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THE EFFECT OF TOURISM DESTINATION IMAGE ON TOURIST VISIT INTENTION DURING COVID-19 PANDEMIC

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Abstract:

The purpose of this study is to analyze how the tourism destination image affects tourist visit intention during the Covid-19 pandemic on Tegal Mas Island, Lampung, Indonesia. By using quantitative research design, there are four hypotheses developed and tested using structural equation modeling, based on PLS-SEM application, and also using 400 respondents' samples with purposive sampling technique. The empirical findings reveal that the cognitive image has a positive significant effect on the affective image. The cognitive image and affective image are important antecedents of the overall destination image. Affective image is a mediator in the effect of cognitive image and overall destination image. and the overall image has a positive significant effect on tourist visit intentions. Furthermore, the affective image has a greater influence on the overall image than the cognitive image. The result implies for the management to highlight the destination image improvements that will enable to attract more tourists through providing the accessibility quality, technology infrastructure especially for information services, and food variety and quality package attraction.

Keywords:

Cognitive Image, Affective Image, Overall Image, Tourist Visit Intention

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Introduction

The tourism industry is one of the most vulnerable industries, but Covid-19 has caused the largest decline of the tourism industry (Isaac & Keijzer, 2021). Therefore, the tourism industry, especially international tourism demand, is recognized as vulnerable to crises. The tourism industry is most vulnerable to natural disasters, conflicts, terrorism, and economic crises (Meng et al., 2021). The tourism industry will experience significant negative impacts in the event of a crisis, such as the financial crises in 1997 and 2008, the severe acute respiratory syndrome (SARS) epidemic in 2003, and various earthquakes and social unrest (Zhang et al., 2021).

The covid-19 pandemic had an impact on the tourism industry and the creative economy in Indonesia. Indonesia's GDP decreased in 2020 and one of the factors for the decline was the contribution of the tourism sector to GDP in 2020 which was only 4.1% due to the Covid-19 pandemic. The contribution of the tourism sector to GDP was previously obtained from the number of tourist visits, tourism investment, and the government's budget allocation for tourism. The tourism industry and creative economy in Indonesia are affected by the COVID-19 pandemic. The impact of Covid-19 on tourism can be seen in the decline in foreign and domestic tourist arrivals. The cumulative number of foreign tourist arrivals in 2020 was 4,052,923 or decreased by 75.03% compared to 2019 which was 16,106,954 foreign tourists so that this also had an impact on state revenue in the tourism sector which caused a decrease in state revenue in the tourism sector industry by IDR 20.7 billion (Data Center and Information System, 2021).

For effective management of crises such as Covid-19 it's important to gain insight into the perceptions and changing perceptions of tourists (Isaac, 2021). Tourists do not only carry out activities while on vacation but also shape their actions while at their destination (Lehto et al., 2007). Familiarity with and previous experience with a destination has been identified as an early factor in returning to the destination after a disaster, such as an earthquake (Hall et al., 2021). A fundamental factor in tourists' selection of a destination, since it influences their behavior is destination image (Lin et al., 2007). Knowing which influences are most important in terms of a destination's image will make it possible to gain insight into tourists' intentions to visit. So, in this study research will be conducted on the image of the destination on the tourist intention to visit during the Covid-19 period. The benefits inherent in the consumption of tourism services are always experiential. Image is defined as the mental concept formed from a set of impressions. There is a cognitive element to the image created in the minds of tourists that depends on the quality and quantity of available information. In contrast, the affective part of the image is formed based on each individual's characteristics (Beerli & Martín, 2004). This research draws attention to the complexity of the relationship between image components and behavioral intentions (Baloglu & McCleary, 1999) From a practical viewpoint, we shed light on factors that affect tourists' tendency to visit intention, which can serve as a basis for the image destination.

Literature Review

Destination Image

Destination image is the impression or perception of a place. According to (Kotler et al., 2019) image is a person's beliefs, ideas, and impressions of something. Furthermore (Hunt, 1975) states that the image is the perception that prospective tourists have about a particular destination. The image of a destination is also often referred to as an individual's picture of a

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particular place (Bigné et al., 2001) According to (Tasci et al., 2007) defines destination image as an interactive system of thoughts, opinions, feelings, visualizations, and intentions towards a goal. Destination image plays a major role in understanding tourist behavioral intentions and decision making (Afshardoost & Eshaghi, 2020);(Karl et al., 2020); (W. K. Tan & Wu, 2016). According to (Crompton, 1979);(Echtner & Ritchie, 1993) in (Lehto et al., 2007) Image has long been considered an attitude construction that represents an individual's beliefs, feelings, and general impressions about an object or goal.

The destination image is a subjective interpretation of a tourism place that is in the minds of tourists, which affects tourist behavior (Agapito et al., 2013) this statement reinforces the statement (Galí Espelt & Donaire Benito, 2005) that Destination image plays an important role in tourist behavior during the various moments that shape the tourist experience in the decision-making process of choosing a destination (a priori) in the process of comparing expectations with experience, which precedes a state of satisfaction and perceived quality (in loco) and in the process of revisiting, spreading word of mouth and recommend destinations to friends and family. Destination image has cognitive and affective components (Crompton, 1979). Most researchers have also conceptualized destination image as a multidimensional construct of two components: cognitive and affective (Baloglu & McCleary, 1999); (Hosany et al., 2007); (Lopes, 2011).

Cognitive Image and Affective Image

The cognitive component relates to the beliefs and knowledge that a person has about the attributes of a particular place, namely the cognitive evaluation of images based on factual knowledge, personal beliefs, meanings, and memories. The affective component is related to the emotions and feelings about a tourism destination (Baloglu et al., 2014). The cognitive component consists of consumer beliefs about an object (Hawkins, 2016). The cognitive component relates to individual knowledge and beliefs (Pike & Ryan, 2004) or perceptions and attitudes towards a goal. Also, a tourist's cognitive image of a destination provides an opportunity to investigate how a destination's familiarity or past experiences can influence future tourism visit intentions. This is very important because cognitive destination image is related to the individual's familiarity or knowledge about the destination derived from past experiences. Cognitive image refers to the beliefs and knowledge that a person has about the characteristics or attributes of a tourism destination and analysis of exploration and confirmation factors reveals that cognitive image consists of five underlying dimensions, namely facilities, quality of tourism services, tourism resources, supporting factors and tourism conditions (Wang & Hsu, 2010). The affective component is a feeling or emotional reaction to an object. Affective is expressed with positive or negative feelings with varying intensity. The main ones are emotions, such as love and anger, followed by feelings such as satisfaction and frustration, and moods such as boredom or relaxation (Hawkins, 2016). On the other hand, it is about evaluations such as likes and dislikes (Peter & Olson, 2012) and (Tasci et al., 2007). (Chen & Lin, 2012) stated that cognitive components relate to the belief and knowledge of the person toward the attributes based on the facts, self-belief, means, and memory. Moreover, some research results showed that cognitive image has a positive significant effect on the affective image (Nisco et al., 2015); (Huete Alcocer & López Ruiz, 2020). This study proposes the following hypothesis:

H_1: Cognitive Image has a positive significant effect on Affective Image

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Cognitive Image and Overall Image

Cognitive components relate to the knowledge and individual belief (Pike & Ryan, 2004) or attitude and perception of the person toward the objective of the person to do (W. K. Tan & Wu, 2016). Furthermore, the cognitive image of a destination by tourists allows evaluating how the destination affect the tourist experiences to revisit the destination in the future (Pike & Ryan, 2004). In line with this, some previous research found that cognitive image has a positive significant effect on overall destination image (Huete Alcocer & López Ruiz, 2020; Qu et al., 2011). The second hypothesis is:

H_2: Cognitive Image has a positive significant effect on the Overall Image

Affective Image and Overall Image

According to (Yang et al., 2009), affective image plays a determining role in influencing people's behavioral intentions. (Regan et al., 2012) found that affective destination image has a significant impact on tourists' visit intentions. Similarly, the intention to recommend and the intention to revisit are also strongly influenced by the affective image of the destination (Akgün et al., 2020). Furthermore, it is supported by the statement that the affective component refers to the feelings and emotions that individuals may have towards a goal (W.-K. Tan & Wu, 2016). (Baloglu et al., 2014) stated that affective indicators include boring-exciting, unpleasant-pleasant, gloomy-fun, stress-relaxing and insecure-safe have a positive effect on overall image (Nisco et al., 2015), so affective image is easier changes due to the emotional feeling. Meanwhile, the cognitive image tends to bear a long-time in the mind of the person because of the knowledge that the person has previously (Marques et al., 2021). Furthermore, another research result showed that affective image has a positive significant effect on the overall image (Huete Alcocer & López Ruiz, 2020). The third hypothesis of this research is:

H_3: Affective Image has a positive significant effect on Overall Image

Overall Image and Tourism Visit Intention

The overall image of the destination is measured by the overall feeling towards the destination (Lin et al., 2007). Destination image as a whole is formed by two components, namely cognitive image and affective image (Baloglu & McCleary, 1999). The affective components are emotions, feelings, and specific attributes of the overall object, in the cognitive aspect components of its manifestation, are beliefs about specific attributes of the whole object and for attitudes and behavioral intentions related to the overall attribute or object, so that the overall attitude will be object-oriented. The cognitive component and the affective component are distinct but hierarchically related. The image of a destination is formed depending on tourists' perceptions of the strength of cognitive and affective attributes. The combination of cognitive and affective evaluation gives rise to an overall or combined goal picture (Wang & Hsu, 2010). Furthermore, cognitive and affective destination images are used by tourists to form the overall image of their tourism destinations (overall image) in the decision-making process, tourism destinations as a whole are reflected by cognitive images and affective images, and the image of tourist destinations as a whole has an indirect impact on behavioral intentions (Wang & Hsu, 2010).

According to Blackwell and Kollat (Stoica et al., 2018), behavioral intentions are a set of individual actions, which are directly related to the purchase of goods and services, including the decision-making process that precedes and determines these actions. And the behavioral

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intention is the tendency to perform certain behaviors in the future (Ajzen, 1991). Behavioral intentions are response tendencies or those resulting from the behavioral component of an attitude (Hawkins, 2016). Intention is considered as a catcher or intermediary of motivational factors that have an impact on behavior (Ajzen, 1991). According to (Brenc & Dmitrovic, 2010) the resulting experience and behavioral intentions are critical to successful destination management and marketing. Furthermore, the most beneficial of pre-visit and post-visit behavioral intention according to researchers and tourism managers is the intention to revisit (Loi et al., 2017). Based on the above theory, behavioral intention can be seen by how consumers intend to repurchase the product. or services and in this case, it is seen how tourists have the intention to visit a tourism destination.

Tourism visit intentions are behavioral intentions and can be understood in the same theoretical context (Jang et al., 2009). Then the study also states that tourist visit intention emphasizes a person's intention to commit to visiting tourism, and tourism visit intention is the result of a mental process that leads to action and changes motivation into behavior. Furthermore (Makhdoomi & Majid Baba, 2019) also stated that tourism visit intention can be seen as a form of behavioral intention, namely the expectation to behave in a certain way concerning different products and services and tourism intention is the expectation to have tourism in a certain way or to a certain destination. According to (Afshardoost & Eshaghi, 2020), the measurement of tourist behavioral intentions is the intention to recommend the intention to revisit or the intention to visit. The study also states that indicators of good pre-visit and post-visit behavioral intentions for researchers and tourism managers are the intention to revisit (Loi et al., 2017), then the intention to recommend (Prayag & Ryan, 2012) and the intention to visiting (Fu et al., 2016). Furthermore, cognitive indicators include behavioral intentions, namely the desire to visit and will recommend (Wang & Hsu, 2010), behavioral intention indicators are to choose a destination again, will recommend the destination to friends and relatives, and will talk about the destination to friends and relatives (Brenc & Dmitrovic, 2010). This study proposes the following hypothesis:

H_4: Overall Image has a positive and significant effect on Tourist Visit Intention

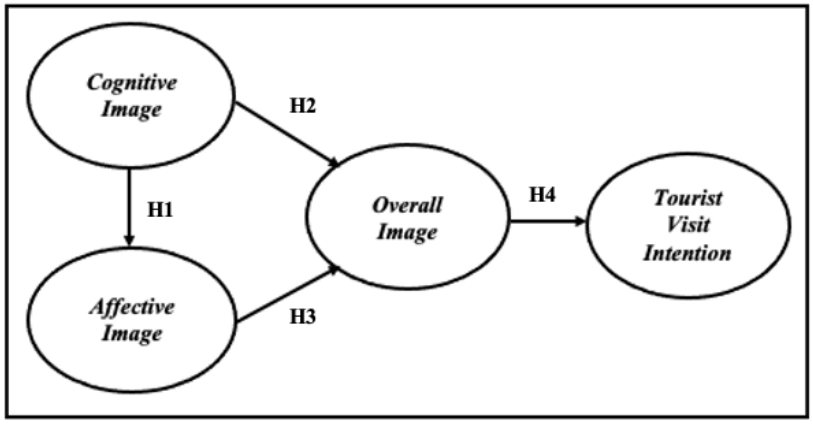

Figure 1: Research Model

Methodology

The study applied the quantitative research design to obtain primary data based on the hypotheses formulation with SEM analysis using SmartPLS statistical application. There are two main components in the SEM model, one is the measurement model, which interprets the relationship between the constructs and their indicators and the other is the structural model

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used to confirm the research model fit to the empirical data. Data came from the respondents' sample, selected based on purposive sampling technique (Sekaran & Bougie, 2009), by using the criteria of the potential tourist or tourists already to visit a tourist destination on the island of Tegal Mas, Lampung. The size of the samples was amounted to 400 samples, following (Hair et al., 2019). The indicators as the measurements of the variables followed the previous research, such as the measurements of Cognitive Image by (Baloglu et al., 2014; Beerli & Martín, 2004; Huete Alcocer & López Ruiz, 2020; Stylidis et al., 2017; Stylos et al., 2016), of Affective Image by (Baloglu & McCleary, 1999; Beerli & Martín, 2004; Bigné et al., 2001; Huete Alcocer & López Ruiz, 2020; Pike & Ryan, 2004; Qu et al., 2011; Stylidis et al., 2017; Stylos et al., 2016), of Overall Image by (Baloglu & McCleary, 1999; Huete Alcocer & López Ruiz, 2020; Stylidis et al., 2017), and Tourist Visit Intention by (Afshardoost & Eshaghi, 2020; Loi et al., 2017; Prayag & Ryan, 2012; Wang & Hsu, 2010) and (Isaac & Keijzer, 2021) with using a Likert scale (1= strongly disagree until 7= strongly agree). This study uses a measurement model test (outer model) to test convergent validity, discriminant validity, and reliability, and hypothesis testing is carried out based on the results of the Inner Model test (structural model).

Result

The results in terms of the characteristics of respondents show that female dominates and the age of the respondents show the millennials and z generation perform more than adults (Table 1).

Table 1: Respondents Profile

Variables	Frequency N=400	Percentage (%)
Gender		
Male	130	32,5%
Female	270	67,5%
Age		
17-25	168	42,0%
26-35	187	46,8%
36-45	38	9,5%
>50	7	1,8%
Visited Frequency		
1-2	266	66,5%
3-4	111	27,8%
>5	23	5,8%
Sources of Respondents' Travel and Tourism Information		
Social Media (Google, Facebook, Instagram, Youtube)	227	56,8%
Family, Friends or Relatives	173	43,3%
Main Purpose of Visit		
Holiday	263	65,8%
Family Recreation	109	27,3%
School Activity	9	2,3%
Office Activity	17	4,3%
Scientific research	2	0,5%

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Variables	Frequency N=400	Percentage (%)
The Most Interested Tourist Activities		
Natural Tourism	359	89,8%
Cultural Tourism	5	1,3%
History Tourism	6	1,5%
Religious Tourism	2	0,5%
Shopping Tourism	28	7,0%

Table 1 shows that A millennial and z generation are more interested in taking a journey for self-discovery (Holiday) as the finding of Sellick (2004). The highest frequency of visits is 1-2 times (66.5%). The largest media as a source of destination information comes from social media (Google, Facebook, Instagram, Youtube) as of 56.8%, relevant to the research results by Pike & Ryan (2004). The rest of it (43.3%) knowing about the island of Tegal Mas Lampung comes from family, friends, or His relatives. Moreover, the highest frequency of interest in this type of tourism is nature tourism (89.8%). Most of the respondents agree that the beach is one of the interesting places to visit during their spare time or the holiday season (90.8%).

The measurement of validity in this study consisted of convergent validity and discriminant validity. Reliability and validity test scale tested with a Cronbach's Alpha, Average Variance Extracted, and Composite Reliability. Data processing using SmartPls 3.2.9 statistical tools. The assessment of the validity measurements of items having an outer loading value > 0.50 (Hair et al., 2019) means that the model is valid. Composite reliability is also important to check the consistency of internal models with values > 0.70 and Cronbach alpha which shows reliable results >0.70 (Fornell & Larcker, 1981). The significance of the parameters was obtained through bootstrapping, which assesses the accuracy of the PLS estimates (Hair Jr. et al., 2017). Testing the size model like this is called the outer model, which in principle is to test indicators on latent variables or in other words, measure how far the indicators can explain the latent variables.

Table 2: Measurement Instrument: Outer Loading

Item	Outer Loading	Results
Natural Resources		
Weather Quality	0,536	Valid
Landscape	0,547	Valid
Wide variety of Coral Reefs, Flora and Fauna	0,575	Valid
Seawater Quality	0,565	Valid
General Infrastructure		
Ability to access by public Transport	0,682	Valid
Ability to access with Private Transport	0,590	Valid
Quality of access through airports and ports	0,701	Valid
Tourism Infrastructure		
Restaurant	0,800	Valid
Hotels and accommodations	0,749	Valid
Information center	0,736	Valid
Water Sport	0,700	Valid
Natural Environment		

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Item	Outer Loading	Results
Cleanliness	0,779	Valid
Environmental Sustainability	0,769	Valid
Security Service	0,832	Valid
Healthy Environment	0,779	Valid
Service quality		
Friendly Service	0,868	Valid
Helpful Service	0,857	Valid
Knowledge and serviceability	0,808	Valid
Unpleasant-Pleasant	0,766	Valid
Gloomy-Exciting	0,805	Valid
Sleepy-Arousing	0,791	Valid
Distressing-Relaxing	0,773	Valid
Unenjoyable-enjoyable	0,815	Valid
Unfavorable-favorable	0,802	Valid
Boring-fun	0,800	Valid
Overall Image	1,000	Valid
Visit Intention		
Intend to Visit	0,811	Valid
Estimating that will have to travel in the future	0,854	Valid
Willing to visit in the future	0,826	Valid
Revisit Intention		
Will visit again	0,723	Valid
Planning to travel back to destination in the near future	0,803	Valid
High Intention To travel back to destination	0,860	Valid
Recommend		
Will recommend	0,824	Valid
Will talk about a good impression	0,857	Valid
Will provide useful information	0,705	Valid

Table 3: Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability
Affective Image	0,902	0,922
Cognitive Image	0,944	0,951
Overall Image	1,000	1,000
Tourist Visit Intention	0,934	0,944

Table 4: Measurement Instrument: Convergent Validity

	rho_A	Average Variance Extracted (AVE)
Affective Image	0,903	0,629
Cognitive Image	0,949	0,523
Overall Image	1,000	1,000
Tourist Visit Intention	0,944	0,654

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Table 5: Measurement Instrument Discriminant Validity *(Fornell-Larcker Criterion)*

	Affective Image	Cognitive Image	Overall Image	Tourist Visit Intention
Affective Image	**0,793**			
Cognitive Image	0,698	**0,723**		
Overall Image	0,522	0,494	**1,000**	
Tourist Visit Intention	0,643	0,661	0,767	**0,809**

The measurement of validity in this study consisted of convergent validity and discriminant validity. According to (Fornell & Larcker, 1981), this measure shows the amount of variance that is captured by a construct, through its indicators, concerning the amount of variance due to measurement error. A value equal to or greater than 0.5 indicates that each construct explains at least 50% of the variance of the assigned indicators. Another of the most important PLS reliability measures, rho A, was also calculated (Dijkstra & Henseler, 2015).

The discriminant validity of the measurement model was checked by determining the extent to which a given construct is different from the other constructs in the model. To meet the requirement for this type of validity, the variance shared by a variable and its respective indicators must be greater than the variance shared with the model's other variables (Barclay et al., 1995)." There are two methods for evaluating it: through an analysis of the cross-loadings and the correlations of the latent variables (AVE). The present research used the latter method which shows the data from the matrix of correlations between the model's constructs. The diagonal of the matrix shows the value of the square root of the AVE of the corresponding construct. As can be seen, the correlations between the constructs are less than the square root of the AVE. Therefore, the condition that each of the model's constructs must share more variance with its indicators than with the model's other constructs was met, thereby confirming the discriminant validity of the constructs.

Evaluation of the Structural Model

Table 6: Predictive Relevance of the Model

	R^2	Q2
Affective Image	0,487	0,300
Overall Image	0,305	0,294
Tourist Visit Intention	0,588	0,370

Based on the goodness of fit (GoF) index this study has a goodness of fit (GoF) of 0.567, it can be concluded that this model is included in the large criteria. GoF index can be explained by three GoF categories, small = 0.1; medium = 0.25; and large = 0.36. (Henseler & Sarstedt, 2013; Tenenhaus et al., 2004). For the assessment of the structural model, the magnitude of the R^2 values indicates whether a significant amount of the variance in the dependent variables is explained. According to (Falk & Miller, 1992), the explained variance in the endogenous variables (R^2) should be greater than or equal to 0.1. An increasingly common alternative to considering solely R^2 is to also use the predictive relevance criterion Q^2 proposed by (Stone, 1974). According to (Chin & Marcoulides, 1998), Q^2 offers a

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measure of how well the studied values can be reconstructed by the model and its parameters. If Q^2 is greater than zero, the model has predictive relevance; if it is less than or equal to zero, it does not. As shown in Table 10, the R^2 values were greater than >0.1 for all the variables. Likewise, all the Q^2 values were greater than >0. Therefore, the predictive relevance of the model was confirmed. Inner model testing is also called structural model testing.

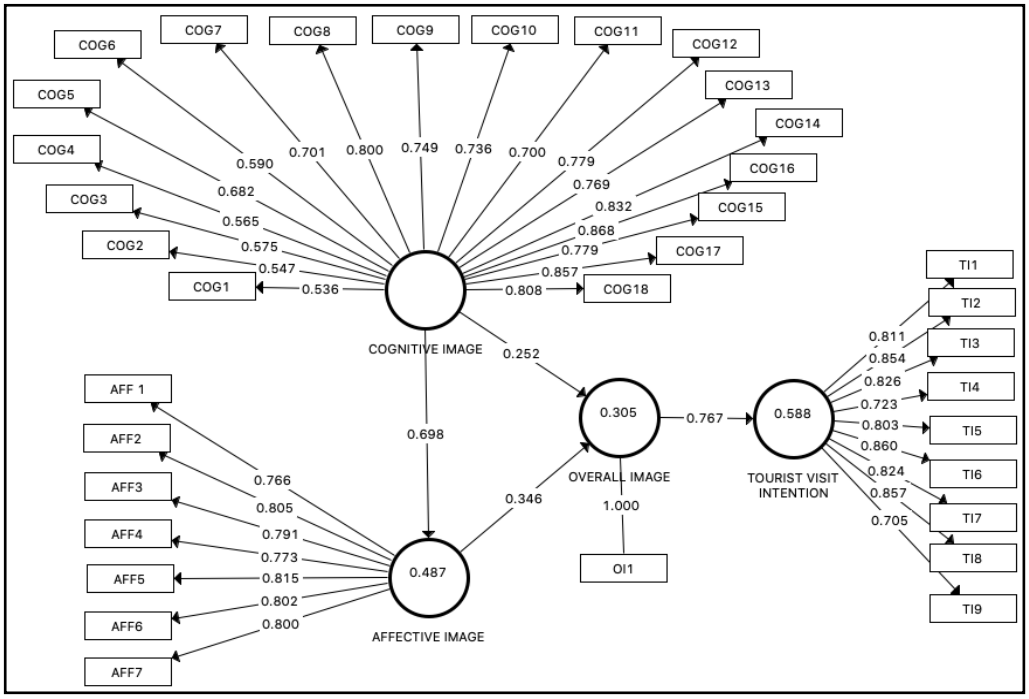

Figure 2: Resulting SEM Model

The results of hypothesis testing by looking at the significance value between constructs, t-statistics, and P-values. Examination of each hypothesis is performed by bootstrapping which results in all hypotheses. The table shows the results of the structural analysis carried out with PLS It shows the path coefficients indicating the relationships between the structures, as well as the significance of these relationships. As mentioned above, the nonparametric bootstrap resampling technique was used to test the stability and significance of the estimated parameters (Hair Jr. et al., 2017). The rule of thumb used in this research is t-statistic > 1.96 with a significance level of p-value 0.05 (5%) and the beta coefficient is positive. Based on the results shown in the table All direct effects were accepted.

Table 7: Structural Analysis of the Hypothesis Tests

Structural Relationship	Original Sample	T-Statistic	P-Values	Result
Cognitive Image -Affective Image (H_1)	0,698	27,414	0,000	Supported
Cognitive Image -Overall Image (H_2)	0,252	4,278	0,000	Supported
Affective Image -Overall Image (H_3)	0,346	6,066	0,000	Supported
Overall Image– Tourist Visit Intention (H_4)	0,767	33,791	0,000	Supported

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The result for H_1, confirming the positive and significant influence the cognitive image on the affective image (H_1) t-value 27,414 >1,96 and p-value 0,000<0.001), the cognitive image has a positive and significant influence the overall image (H_2) (t-value 4,278 >1,96 and p-value 0,000<0.001), and the affective image has a positive and significant influence the overall image. (H_3) (t-value 6,066>1,96 and p-value 0,000<0.001) on the overall image. The fact that the cognitive image positively influences the overall image (H_1) was consistent with previously reported findings (Baloglu & McCleary, 1999); (Beerli & Martín, 2004); (Qu et al., 2011); (Stylidis et al., 2017); (Huete Alcocer & López Ruiz, 2020). The influence of the cognitive image on the affective image (H_2) likewise was consistent with previous findings (Baloglu & McCleary, 1999);(Beerli & Martín, 2004). The support found for the influence of the affective image on the overall image (H_3) confirmed the findings of (Baloglu & McCleary, 1999); (Beerli & Martín, 2004); (Huete Alcocer & López Ruiz, 2020) which suggested that the affective image can have a very significant direct effect on the overall image. The last hypothesis (H_4) is also confirmed (t-value 33,791>1,96 and p-value 0,000<0.001) Overall Image has a positive and significant effect on Tourist Visit Intention. The objective was to analyze if the overall image that has a positive and significant influence was consistent with previously reported findings (Wang & Hsu, 2010);(Chaulagain et al., 2019);(Afshardoost & Eshaghi, 2020).

Table 8: Specific Indirect Effect Tests

Specific Indirect Effect	Original Sample	T Statistics	P Values	Result
Cognitive Image -> Affective Image -> Overall Image	0,242	5,845	0,000	Supported
Affective Image -> Overall Image -> Tourist Visit Intention	0,265	5,754	0,000	Supported
Cognitive Image -> Affective Image -> Overall Image -> Tourist Visit Intention	0,185	5,551	0,000	Supported
Cognitive Image -> Overall Image -> Tourist Visit Intention	0,193	4,125	0,000	Supported

The testing effect of mediation shows that affective image plays a role in partially mediating the effect on the overall image with a value (t = 5.845, p > 0.01), overall image plays a role in mediating the effect of affective image on tourist visit intention partially with a value (t = 5.754, p> 0.01). Cognitive image on affective image and overall image on tourist visit intention (t = 5.551, p>0.01). And overall image plays a role in mediating cognitive image on tourist visit intention with a value (t = 4.125, p>0.01). The mediating effect shows partial mediation because exogenous variables are also able to directly influence endogenous variables without going through mediator variables (Nitzl et al., 2016).

Discussion

Based on the research model, cognitive and affective images play an important role to have a direct influence on the overall image. It implies that tourist decision making is more directly predicted by feelings and emotions than beliefs or actions. In conjunction with this, Damasio (2003) revealed that feelings will always determine pre-cognitively before information processing occurs (Hudson et al., 2015). Gartner (1994) stated that the affective image is influenced by the cognitive dimension, which theoretically implies that the cognitive aspect indirectly affects behavioral intentions through affective imagery. This research results also

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support the research results by (Afshardoost & Eshaghi, 2020; Chaulagain et al., 2019; Huete Alcocer & López Ruiz, 2020; Wang & Hsu, 2010) showing the overall image has a positive significant effect on tourist visit intentions.

In summary, cognitive and affective images have a positive effect on the image of the destination, and the image of the destination has a positive effect on the intention to visit. However, this research has uniqueness in terms of different characteristics of the object set, if compared to other previous research results above. The destination of Tegal Mas Island, located in Lampung, Indonesia has more underwater beauty including coral reefs and various kinds of fish, and also famous for the natural beauty around the island, supported by water sports facilities air, and 60 Villas directly facing the sea. Tegal Mas Island also deploys Covid-19 Health Protocol standard, with having a certificate of CHSE program (*Cleanliness, Health, Safety, and Environment, supported mental Sustainability*), from the Indonesian Tourism Ministry. This program is addressed to overcome the perceived risk by tourists in terms of health, safety, financial, and psychological risk (Hassan & Salem, 2021). Tegal Mas is the natural destination that many tourists prefer to visit due to the effect of the minimum risks toward Covid-19, and make more healthy, safety and protect the green environment, as the opinion of (Cajiao et al., 2022); and (Vengesayi et al., 2009).

This research also used the different measurements especially for the measurement of the tourist visit intention by using three indicators (intention to visit, intention to revisit, and intention to recommend), if compared to the another relevant previous research (Stylidis et al., 2017) (Stylos et al., 2016). Therefore, the differences also draw the specific different responses of the respondent. The image of the destination needs to improve due to the lower responses representing having not good attributes image, especially in terms of accessibility to the destination (transportation), information services (digital infrastructure), and also restaurant and food variety, and quality package attraction, although the majority of the tourists are more enjoyable toward Tegal Mas Destination (based on Affective Image, 41,50% in the rating scale of 7.00/very strongly agree). Also, the research result showed that 40% in the rating scale 6,81/strongly agree toward the overall image, determined by belief, feeling, and knowledge in the mind of visitors or tourists. It means that this is a very positive image toward the tourism destination so that the recommendation will be valuable for the candidate of tourists (relative, friend, and family), and the increasing number of the tourist will be achieved, as the recommendation indicators rating scale as of 6.79 (almost close to 7.00). This condition relates to the research results by (Castro et al., 2007).

Conclusions

This study contributes to the field of tourism research by measuring the contribution of cognitive, affective images to the general image of tourism destinations. The establishment of the destination image is examined for the case of Tegal Mas Island, Lampung Indonesia. This analysis also focuses on the extent to which a destination's image influences tourist visit intentions. Tourists' perceptions are formed not only on the basis of individual beliefs and knowledge about characteristics of the destination but also their feelings and perceptions about the destination. Of the two dimensions, affective image is the most influential on the overall image. This finding is a new contribution to the literature, as most studies to date on destination image formation by tourists have found the cognitive component to be more relevant than the affective. Similarly, this study confirms that the overall image of a destination is an antecedent of tourist visit intentions. That is the image that tourists feel about these destinations influences their visit intentions. In addition, a literature review shows

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that tourists are willing to visit destinations even during the Covid-19 pandemic and are willing to recommend to family, friends, or relatives. This research extends to the theory of self-efficacy, as (Bandura, 2004), stating that people's perception toward the object, and they expect their behavior change due to the objects. (Flammer, 2018) also stated that the individual's capacity to produce important effects due to his feeling and taking initiatives, or people perceived themselves as help are happy, and motivation for taking actions. Related to self-efficacy theory, the research results drawing the destination image perceived by the tourist will create the changing of the tourist behavior to visit more and give the recommendation to the others.

The research results imply for tourism management to highlight the destination image improvements that will enable the destination to attract more tourists. Thus, the results obtained explain the usefulness and relevance of the cognitive and affective components of the overall destination image. Cognitive Image refers to the belief or knowledge of tourists about tourism objects. The cognitive image includes resources, environment and infrastructure, and service quality. The attributes destination image must be improved especially in terms of accessibility to the destination (transportation), information services (digital infrastructure), and also restaurant and food variety and quality package attraction to boost the tourist attractiveness. Therefore, it needs the government's role in providing transportation and digital technology infrastructure to make easy accessibility to reach destinations. Furthermore, tourism business actors and the government can be more active in promoting tourist destinations and security that has been guaranteed during this Covid-19 Pandemic. Furthermore, another effort is to involve various kinds of tourist attractions in tour packages, so that tourists can find out or by holding activities (events) at the destination, and attract tourists more to visit can be achieved.

This research has limitations in terms of the research model that only used behavioral intention of the tourist-based on the theoretical viewpoint of Self-Efficacy, not analyzing how satisfaction and loyalty level of the tourists toward a destination as the behavioral factors in terms of relationship marketing theory (Vavra, 1992), with extending to the Theory of Planned Behavior implementation, as postulated by (Ajzen, 1985).

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