, it will influence the tourists to spread positive word-of-mouth. Word-of-mouth could generate a cost-effective solution in reaching potential tourists because they tend to believe in recommendations by fellow tourists toward a destination.

This finding is supported by the previous study by Oshimi & Harada (2016) stated that the destination image plays an important role in developing positive WOM among tourists. The more positive the image of a destination held by a tourist, the more potential a tourist will recommend it to other potential tourists such as friends and relatives (Zhang, Cai & Lu, 2014). This result is also supported by Papadimitriou, Kaplanidou & Apostolopoulou (2015) argued that there is a direct and positive impact on

having a good image of a destination and intention to recommend it to other tourists. Moreover, Kim, Holland & Han (2013) stated that destination image not only influences the pre-selection process of a destination but also influence the future behaviors of tourists such as the spread of word-of-mouth.

In the tourism shopping context, the image of shopping centers (e.g Malioboro, Beringharjo Market, Legi Kotagede Market, Mirota Batik) should always be maintained by keeping them clean, improving public shopping facilities such as (praying room, toilets, cafes, healthcare facility and parking spaces), improving security system, improving excellent services and providing varieties of products. Destination image can create cognitive and affective perceptions, which leads to willingness to recommend to others. It can be concluded that the result of this study is in line with the previous researches, in which destination image has a positive and significant impact on word-of-mouth.

4.8.4 The Influence of Perceived Quality on Perceived Value

The result of this study proved that quality perceived by tourists during shopping has a positive and significant effect on the perceived value of the shopping destination. The result showed that the greater the level of quality perceived by tourists, the higher the perceived value. Moreover, the lesser the level of quality perceived by tourists, the lower the perceived value. From this study, it indicated that if the shopkeepers are polite and friendly, it will influence the tourists to enjoy their shopping trip. In other

words, if the tourists have a good impression toward the shopkeepers at the first place in the way they serve the tourists, it will make them feel good and could enjoy their shopping trip.

This finding is supported by the previous studies by Allameh *et al.* (2015) and Kim, Holland & Han (2013) stated that service quality has been considered to be one of the critical antecedents of perceived value. Moreover, Hu, Kandampully & Juwaheer (2009) argued that high service quality will ultimately lead to higher perceived value. This result is also in line with Parasuraman & Grewal (2000) who argued that service quality is an important driver of the perceived value. Therefore, from the evidence shown before, it can be concluded that the perceived quality has a positive and significant impact on the perceived value.

4.8.5 The Influence of Perceived Quality on Word-of-Mouth

The result of this study proved that quality perceived by tourists during shopping has a positive and significant effect on the spread of word-of-mouth toward shopping destination. The result showed that the greater the level of quality perceived by tourists, the higher the level of probability of the spread of word-of-mouth. Moreover, the lesser the level of quality perceived by tourists, the lower the level of probability of the spread of word-of-mouth. From this study, it indicated that if the shopkeepers in a shopping destination provide a good service, it will influence the tourists to spread word-of-mouth. On the other hand, if the tourists perceived a bad service quality in a shopping destination, they tend to spread a negative

word-of-mouth about the destination which will reduce the potential number of tourists to visit the destination.

The result of this variable relationship is the weakest among the others in this study. This study analyzed data from different shopping places in Yogyakarta. Therefore, this weak result was obtained because not all shopping places in Yogyakarta provide the same quality of service. The standard of service offered by the shopkeepers in one shopping place might be different from other places. However, this variable relationship still showed positive results from this study.

Perceived quality is an important factor that influences both of satisfaction and future behavioral intentions (Lai & Chen, 2011). Therefore, it should receive a special attention in the management of tourism destination. This finding is in line with the previous study by Allameh *et al.* (2015) that argued if tourists perceive high-quality service then they are more likely to recommend the destination to others. In addition, Hutchinson & Wang (2009) found that when travelers perceived positive service experiences, it will influence them to encourage their friends and family members to have the same experience.

Based on the evidence shown above, it can be concluded that a quality perceived by tourists has a positive and significant influence on the spread of word-of-mouth toward a shopping destination.

4.8.6 The Influence of Perceived Value on Word-of-Mouth

The result of this study proved that value perceived by tourists during shopping has a positive and significant effect on the spread of word-of-mouth toward shopping destination. The result showed that the greater the level of value perceived by tourists, the higher the level of probability of the spread of word-of-mouth. Moreover, the lesser the level of value perceived by tourists, the lower the level of probability of the spread of word-of-mouth. From this study, it indicated that if the product purchased in a shopping destination has a high quality, it will influence the tourists to spread positive word-of-mouth toward the destination. Moreover, if a shopping destination has a good value for money, tourists will likely recommend it to others. They might not come back to the same destination in the near future, but they could spread positive word-of-mouth to their relatives to have the same experience.

In tourism literature, perceived value is considered to be an important predictor and the key determinant of both customer satisfaction and behavioral intentions such as willingness to recommend the destination to others (Kim, Holland & Han, 2013). Ramseook-Munhurrun, Seebaluck & Naidoo (2015) argued that the greater the value perceived by tourists in the destination, it will influence their willingness to recommend the destination to others. This finding is also supported by the previous studies by Chen & Tsai (2007) and Woodruff (1997) that stated perceived value is the antecedent of overall customer satisfaction and it is recognized to

correlate well with customer behaviors such as willingness to recommend to others.

Based on the evidence shown above, it can be concluded that value perceived by tourists has a positive and significant influence on the spread of word-of-mouth toward a shopping destination.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

This study investigated the spread of word-of-mouth toward shopping destination by constructing a more comprehensive model considering destination image, perceived quality, and perceived value. The structural relationships between all variables in the study were tested using data obtained from a questionnaire survey. The research sample is Indonesian people who are visiting Yogyakarta or have visited Yogyakarta in the last 5 years. This research provided empiric evidences for tourism industry particularly shopping destinations in Yogyakarta. This research found significant results about the influence of destination image, perceived quality, and perceived value in the spread of word-of-mouth toward shopping destination. Based on the data analysis results, the six hypotheses proposed in this study were all accepted. Hence, it can be concluded that destination image, perceived quality and perceived value greatly influence the spread of word-of-mouth in the shopping destination.

This research proved that Yogyakarta has a good and strong image among domestic tourists. As we know, Yogyakarta is a tourist-friendly city that has a strong Javanese culture with many historical places. This provides an advantage to the government of Yogyakarta to focus on developing other aspects rather than developing the image of Yogyakarta as a tourism city. However, this research showed that the aspects of perceived quality and perceived value on word-of-mouth are weak compared to other relationship variables due to the strong image

that Yogyakarta already has as a shopping and tourism destination in the mind of tourists. The tourists tend not to focus on spreading word-of-mouth in terms of service quality and value that they perceived in the destination. In fact, the tourists are more concerned to spread positive things in terms of destination image as long as the overall reality of the destination is in accordance with their perceptions.

5.2 Research Limitations

This study is far from perfect. In terms of limitations, there are several considerations as follows:

1. The sample of this research still might not represent all tourists about the shopping destinations in Yogyakarta.
2. This study does not guarantee similar findings when the model is tested in a different shopping destination as different shopping destinations might have different characteristics.

5.3 Recommendations

For further empirical studies, firstly, it is suggested that each dimension of perceived quality and perceived value could be more explored. These dimensions provide details on what elements in perceived quality as well as perceived value could better explain WOM in shopping sector. Secondly, future research could also go for different research framework. The research framework can be modified in order to find other possible better models that explain destination image, perceived quality, and perceived value contributions to the tourism industry. Lastly, the researcher suggests to the future study to examine different

target respondents such as in culinary sector, sports sector or other entertainment sectors.

In terms of managerial implication, the results can help managers to make more effective strategies and policies in tourism sector and more specifically in shopping destination sector. People's motivation is different when shopping as a tourist vs. shopping as daily households needs. Tourism shopping is considered less price elasticity. Tourism agencies and government need to consider the detail dimensions that build perceived quality and perceived value. An image in the customers' mind is a hard thing to change. Other than that, managing every elements of service quality offered should be taken as a priority because consumers' perceived quality may change a lot. Thus, tourism managers and government should be very adaptive to the industrial changes. Additionally, solely depending on perceive quality is not sufficient for maintaining competitive positioning. Thus, all tourism stakeholders should be responsible for maintaining the shopping facilities, favorable shopping environment, favorable prices, and build positive image to visitors. Overall, tourism investment and program activities should be carefully managed in align with the tourism objectives and the tourism market demand that is constantly change. At the end of the day, a happy customer will spread good things.

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APPENDIX A

KUESIONER PENELITIAN

SHOPPING DESTINATION: THE ROLE OF DESTINATION IMAGE, PERCEIVED QUALITY AND PERCEIVED VALUE ON WORD-OF-MOUTH

Saudara sekalian,

Saya Cahyo Putra Wibowo, mahasiswa dari International Program jurusan Management, Fakultas Ekonomi Universitas Islam Indonesia, Yogyakarta.

Saya sedang melaksanakan penelitian yang berjudul "Shopping Destination: The Role of Destination Image, Perceived Quality and Perceived Value on Word-of-Mouth". Penelitian ini dilaksanakan untuk menggali informasi terkait tingkat kepuasan wisatawan lokal terhadap wisata belanja di Yogyakarta, Indonesia dalam penyebaran hal-hal positif yang berdasar atas pengalaman berbelanja selama berkunjung ke Yogyakarta.

Identitas saudara akan saya rahasiakan. Atas kerjasama dan kesediaan saudara, saya ucapkan terimakasih.

Section A: Pertanyaan Demografik

1. Jenis kelamin: ❑ Laki - laki ❑ Perempuan
2. Umur (tahun): ❑ 15-24 ❑ 25-35 ❑ 36-45 ❑ > 45
3. Pendidikan terakhir: ❑ <SMU/K ❑ SMU/K
   ❑ S1/Diploma ❑ Paska Sarjana
4. Pengeluaran/bulan (Rp): ❑ <Rp500.000 ❑Rp500.000-1.000.000
   ❑Rp1.000.000-3.000.000 ❑ >Rp3.000.000
5. Daerah/kota asal Anda: ..... (mohon disebutkan)
6. Lamanya tinggal di Yogyakarta: ❑ 1 hari ❑ 2 – 3 hari ❑ >3 hari
7. Penginapan Anda (Jika Anda menginap):
   ❑ Hotel berbintang ❑ Hotel non-bintang ❑ Wisma/losmen

❑Lainnya: …….

8. Tujuan utama berkunjung ke Yogyakarta (Pilih hanya 1):

   ❑ Belanja ❑ Rekreasi ❑ Dinas ❑ Kunjungan keluarga

   ❑ Lainnya: ……

9. Pada saat Anda berkunjung ke Yogyakarta, pusat oleh-oleh mana yang **paling sering** Anda kunjungi? (Pilih hanya 1):

   ❑ Malioboro ❑ Pasar Beringharjo ❑ Pasar Legi Kotagede

   ❑ Pusat oleh-oleh yang berada di sekitar objek pariwisata (Kraton Ngayogyakarta Hadiningrat, Taman Sari, Candi Prambanan, dll.)

   ❑ Pusat belanja makanan dan barang-barang lokal (Mirota Batik, Toko Bakpia, Warung Gudeg, dll.)

   ❑Lainnya: ……...

Keterangan:

Berilah penilaian terhadap faktor-faktor berikut ini berdasar atas pengalaman anda berbelanja di pusat oleh-oleh yang **PALING SERING** Anda kunjungi di Yogyakarta.

Pilih salah satu dari nomor yang tersedia dengan keterangan:

(1) Sangat Tidak Setuju (2) Tidak Setuju (3) Netral

(4) Setuju (5) Sangat Setuju

Section B: Destination Image

Kode	Pernyataan	Sangat Tidak Setuju				Sangat Setuju
DI1	Yogyakarta merupakan kota yang aman.	1	2	3	4	5

Kode	Pernyataan	Sangat Tidak Setuju				Sangat Setuju
DI2	Yogyakarta menawarkan tempat-tempat menarik untuk dikunjungi.	1	2	3	4	5
DI3	Yogyakarta menawarkan tempat-tempat yang asik untuk dikunjungi.	1	2	3	4	5
DI4	Yogyakarta memiliki wisata alam dan pemandangan yang indah.	1	2	3	4	5
DI5	Yogyakarta memiliki cuaca yang nyaman.	1	2	3	4	5

Section C: Perceived Quality

Kode	Pernyataan	Sangat Tidak Setuju				Sangat Setuju
PQ1	Toko/kios/stand di lokasi wisata belanja ini mudah dijangkau.	1	2	3	4	5
PQ2	Toko/kios/stand di lokasi wisata belanja ini memiliki kebersihan yang baik.	1	2	3	4	5
PQ3	Karyawan toko di lokasi wisata belanja ini berpengetahuan luas dan terampil.	1	2	3	4	5
PQ4	Karyawan toko di lokasi wisata belanja ini merespon cepat saat dihubungi.	1	2	3	4	5
PQ5	Karyawan toko di lokasi wisata belanja ini berpenampilan rapi dan bersih.	1	2	3	4	5
PQ6	Karyawan toko di lokasi wisata belanja ini bersikap ramah.	1	2	3	4	5
PQ7	Karyawan toko di lokasi wisata belanja ini bersikap sopan.	1	2	3	4	5
PQ8	Karyawan toko di lokasi wisata belanja ini menghormati pelanggan.	1	2	3	4	5
PQ9	Karyawan toko di lokasi wisata belanja ini menyajikan layanan yang andal.	1	2	3	4	5

Kode	Pernyataan	Sangat Tidak Setuju				Sangat Setuju
PQ10	Karyawan toko di lokasi wisata belanja ini menyajikan layanan yang tepat waktu.	1	2	3	4	5
PQ11	Karyawan toko di lokasi wisata belanja ini adalah pendengar yang baik sehingga mudah saling memahami.	1	2	3	4	5
PQ12	Karyawan toko di lokasi wisata belanja ini jujur.	1	2	3	4	5
PQ13	Karyawan toko di lokasi wisata belanja ini dapat dipercaya.	1	2	3	4	5
PQ14	Karyawan toko di lokasi wisata belanja ini memahami kebutuhan pelanggan.	1	2	3	4	5

Section D: Perceived Value

Kode	Pernyataan	Sangat Tidak Setuju				Sangat Setuju
PV1	Saya suka mencari pengalaman berbelanja yang menyenangkan.	1	2	3	4	5
PV2	Wisata belanja adalah aktivitas yang saya sukai.	1	2	3	4	5
PV3	Wisata belanja disini membuat saya santai.	1	2	3	4	5
PV4	Wisata belanja disini membuat saya senang.	1	2	3	4	5
PV5	Wisata belanja disini membuat saya bahagia.	1	2	3	4	5
PV6	Berbelanja di lokasi wisata belanja ini menambah pengalaman saya dalam bersosialisasi / berteman.	1	2	3	4	5
PV7	Persepsi orang lain terhadap saya meningkat dengan saya berbelanja di lokasi wisata belanja ini.	1	2	3	4	5

Kode	Pernyataan	Sangat Tidak Setuju				Sangat Setuju
PV8	Kesan orang lain terhadap saya meningkat dengan saya berbelanja di lokasi wisata belanja ini.	1	2	3	4	5
PV9	Dengan berbelanja disini, saya merasa lebih diterima di lingkungan sosial saya.	1	2	3	4	5
PV10	Biaya untuk berwisata belanja disini masuk akal.	1	2	3	4	5
PV11	Wisata belanja disini menawarkan nilai uang yang lebih baik daripada wisata lainnya.	1	2	3	4	5
PV12	Wisata belanja disini bernilai bagus sesuai keuangan saya.	1	2	3	4	5
PV13	Wisata belanja disini terbilang ekonomis.	1	2	3	4	5
PV14	Produk-produk di lokasi wisata belanja ini memiliki kualitas yang bagus.	1	2	3	4	5
PV15	Produk-produk di lokasi wisata belanja ini dibuat dengan bagus.	1	2	3	4	5
PV16	Produk-produk di lokasi wisata belanja ini memiliki standar kualitas yang dapat diterima.	1	2	3	4	5
PV17	Produk-produk di lokasi wisata belanja ini diproduksi dengan pengerjaan yang baik.	1	2	3	4	5
PV18	Produk-produk yang dijual di lokasi wisata belanja ini tahan lama.	1	2	3	4	5
PV19	Produk-produk yang dijual di lokasi wisata belanja ini berfungsi baik / sesuai yang diinginkan.	1	2	3	4	5

Section E: Word-of-Mouth

Kode	Pernyataan	Sangat Tidak Setuju				Sangat Setuju
WOM1	Saya suka menceritakan Yogyakarta sebagai tujuan liburan ke orang lain.	1	2	3	4	5
WOM2	Saya akan mengatakan hal-hal positif tentang Yogyakarta kepada orang-orang di sekitar saya.	1	2	3	4	5
WOM3	Saya akan merekomendasikan Yogyakarta kepada banyak orang.	1	2	3	4	5
WOM4	Saya suka membahas secara rinci / detail tentang Yogyakarta.	1	2	3	4	5
WOM5	Ketika ditanya tentang wisata belanja, saya akan merekomendasikan Yogyakarta.	1	2	3	4	5

APPENDIX B

VALIDITY AND RELIABILITY TEST OF RESEARCH INSTRUMENTS RESULTS

A. Destination Image

Case Processing Summary

		N	%
Cases	Valid	280	100.0
	Excluded[a]	0	0.0
	Total	280	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.855	0.855	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
DI1	15.89	5.951	0.688	0.491	0.820
DI2	15.88	6.289	0.642	0.416	0.832
DI3	15.83	6.083	0.670	0.453	0.825
DI4	15.88	6.391	0.641	0.412	0.833
DI5	15.85	6.032	0.705	0.511	0.816

B. Perceived Quality

Case Processing Summary

		N	%
Cases	Valid	280	100.0
	Excluded[a]	0	0.0
	Total	280	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.951	0.951	14

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PQ1	49.93	66.436	0.742	0.560	0.948
PQ2	49.91	66.114	0.757	0.604	0.947
PQ3	49.91	66.092	0.762	0.618	0.947
PQ4	49.93	67.331	0.723	0.568	0.948
PQ5	49.95	67.528	0.707	0.532	0.948
PQ6	49.86	66.835	0.742	0.570	0.948
PQ7	49.91	66.387	0.754	0.585	0.947
PQ8	49.92	66.445	0.746	0.596	0.947
PQ9	49.93	66.576	0.741	0.575	0.948
PQ10	49.93	67.417	0.716	0.536	0.948
PQ11	49.93	66.931	0.744	0.595	0.948
PQ12	49.98	66.261	0.762	0.621	0.947
PQ13	49.93	65.912	0.778	0.635	0.947
PQ14	49.93	66.880	0.718	0.533	0.948

C. Perceived Value

Case Processing Summary

		N	%
Cases	Valid	280	100.0
	Excluded[a]	0	0.0
	Total	280	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.960	0.960	19

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PV1	73.64	110.533	0.722	0.563	0.958
PV2	73.65	109.940	0.731	0.583	0.958
PV3	73.68	109.883	0.737	0.560	0.958
PV4	73.64	110.281	0.707	0.564	0.958
PV5	73.70	109.379	0.751	0.595	0.957
PV6	73.63	110.479	0.694	0.546	0.958
PV7	73.66	110.067	0.721	0.573	0.958
PV8	73.65	109.576	0.724	0.574	0.958
PV9	73.65	109.827	0.682	0.557	0.958
PV10	73.66	109.524	0.750	0.612	0.957
PV11	73.67	109.764	0.731	0.577	0.958
PV12	73.67	109.433	0.750	0.587	0.957
PV13	73.59	109.009	0.774	0.629	0.957
PV14	73.67	109.942	0.741	0.599	0.957

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PV15	73.65	109.748	0.741	0.589	0.957
PV16	73.64	109.178	0.758	0.629	0.957
PV17	73.67	110.008	0.735	0.584	0.958
PV18	73.64	110.784	0.705	0.539	0.958
PV19	73.63	110.257	0.724	0.551	0.958

D. Word-of-mouth

Case Processing Summary

		N	%
Cases	Valid	280	100.0
	Excluded[a]	0	0.0
	Total	280	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.864	0.864	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
WOM1	15.47	6.737	0.676	0.479	0.837
WOM2	15.43	6.820	0.651	0.431	0.843
WOM3	15.44	6.764	0.708	0.517	0.829

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
WOM4	15.50	6.810	0.659	0.464	0.841
WOM5	15.51	6.373	0.725	0.538	0.824

APPENDIX C

THE TABLES OF RESPONDENTS' CHARACTERISTICS AND CLASSFIFICATION

A. Respondents' Classification Based on Gender

No.	Gender	Number (Person)	Percentage
1	Male	139	49.64
2	Female	141	50.36
Total		**280**	**100**

B. Respondents' Classification Based on Age

No.	Age	Number (Person)	Percentage
1	15 - 24 years	71	25.36
2	25 – 35 years	108	38.57
3	36 – 45 years	57	20.36
4	> 45 years	44	15.71
Total		**280**	**100**

C. Respondents' Classification Based on Educational Level

No.	Educational Levels	Number (Person)	Percentage
1	<High school	6	2.14
2	High school	54	19.29
3	Bachelor/Diploma	195	69.64
4	Post Graduate	25	8.93
Total		**280**	**100**

D. Respondents' Classification Based on Monthly Expenses

No	Monthly Expenses	Number (Person)	Percentage
1	<Rp500.000	0	-
2	Rp500.000-1.000.000	31	11.07
3	Rp1.000.000-3.000.000	53	18.93
4	>Rp3.000.000	196	70.00
Total		**280**	**100**

E. Respondents' Classification Based on Area of Origin

No.	Area of Origin	Number (Person)	Percentage
1	Aceh	2	0.71
2	Ambon	1	0.36
3	Bali	2	0.71
4	Balikpapan	1	0.36
5	Bandung	21	7.50
6	Bangka Belitung	1	0.36
7	Banjarmasin	3	1.07
8	Banten	3	1.07
9	Banyuwangi	1	0.36
10	Batam	4	1.43
11	Bekasi	5	1.79
12	Bengkulu	2	0.71
13	Bogor	12	4.29
14	Boyolali	1	0.36
15	Cibubur	3	1.07

No.	Area of Origin	Number (Person)	Percentage
16	Cikarang	1	0.36
17	Cimahi	1	0.36
18	Depok	5	1.79
19	Dumai	1	0.36
20	Duri	1	0.36
21	Indramayu	1	0.36
22	Jakarta	42	15.00
23	Jambi	27	9.64
24	Jawa Barat	2	0.71
25	Jawa Tengah	1	0.36
26	Jawa Timur	2	0.71
27	Jember	1	0.36
28	Jepara	2	0.71
29	Kediri	1	0.36
30	Klaten	2	0.71
31	Kudus	2	0.71
32	Lampung	4	1.43
33	Madiun	4	1.43
34	Magelang	2	0.71
35	Makassar	4	1.43
36	Malang	5	1.79
37	Medan	9	3.21
38	NTT	1	0.36
39	Pacitan	2	0.71
40	Padang	3	1.07

No.	Area of Origin	Number (Person)	Percentage
41	Palangkaraya	3	1.07
42	Palembang	19	6.79
43	Palu	2	0.71
44	Pamulang	1	0.36
45	Parakan	1	0.36
46	Pasuruan	1	0.36
47	Pekanbaru	1	0.36
48	Pemalang	1	0.36
49	Ponorogo	1	0.36
50	Pontianak	4	1.43
51	Purwakarta	7	2.50
52	Purwokerto	1	0.36
53	Purworejo	2	0.71
54	Riau	4	1.43
55	Salatiga	1	0.36
56	Samarinda	2	0.71
57	Semarang	10	3.57
58	Solo	5	1.79
59	Subang	1	0.36
60	Sungai Manau, Bangko, Jambi	1	0.36
61	Surabaya	13	4.64
62	Tangerang Selatan	4	1.43
63	Tasikmalaya	1	0.36
64	Temanggung	1	0.36

No.	Area of Origin	Number (Person)	Percentage
65	Ternate	1	0.36
66	Tulungagung	2	0.71
67	Wonosobo	2	0.71
Total		**280**	**100**

F. Respondents' Classification Based on Last Visit

No.	Last Visit (Year)	Number (Person)	Percentage
1	2014	3	1.07
2	2015	4	1.43
3	2016	10	3.57
4	2017	50	17.86
5	2018	213	76.07
Total		**280**	**100**

G. Respondents' Classification Based on Length of Stay

No.	Length of Stay	Number (Person)	Percentage
1	1 day	8	2.86
2	2 – 3 days	62	22.14
3	>3 days	210	75.00
Total		**280**	**100**

H. Respondents' Classification Based on Accommodation

No.	Accommodation	Number (Person)	Percentage
1	Star hotel	208	74.29
2	Non-star hotel	2	0.71
3	Guesthouse	12	4.29
4	Kos teman	10	3.57
5	Rumah keluarga	15	5.36
6	Rumah nenek	2	0.71
7	Rumah saudara	11	3.93
8	Rumah sendiri	3	1.07
9	Rumah teman	1	0.36
10	Tempat keluarga	5	1.79
11	Tempat saudara	5	1.79
12	Tidak menginap	6	2.14
Total		**280**	**100**

I. Respondents' Classification Based on the Main Reason to Visit Yogyakarta

No.	The Main Reason to Visit Yogyakarta	Number (Person)	Percentage
1	Shopping	19	6.79
2	Recreation	120	42.86
3	Business	61	21.79
4	Visit relatives	40	14.29
5	Vacation	28	10.00
6	National competition	8	2.86

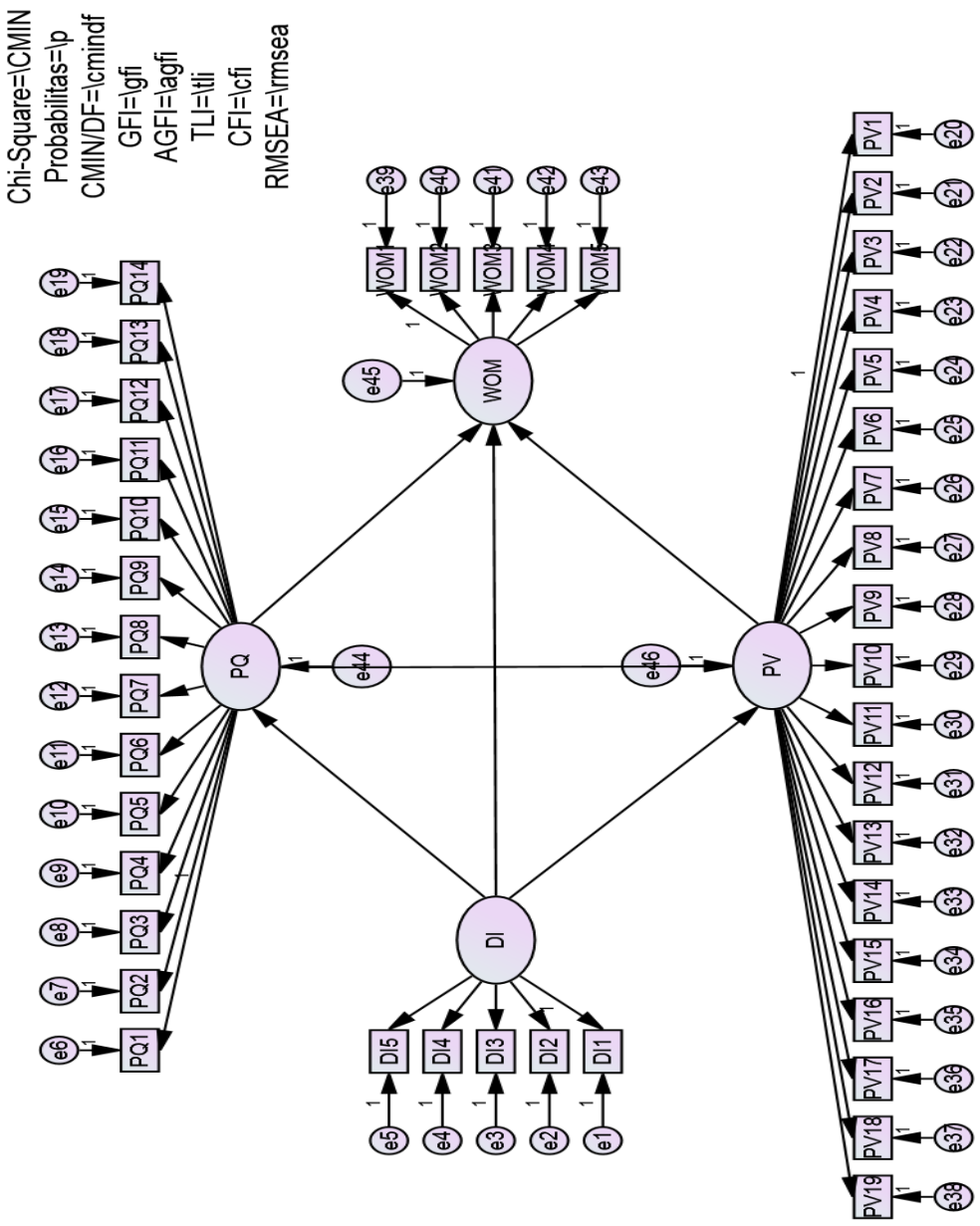
No.	The Main Reason to Visit Yogyakarta	Number (Person)	Percentage
7	Kondangan	2	0.71
8	Daftar kuliah	1	0.36
9	Singgah dalam perjalanan	1	0.36
Total		**280**	**100**

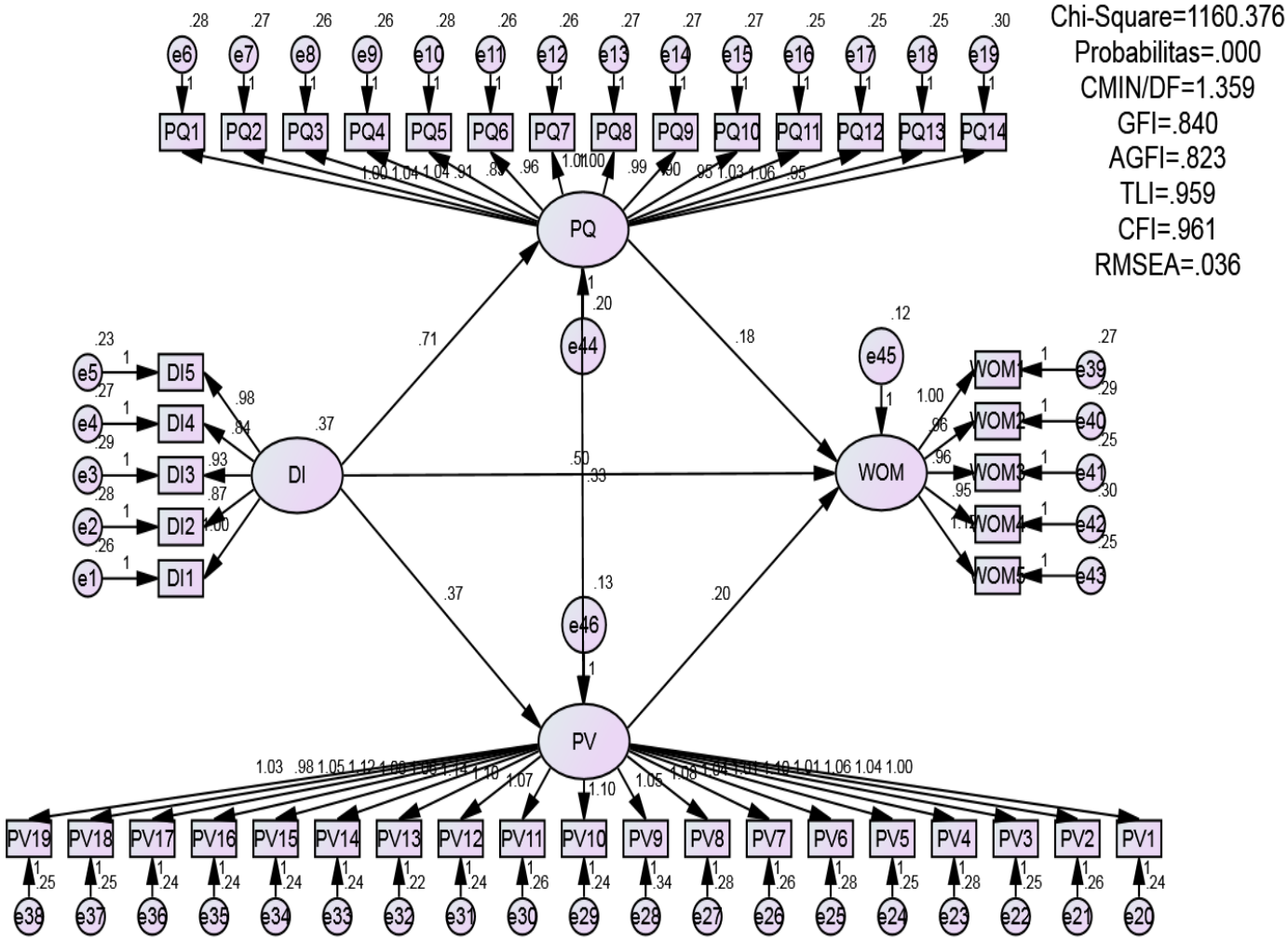
J. Respondents' Classification Based on the Most Visited Souvenir Center

No.	The Most Visited Souvenir Center	Number (Person)	Percentage
1	Malioboro	155	55.36
2	Beringharjo Market	83	29.64
3	Legi Kotagede Market	1	0.36
4	Souvenir centers around the tourism objects (Keraton – The Royal Sultan Palace, Taman Sari – Water Castle, Prambanan Temple, etc.)	6	2.14
5	Shopping centers for local goods and food (Mirota Batik, Bakpia Store, Gudeg Restaurant, etc.)	35	12.50
Total		**280**	**100**

APPENDIX D

THE RESULTS OF THE FULL MODEL




Chi-Square=1160.376
Probabilitas=.000
CMIN/DF=1.359
GFI=.840
AGFI=.823
TLI=.959
CFI=.961
RMSEA=.036
PQ
DI
WOM
PV
e44
e45
e46
PQ1
PQ2
PQ3
PQ4
PQ5
PQ6
PQ7
PQ8
PQ9
PQ10
PQ11
PQ12
PQ13
PQ14
DI5
DI4
DI3
DI2
DI1
WOM1
WOM2
WOM3
WOM4
WOM5
PV19
PV18
PV17
PV16
PV15
PV14
PV13
PV12
PV11
PV10
PV9
PV8
PV7
PV6
PV5
PV4
PV3
PV2
PV1
.71
.18
.50
.33
.37
.20
.37
.20
.13

DEGREE OF FREEDOM

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	946
Number of distinct parameters to be estimated:	92
Degrees of freedom (946 - 92):	854

VALIDITY TEST

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
PQ	<---	DI	.696
PV	<---	DI	.422
PV	<---	PQ	.377
WOM	<---	DI	.511
WOM	<---	PQ	.192
WOM	<---	PV	.184
DI1	<---	DI	.764
DI2	<---	DI	.709
DI3	<---	DI	.728
DI4	<---	DI	.702
DI5	<---	DI	.778
PQ1	<---	PQ	.761
PQ2	<---	PQ	.781
PQ3	<---	PQ	.784
PQ4	<---	PQ	.741
PQ5	<---	PQ	.725
PQ6	<---	PQ	.761
PQ7	<---	PQ	.776
PQ8	<---	PQ	.766
PQ9	<---	PQ	.764
PQ10	<---	PQ	.734
PQ11	<---	PQ	.763
PQ12	<---	PQ	.786
PQ13	<---	PQ	.797
PQ14	<---	PQ	.736
PV1	<---	PV	.737
PV2	<---	PV	.738
PV3	<---	PV	.752
PV4	<---	PV	.715
PV5	<---	PV	.761
PV6	<---	PV	.714
PV7	<---	PV	.735
PV8	<---	PV	.738
PV9	<---	PV	.694
PV10	<---	PV	.771
PV11	<---	PV	.749
PV12	<---	PV	.768

			Estimate
PV13	<---	PV	.792
PV14	<---	PV	.759
PV15	<---	PV	.760
PV16	<---	PV	.775
PV17	<---	PV	.755
PV18	<---	PV	.723
PV19	<---	PV	.744
WOM1	<---	WOM	.753
WOM2	<---	WOM	.726
WOM3	<---	WOM	.749
WOM4	<---	WOM	.716
WOM5	<---	WOM	.796

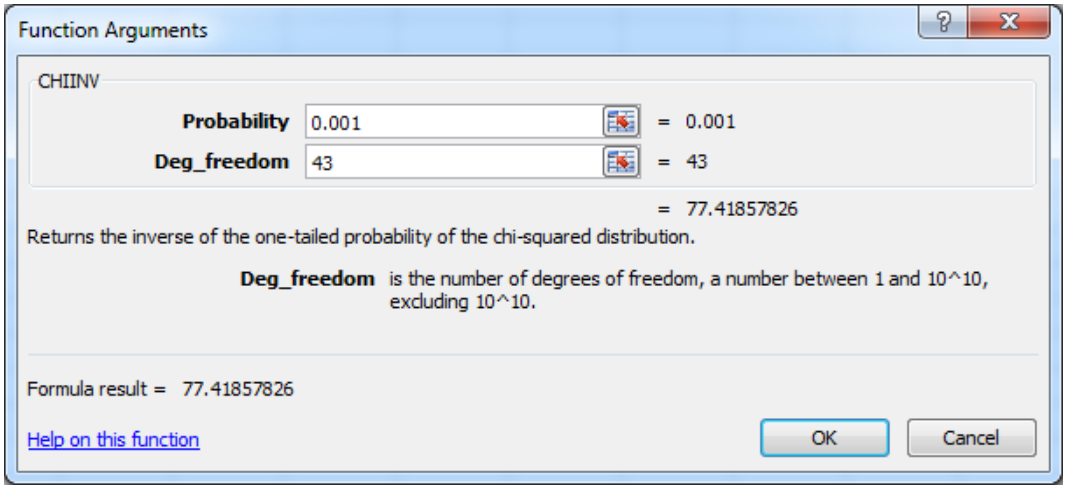
NORMALITY TEST

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
WOM5	2.000	5.000	.041	.277	-1.018	-3.476
WOM4	2.000	5.000	-.112	-.763	-.622	-2.126
WOM3	2.000	5.000	-.074	-.507	-.714	-2.440
WOM2	2.000	5.000	-.186	-1.271	-.644	-2.199
WOM1	2.000	5.000	.011	.073	-.937	-3.200
PV19	2.000	5.000	-.609	-4.160	.202	.691
PV18	2.000	5.000	-.555	-3.790	.181	.619
PV17	2.000	5.000	-.428	-2.925	-.279	-.953
PV16	2.000	5.000	-.590	-4.029	-.070	-.239
PV15	2.000	5.000	-.646	-4.410	.271	.927
PV14	2.000	5.000	-.527	-3.597	.047	.162
PV13	2.000	5.000	-.635	-4.338	-.046	-.158
PV12	2.000	5.000	-.450	-3.073	-.342	-1.168
PV11	2.000	5.000	-.459	-3.134	-.310	-1.059
PV10	2.000	5.000	-.529	-3.612	-.109	-.373
PV9	2.000	5.000	-.529	-3.614	-.431	-1.471
PV8	2.000	5.000	-.560	-3.828	-.180	-.616
PV7	2.000	5.000	-.482	-3.290	-.197	-.674
PV6	2.000	5.000	-.494	-3.377	-.282	-.962
PV5	2.000	5.000	-.444	-3.035	-.285	-.973
PV4	2.000	5.000	-.561	-3.834	-.007	-.024
PV3	2.000	5.000	-.560	-3.828	.106	.361
PV2	2.000	5.000	-.495	-3.379	-.175	-.596
PV1	2.000	5.000	-.610	-4.168	.365	1.248
PQ14	2.000	5.000	-.274	-1.875	-.434	-1.482
PQ13	2.000	5.000	-.233	-1.589	-.574	-1.960
PQ12	2.000	5.000	-.158	-1.081	-.573	-1.957
PQ11	2.000	5.000	-.247	-1.690	-.353	-1.206
PQ10	2.000	5.000	-.103	-.702	-.566	-1.933
PQ9	2.000	5.000	-.264	-1.802	-.453	-1.549
PQ8	2.000	5.000	-.144	-.983	-.689	-2.352
PQ7	2.000	5.000	-.124	-.844	-.726	-2.481
PQ6	2.000	5.000	-.174	-1.192	-.647	-2.210
PQ5	2.000	5.000	-.302	-2.066	-.195	-.665
PQ4	2.000	5.000	-.151	-1.030	-.481	-1.642
PQ3	2.000	5.000	-.112	-.768	-.815	-2.785
PQ2	2.000	5.000	-.169	-1.154	-.715	-2.442

Variable	min	max	skew	c.r.	kurtosis	c.r.
PQ1	2.000	5.000	-.271	-1.851	-.478	-1.634
DI5	2.000	5.000	-.251	-1.714	-.572	-1.954
DI4	2.000	5.000	-.205	-1.398	-.401	-1.369
DI3	2.000	5.000	-.272	-1.857	-.655	-2.238
DI2	2.000	5.000	-.184	-1.257	-.601	-2.051
DI1	2.000	5.000	-.157	-1.072	-.856	-2.924
Multivariate					-15.201	-2.044

OUTLIER TEST



Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
60	71.973	.004	.643
255	68.384	.008	.669
98	67.982	.009	.458
25	62.245	.029	.962
272	61.842	.031	.939
150	60.207	.042	.980
63	59.677	.047	.978
119	59.231	.051	.974
216	59.063	.052	.958
117	58.319	.060	.973
99	57.902	.064	.972
128	57.368	.070	.978
260	57.177	.073	.971
256	56.435	.082	.986
249	56.414	.082	.975
161	56.254	.085	.967
271	56.139	.086	.954
110	56.096	.087	.932
277	55.990	.088	.910
18	55.761	.092	.904
264	55.535	.095	.898
29	55.122	.102	.921
88	54.849	.106	.924
135	54.695	.109	.914

Observation number	Mahalanobis d-squared	p1	p2
132	54.415	.114	.921
149	54.349	.115	.898
220	54.063	.120	.909
162	53.858	.124	.908
153	53.645	.128	.909
50	53.426	.132	.912
102	52.885	.144	.955
73	52.768	.146	.948
238	52.654	.149	.940
190	52.440	.153	.945
120	52.386	.154	.929
240	51.899	.166	.964
26	51.332	.180	.987
83	51.273	.181	.983
75	51.254	.182	.975
263	50.442	.203	.996
87	49.953	.217	.999
41	49.891	.218	.998
231	49.589	.227	.999
244	49.551	.228	.999
232	49.472	.231	.998
66	49.466	.231	.998
137	49.428	.232	.997
136	49.371	.234	.995
140	49.247	.237	.995
67	49.208	.239	.994
42	49.179	.239	.991
55	49.108	.242	.990
129	49.063	.243	.987
43	49.061	.243	.981
241	48.981	.246	.978
182	48.892	.248	.976
14	48.656	.256	.983
4	48.652	.256	.976
187	48.542	.259	.975
189	48.542	.259	.966
64	48.501	.261	.958
89	48.434	.263	.952
58	48.324	.267	.952
175	48.176	.271	.956

Observation number	Mahalanobis d-squared	p1	p2
170	48.124	.273	.948
147	47.982	.278	.952
145	47.971	.278	.938
127	47.900	.281	.932
174	47.891	.281	.913
253	47.801	.284	.909
82	47.602	.291	.927
101	47.466	.296	.931
36	47.413	.297	.922
160	47.115	.308	.952
143	46.947	.314	.959
81	46.670	.324	.975
173	46.662	.324	.968
268	46.598	.327	.964
144	46.413	.334	.972
35	46.408	.334	.963
156	46.349	.336	.958
10	46.129	.344	.971
8	46.121	.344	.962
34	45.867	.354	.976
236	45.835	.355	.971
257	45.751	.359	.970
123	45.680	.361	.967
250	45.676	.362	.957
224	45.659	.362	.947
115	45.564	.366	.947
7	45.479	.369	.946
97	45.243	.378	.964
217	45.221	.379	.955
131	45.191	.381	.947
164	44.943	.390	.966
108	44.851	.394	.966
265	44.800	.396	.962
112	44.781	.397	.953
105	44.631	.403	.961
242	44.603	.404	.953

MODEL FIT

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	92	1160.376	854	.000	1.359
Saturated model	946	.000	0		
Independence model	43	8854.168	903	.000	9.805

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.021	.840	.823	.758
Saturated model	.000	1.000		
Independence model	.266	.106	.063	.101

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.869	.861	.962	.959	.961
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.036	.030	.041	1.000
Independence model	.178	.174	.181	.000

HYPOTHESES TESTING

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PQ	<---	DI	.710	.073	9.739	***	par_40
PV	<---	DI	.372	.069	5.374	***	par_41
PV	<---	PQ	.326	.064	5.089	***	par_43
WOM	<---	DI	.496	.088	5.637	***	par_42
WOM	<---	PQ	.183	.071	2.567	.010	par_44
WOM	<---	PV	.203	.081	2.523	.012	par_45
DI1	<---	DI	1.000				
DI2	<---	DI	.872	.074	11.706	***	par_1
DI3	<---	DI	.930	.078	11.992	***	par_2
DI4	<---	DI	.835	.072	11.583	***	par_3
DI5	<---	DI	.977	.074	13.225	***	par_4
PQ1	<---	PQ	1.000				
PQ2	<---	PQ	1.039	.075	13.899	***	par_5
PQ3	<---	PQ	1.039	.075	13.937	***	par_6
PQ4	<---	PQ	.912	.070	13.084	***	par_7
PQ5	<---	PQ	.892	.070	12.766	***	par_8
PQ6	<---	PQ	.962	.071	13.477	***	par_9
PQ7	<---	PQ	1.011	.073	13.792	***	par_10
PQ8	<---	PQ	1.002	.074	13.542	***	par_11
PQ9	<---	PQ	.992	.073	13.536	***	par_12
PQ10	<---	PQ	.903	.070	12.922	***	par_13
PQ11	<---	PQ	.954	.070	13.546	***	par_14
PQ12	<---	PQ	1.026	.073	14.004	***	par_15
PQ13	<---	PQ	1.055	.074	14.243	***	par_16
PQ14	<---	PQ	.954	.074	12.949	***	par_17
PV1	<---	PV	1.000				
PV2	<---	PV	1.041	.083	12.598	***	par_18
PV3	<---	PV	1.057	.082	12.863	***	par_19
PV4	<---	PV	1.010	.083	12.197	***	par_20
PV5	<---	PV	1.096	.084	13.098	***	par_21
PV6	<---	PV	1.007	.083	12.179	***	par_22
PV7	<---	PV	1.037	.083	12.556	***	par_23
PV8	<---	PV	1.082	.086	12.586	***	par_24
PV9	<---	PV	1.051	.089	11.800	***	par_25
PV10	<---	PV	1.098	.083	13.256	***	par_26
PV11	<---	PV	1.072	.084	12.830	***	par_27
PV12	<---	PV	1.103	.084	13.145	***	par_28

			Estimate	S.E.	C.R.	P	Label
PV13	<---	PV	1.141	.084	13.662	***	par_29
PV14	<---	PV	1.056	.081	13.003	***	par_30
PV15	<---	PV	1.075	.082	13.063	***	par_31
PV16	<---	PV	1.124	.084	13.317	***	par_32
PV17	<---	PV	1.054	.081	12.967	***	par_33
PV18	<---	PV	.981	.079	12.355	***	par_34
PV19	<---	PV	1.030	.081	12.719	***	par_35
WOM1	<---	WOM	1.000				
WOM2	<---	WOM	.964	.081	11.838	***	par_36
WOM3	<---	WOM	.955	.078	12.292	***	par_37
WOM4	<---	WOM	.946	.082	11.585	***	par_38
WOM5	<---	WOM	1.119	.084	13.340	***	par_39