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TOURISM SHOPPING BEHAVIOR: THE ROLE OF DESTINATION IMAGE AND PERCEIVED QUALITY ON WORD OF MOUTH

Abstract: *Tourism industry is now one of the most prominent sectors for supporting economic growth. Increasing wealth, technology and education have made people spend more on leisure activities. Shopping is one of important activities when travelling in the destination areas. Tourists can purchase unique products and experiences they cannot find in their home countries. Even though destination image perception is commonly discussed in the tourism literature, there is limited discussions in the context of tourism shopping. The focus of this study is to analyze tourists shopping behaviors in the tourism destination. More specifically, the model of this study tries to explain the role of destination image on perceived quality and word-of-mouth of tourism shopping. This study was conducted in five major tourism shopping in Yogyakarta (Malioboro, Mirota Batik, Beringharjo Market, Pasar Legi Kotagede Market, and surrounding souvenir centers). Questionnaires were gathered from 280 valid samples and analyzed using Partial Least Squares-Structural Equation Modeling Method. Five Parasuraman's service quality dimensions (tangible, assurance, responsiveness, reliability and empathy) were found to be dimensions that built perceived quality in tourism shopping. This study found the significant impact of destination image on tourists' perceived quality and further word-of-mouth intentions. With the advance use of internet applications, word-of-mouth intentions has been increasingly studied since the impact is considered more extensive.*

Keywords: *Tourism shopping, destination image, perceived quality and word-of-mouth.*

1. Introduction

Tourism study has attracted scholar's due to its big role in the nation's economy and social life. Tourism industry provides important source of commercial activities,

national income, varieties of employment and international exchanges (Allameh, et al., 2015). Of the wide range of activities in tourism, shopping has gained increasing popularity (WTO, 2014). Some tourists regard that shopping is the main reason for

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traveling (Choi, et.al., 2016). Shopping has been categorized as the most important motivator for tourism (Wang, et.al., 2017). Shopping is also considered as an opportunity to experience the local culture. Revenue generated from tourists' shopping has been recorded as significantly increases the local economies (WTO, 2014). The significant role of tourism sector for local and national economy have made government and tourism managers use marketing approaches to attract higher number of tourists to come and to make them return and recommend others about their travelling experiences.

Categorized as service sector, tourism has special characteristics where the nature of product is intangible, perishable, inseparable and heterogeneity. Due to its unique characteristics, tourists face more risks when deciding to use service as compared to tangible products. In order to reduce the risks before purchasing the service, tourists rely on credible sources of information. With the advance technology, access for information is larger and interactivity is possible. Tourists are now relying more on recommendations from other tourists, or others who had the experiences on using the same services.

Word-of-mouth communication (WOM) is now considered as most convenient source of information to help people to evaluate the possible risks, the quality and the benefit that they will get for using the services. Not only for evaluating the services, but WOM is also effective for promoting the business. If satisfied, tourists will willingly spread their positive experiences voluntary (Wang, et al., 2017). The challenges for tourism industry are how to increase the level of positive WOM?

WOM is one of effective ways to promote tourism industry. Marketing literature has identified some variables effective in building positive WOM such as service quality, image, trust, value, satisfaction, etc. In the tourism sector, favorable destination image is one of important factors for

determining the decision to visit. With the extensive information around us, ability to create positive perceptions are really matters. When strong believed has been successfully created, often people undermine the reality. Creating positive destination image can be the effective tool for potential tourists to built positive perceptions rather than only depending on reality about the destination (De Nisco, et al., 2015; Puh, 2014). However, without ability to offer quality of service, the destination will lose the competition in the industry. People are rational and they want to get the best service from what they have spent. Before arriving to the destination, tourists have made many expectations. Once the expectations are met, tourists will regard the service quality offered and likely will further recommending the services to others (Allameh *et al.*, 2015). The significance of tourism shopping has been widely recognised by the destinations and by the tourists (Jin, et al., 2017). Shopping is a universal activity (Yüksel, 2007; Timothy, 2014), important factor for tourists' destination choice (Moscardo, 2004) and a primary reason for travelling (Lehto, et al., 2014). Contributions of tourism shopping covers the provision of variety of job opportunitie, image building, and nation's economy (Yüksel & Yüksel, 2007; Suhartanto & Triyuni, 2016). As such, the management of tourist shopping has been continuously improved, match with local uniqueness as tourism strategy and as the basis of tourism policy (Jin, et al., 2017).

To the best of our knowledge, there was only limited studies focusing tourism shopping has been done in Indonesia, particularly viewed as the whole model together with destination image and perceived quality. From what has been explained, the objective of this study is to evaluate the relationships between destination image and perceived service quality in determining positive word-of-mouth (WOM) in tourism shopping context. Understanding what may explain people to share via WOM is important in

determining promotional strategies and policies for developing tourism sector, either for local government or tourism national policy. Yogyakarta is chosen as the area for testing the tourism shopping behaviors. Yogyakarta is major *tourist* destinations in Indonesia, rich with local culture and known as creative city. Many traditional and modern shopping areas have been built to improve the tourism industry. Five major shopping areas are chosen for data distribution, namely: *Beringharjo Market*, *Malioboro*, *Mirota Batik*, *Pasar Legi Kotagede* and some souvenir centers scattered nearby the tourism route.

2. LITERATURE REVIEW

2.1. Tourism Shopping

The significance of shopping activities in the nation economy as well as tourism sector have been widely recognised (Jin, et al., 2017). Shopping is not only appreciated by both utilitarian and hedonic followers, but shopping can also help to better understand the local culture as well as strengthen social networks (Jin, et al., 2017). Despite the close link between tourism and shopping, tourists shopping behaviors are relatively different from day to day shopping behaviors. Before deciding to choose a destination, tourists have searched many information and ready for amount of budget required. Tourists have built many expectations before arriving and expect that what they will spent will be worth the effort they have prepared before coming to the destinations. Commonly tourists are more less price sensitive when shopping since the value of the trip is usually the total bundle of tourism activities. Tourists will highly value the quality of services, the beautiful image, and uniqueness they found in the new places. Shopping will eventually complete the total value of the travel experiences. Little attention has been devoted to substantive issues in tourism shopping in Indonesia. Thus, for policy

makers and tourism managers, understanding the different behaviors between daily shopping behaviors and tourists shopping behaviors is important for more effective tourism strategy.

As previously mentioned, tourism shopping is different from daily based shopping. What is tourist shopping? For tourists, shopping allows bringing home souvenirs as physical evidence and a reminder of an experiences they do not easily find in their home country (Meng & Xu, 2012), Further, Meng and Xu (2012) also explained that souvenirs and goods from different places used as a self identity (social psychological reasons) and symbolic meanings. Shopping while travelling also fulfill the needs for entertainment, recreation, cultural experiences and social interactivity with locals. Jin, et al., (2017) in their study describe three terms of tourism shopping, 1) shopping tourism, 2) tourists shopping and 3) tourism shopping. Tourism academia has so far reaching consensus on the definition of shopping tourism, where it is travelling activities which the main purpose is shopping, or to go to a destination where shopping is the most significant attractions (Timothy, 2014). In other words, the main purpose of the travelling activity is explicitly to shop. In this situation, as shopping is the main purposes, thus if the destination does not have a good quality products and shopping places, they are less likely to be visited. Places such as Hong Kong, Singapore, Tokyo and Dubai, are among destinations where tourism shoppers are highly spoiled with ample of high-quality products and shopping centers. The other two terms, are less defined. Both tourist shopping and tourism shopping are used interchangeably (Li, et al., 2015). Both terms are also rarely been explicitly defined (Jin, et al., 2017). One definition proposed by Chang, et al., (2006) is the purchase behaviours of tourists at the tourism destination. More recently, tourist shopping has been treated as a contemporary

recreational activity involving searching, touching, comparing and buying (Tosun, et al., 2007; Jin, et.al., 2017). In spite of the conceptual difference between tourists or tourism as well as between tourism/tourists shopping and shopping tourism, shopping is a tourists' activity. What is also more important to concern is to understand tourists' expenditure on purchasing goods as well as their behaviors in shopping. In order to avoid confusion, this study uses tourism shopping and follows the definition from Jin, et al., (2017) which is a recreational activity where tourists search, touch, compare and buy products in the tourism destination areas.

2.2. Word-of-Mouth (WOM)

Word-of-mouth (WOM) is one kind of customer behavioral intentions. WOM is activity of sharing experiences to others which further may influence the the decision to engage in the product or service (Virvilaite, et.al., 2015). Oppermann (2000) argued that WOM may influence tourists' loyalty on a destination through positive and convincing recommendation. According to intention – behaviors theory such as Theory of reasoned action (TRA) or theory of planned behavior (TPB), individual's behaviors can be determined by the intentions someone is having (Fishbein & Ajzen, 1975). In tourism context, intention-behavior theories were used in the research on intentions to visit a place and chose a destination (Yamada & Fu, 2012; Lam & Hsu, 2006). With the advance on information technology where interactivity is instantly possible, WOM can be easily spread either positive or negative. Nowadays, customers as well as tourists rely more on recommendations from fellow consumers (van Tonder, 2018). Positive WOM by customers can be effective promotional tool particularly in generating potential tourists. Positive WOM also is a good indicator for destination image

(Papadimitriou, *et al.*, 2015). Commonly, when satisfied, tourists are happy to share positive experiences. However, there are many travelers who are variety-seeking where they prefer to try new things rather than returning to the same place. In this condition, despite their preference for visiting different destination, they still willing and can be expected to share their positive experiences to others.

2.3. Perceived Quality and WOM Relationship

Service quality is one of the most widely used concept to measure the quality of service introduced by Parasuraman, et al., (1988). Service quality as described by Parasuraman, et al., (1988) is a function of the difference between expected services and customers' perceptions of the actual service received. SERVQUAL consisting of five service dimensions namely tangibility, reliability, responsiveness, assurance and empathy. SERVQUAL is also the most successful measure to assess the quality of service. Despite its popularity, there are some critiques on the reliability of the measure as well as the lack of consensus on the definition and dimensions of the concept (Gupta & Chen, 1995).

From the previous study, quality has been found to effect on future behavior intentions (Petrick, 2004). When tourists' expectations are met, tourists perceive high-quality of the service and at the same time they might be willing to recommend their experiences to others (Allameh, *et al.*, 2015; Kuo, et al., 2009). Earlier study by Boulding, et al., (1993) argued that the higher the perceptions of service quality, the more likely customer will engage in beneficial behaviors (generate positive word-of-mouth, recommend service, etc.). Empirical research Wen-Bao (2009) has also underlined the direct effect between service quality and customer loyalty. Service quality is considered as the most important driver for tourists' future behavioral

intentions (Chen & Tsai 2007). The future behavioral intentions in the tourism context include intentions to recommend the destination and recommendation intention to re-visit (Hsieh, et al., 2015; Kuo, et al., 2009). Thus, we propose the first hypothesis:

H1. Service quality perceived by tourists during shopping has a positive effect on tourists' positive word of mouth (WOM).

2.4. Destination Image, Perceived Quality and WOM

Image is something that intangible in nature. Even though intangible, destination image is equally important as the tangible nature of destination (Kotsi, et al., 2017). Destination image is perceptions made by individual or group to describe a place (Jenkins, 1999). Destination image is a collection of beliefs, feelings, expectations and impressions built by individual or group to describe a place (Iordanova, 2015). Previous studies have explained image in several dimensions. Commonly, studies use two dimensions, which are affective image and cognitive image. The cognitive image refers to a people beliefs, evaluation or knowledge on the attributes of tourism destinations (Puh, 2014). The cognitive image consists of elements that can be evaluated and may influence tourist to visit a destination (Stylidis, et al., 2017). Cognitive image includes perceive valuation on the scenery, the climate, historical attractions, culinary, shopping and other cultural facilities. The other attribute, is affective image, which refers to the emotional responses given to the features of a destination (Zhang, et al., 2014). Affective image can be explained as emotional attachment to the destinations according to their motivation (Pratminingsih, et al., 2014).

Research on tourism has identified the role of destination image as antecedent for tourists' behaviors. Papadimitriou et al.

(2015) study examined the destination image relationship to WOM communications. In their study, WOM is measured as the outcomes of brand loyalty. Other study by Chen and Tsai (2007) on tourism found destination image has positively influence on tourists' behavioral intentions and willingness to recommend. City image has been found to effect on positive word of mouth behavior (Oshimi & Harada, 2016). Zhang, et al., (2014) argue that the better image perception on a destination, the tourists are more likely to voluntarily recommend the destination to others. In addition, Allameh. et. al., (2015) study has also identified that destination image influences quality in the tourism sector. Ability to build favorable destination image would lead to tourists perceive quality on a trip (Lee, et al., 2005). Papadimitriou, et al., (2015) study also found that destination image positively effects on WOM of a destination. The second and third hypotheses therefore would be:

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

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

3. RESEARCH METHODOLOGY

3.1. Sample and Measures

This study gathered the data by applying survey method through questionnaires distribution. Five-point Likert scale is used for item rating scale. Purposive sampling method was chosen, where respondents must be those who have the experience in shopping in the defined locations namely: Malioboro, Mirota Batik, Beringharjo Market, Pasar Legi Kotagede Market and surrounding souvenir centers. The questionnaires in this study adopt previous

study on similar topic, where destination image measures were adopted from Jalilvand's, et al., (2012), service quality from Gallarzaa and Saura (2006) and Zabkar, *et al.*, (2010), and word-of-mouth measures were adopted from Sirakaya-Turk, *et al.*, (2015) and Wang, *et al.*, (2017).

4. DATA ANALYSIS

4.1. Respondent Profiles

Purposive sampling method was applied, where respondents should have the experience in shopping into the targeted shopping areas. Both paper-based and online questionnaires were distributed and the characteristics of the respondents' identity are as follows. In terms of gender, 50.3% respondents were females and 49.6% were males. Respondents characteristic according to age category shows that 38.5% were 25-35 years old, 25.3% were between 15-24 years old and 20.3% were between 36-45 years old. According to the education category, majority of respondents hold bachelor's degree or diploma 69.64% or covering 195 respondents. Monthly Expenses of the respondents were majority in the range of spending for more than Rp3.000.000 (Indonesian rupiah) per month.

4.2. Structural Equation Modelling

Due to the complexity of the model where second order multi dimensional variable is proposed for perceived quality, partial least squares structural equation modelling (PLS-SEM) method was applied in this study. PLS by far has been used in a variety of disciplines, including marketing, strategic management and tourism hospitality research (Hair, et al., 2012). PLS-SEM is considered effective in making prediction, analyzing non-normal data distributions and complex models with both formative or reflective measure (Hair, et al., 2012). Smart PLS software was used to operate PLS-SEM

by analyzing both measurement model and structural model.

4.3. Measurement Model

Evaluation of the measurement model covers an analysis of the individual/items reliability for each item, internal composite reliability, cross loadings and average variance extracted (AVE) Square root. PLS-SEM provides both validity and reliability analysis in the first step of data analysis (measurement model). Since the model uses reflective indicators, individual reliability is tested by analyzing indicator loads with their respective construct (Table 1). The load should be higher than 0.7 as the minimum threshold (Hair, et al., 2012). Convergent validity of the constructs was evaluated by AVE, where the value should be above 0.5 (Fornell & Larcker, 1981). Table 2 indicates that all AVE values were above 0.5 level. The internal consistency of all the indicators was shown in internal composite reliability (ICR), it is suggested that the value above 0.7, which is considered as having an acceptable level for a 'modest' reliability Nunnally (1994).

AVE square root and cross loadings were use to test discriminant validity. Discriminant validity is achieved when AVE square root of each construct loads higher than the correlation with other construct. Table 3 provides evidences for AVE square roots value which are higher than the correlations among different constructs. PLS also facilitates discriminant validity analysis with Cross loading. Discriminant validity is achieved when correlations between each item with their assigned construct are higher than their correlations to other constructs. The measurement model in this study has passed the validity and reliability requirement for PLS-SEM, thus items with good psychometric properties are used for further structural analyses.

Table 1. Outer Loadings

	Original Sample (O)	Sample Mean (M)	Standard Deviation	Standard Error	T Statistics (O/STERR!)
D1 <- Des Image	0.8149	0.8145	0.0323	0.0323	25.2385
D2 <- Des Image	0.7765	0.7766	0.0359	0.0359	21.6521
D3 <- Des Image	0.7939	0.7949	0.0329	0.0329	24.1412
D4 <- Des Image	0.7689	0.7648	0.0383	0.0383	20.0585
D5 <- Des Image	0.8246	0.8231	0.0314	0.0314	26.25
PQ1 <- Tangible	0.8596	0.8564	0.0268	0.0268	32.1054
PQ1 <- Perceived Quality	0.7819	0.7748	0.0371	0.0371	21.0675
PQ10 <- Responsiveness	0.8121	0.8121	0.0322	0.0322	25.2213
PQ10 <- Perceived Quality	0.7574	0.7572	0.0364	0.0364	20.8194
PQ11 <- Responsiveness	0.8374	0.8295	0.0344	0.0344	24.3519
PQ11 <- Perceived Quality	0.7831	0.7748	0.0384	0.0384	20.4145
PQ12 <- Emphaty	0.8479	0.8481	0.0277	0.0277	30.5974
PQ12 <- Perceived Quality	0.7999	0.8004	0.0322	0.0322	24.8674
PQ13 <- Emphaty	0.8546	0.8515	0.0225	0.0225	38.0059
PQ13 <- Perceived Quality	0.814	0.8103	0.0298	0.0298	27.2912
PQ14 <- Emphaty	0.8328	0.8308	0.0274	0.0274	30.3502
PQ14 <- Perceived Quality	0.7597	0.7573	0.0372	0.0372	20.4139
PQ2 <- Tangible	0.8426	0.8398	0.0283	0.0283	29.7578
PQ2 <- Perceived Quality	0.7964	0.7918	0.0353	0.0353	22.534
PQ3 <- Assurance	0.8837	0.8815	0.0186	0.0186	47.5914
PQ3 <- Perceived Quality	0.8002	0.7986	0.0323	0.0323	24.8009
PQ4 <- Assurance	0.8719	0.8683	0.022	0.022	39.586
PQ4 <- Perceived Quality	0.7648	0.7611	0.037	0.037	20.6555
PQ5 <- Tangible	0.8265	0.8231	0.0314	0.0314	26.3465
PQ5 <- Perceived Quality	0.7487	0.7447	0.0399	0.0399	18.7833
PQ6 <- Reliability	0.8525	0.8528	0.0245	0.0245	34.8138
PQ6 <- Perceived Quality	0.781	0.7815	0.0336	0.0336	23.2775
PQ7 <- Reliability	0.8538	0.8516	0.0258	0.0258	33.0705
PQ7 <- Perceived Quality	0.7925	0.7905	0.033	0.033	24.0176
PQ8 <- Reliability	0.8705	0.8706	0.0231	0.0231	37.7491
PQ8 <- Perceived Quality	0.7852	0.7826	0.033	0.033	23.7754
PQ9 <- Responsiveness	0.8527	0.8515	0.0265	0.0265	32.2271
PQ9 <- Perceived Quality	0.7812	0.7802	0.036	0.036	21.6741
WOM1 <- WOM	0.8033	0.8039	0.0337	0.0337	23.8214
WOM2 <- WOM	0.7844	0.7808	0.0358	0.0358	21.8919
WOM3 <- WOM	0.8141	0.8123	0.0334	0.0334	24.404
WOM4 <- WOM	0.7822	0.7773	0.0385	0.0385	20.3019
WOM5 <- WOM	0.838	0.8373	0.0262	0.0262	31.9403

Table 2. Overview Validity and Reliability

	AVE	Composite Reliability	R Square	Cronbachs Alpha	Communality	Redundancy
Assurance	0.7706	0.8704	0.7952	0.7025	0.7706	0.6125
Des Image	0.6337	0.8963	0	0.8553	0.6337	0
Empathy	0.7143	0.8823	0.8775	0.8	0.7143	0.6263
Perceived Quality	0.6116	0.9566	0.3936	0.9511	0.6116	0.2407
Reliability	0.696	0.8729	0.8608	0.7814	0.696	0.599
Responsiveness	0.7379	0.8941	0.838	0.8223	0.7379	0.6181
Tangible	0.7107	0.8805	0.8475	0.7964	0.7107	0.6018
WOM	0.6475	0.9017	0.5054	0.8638	0.6475	0.2623

Table 3. AVE Square Root

	Assurance	Des Image	Empathy	Reliability	Responsiveness	Tangible	WOM
Assurance	0.8778	0	0	0	0	0	0
Des Image	0.5235	0.796	0	0	0	0	0
Empathy	0.8146	0.5897	0.8451	0	0	0	0
Reliability	0.7879	0.587	0.8387	0.8342	0	0	0
Responsiveness	0.7801	0.5991	0.8096	0.8069	0.859	0	0
Tangible	0.7738	0.5698	0.8312	0.819	0.7919	0.843	0
WOM	0.5509	0.6674	0.5658	0.5613	0.5468	0.5758	0.8946

4.4. Structural Model Analysis

Figure 1 and Table 4 show the results of structural model analysis produced by PLS-SEM. Using PLS-SEM algorithm, the significant values of the proposed hypotheses can be examined by path coefficient (β) and the t-statistics. In addition, R square is also evaluated here. The structural relationships among the constructs was performed by using bootstrapping with 2000 samples. The results explain that there are 39.4% of R square for perceived quality and 50.5% for WOM. This means that all five perceived quality dimensions (empathy, reliability, responsiveness, assurance and tangible) are the dimensions of perceived quality explaining 39.4% of perceived quality in the tourism shopping. Whereas, destination image and perceived quality together explain WOM with the value of 50.5%.

The path coefficients as can be seen in both figure 1 and Table 4, show that all five

dimensions of service quality correlate strongly to the respective construct (perceived quality). The results further indicate that perceived quality of tourism shopping has a positive effect on WOM ($\beta=0.315$, $p<0.01$, $t=3.1406$), Destination image has a positive effect on WOM ($\beta=0.4701$, $p<0.01$, $t=4.6992$), and destination image also has a positive effect on perceived quality ($\beta=0.6274$, $p<0.01$, $t=8.561$). Analysis by PLS-SEM indicates that all the proposed hypotheses were supported: H1 – Positive effect between Service quality perceived by tourists during shopping and tourists’ positive word of mouth (WOM) is supported. H2 - Positive effect between destination image of shopping destination and tourists’ perceived quality is supported. H3 - Positive effect between destination image of shopping destination and tourists’ positive word of mouth (WOM) is supported.

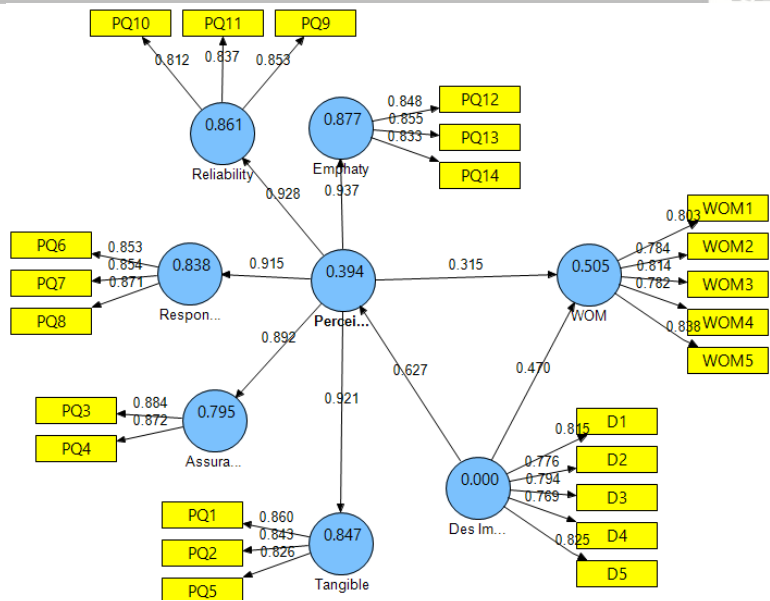


Figure 1. Research model

Table 4. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation	Standard Error	T Statistics
Des Image -> Perceived Quality	0.6274	0.6294	0.0733	0.0733	8.561
Des Image -> WOM	0.4701	0.4622	0.1	0.1	4.6992
Perceived Quality -> Assurance	0.8917	0.8923	0.0179	0.0179	49.87
Perceived Quality -> Empathy	0.9367	0.9361	0.0123	0.0123	75.8523
Perceived Quality -> Reliability	0.9278	0.927	0.0157	0.0157	59.121
Perceived Quality -> Responsiveness	0.9154	0.9162	0.0151	0.0151	60.69
Perceived Quality -> Tangible	0.9206	0.9192	0.0149	0.0149	61.673
Perceived Quality -> WOM	0.3145	0.3208	0.1002	0.1002	3.1406

5. DISCUSSIONS

The **first** hypothesis proposed that “Service quality perceived by tourists during shopping has a positive effect on tourists’ word of mouth (WOM)”. From the information provided in table 4, service quality perceived by tourists during shopping relationship to WOM is proven significant. This finding implies that despite having a good image, it is not enough for destination to rely only for image building. The tourism management and the government should work hard for

continuously build the quality of tourism shopping. This study provided an analysis of five multidimensional service quality introduced by Parasuraman, et al., (1988). All the five dimensions of service quality (tangible, assurance, responsiveness, reliability and empathy) are strongly explaining service quality. The significant of tangible aspect of service quality means that when the location is good, the store is clean and the staff is well trained, tourists would perceive high for quality offered. With regards to Assurance, tourists will value high

quality when the service is supported by knowledgeable, skillful and approachable staff. High perceived quality responsiveness is interpreted with staff being friendly, willing to help and willing to provide advice/clear information. High quality reliability is translated as the service provided being reliable, timely manner and listen well to understand customers. Finally, high empathy is shown with staff being honest, trustworthy and have an effort to understand customers. This research is thus in support to previous studies by Chen and Tsai, (2007) and Kuo, et al., (2009) on the significant positive influence of service quality and WOM. In the high competition industry such as tourism, every dimensions of service quality should always be evaluated and adjusted to the current trend. Staff should always knowledgeable about the market trend while also the quality of the products as well as the physical quality should be favorable.

The **second** hypothesis showed that "Destination image of shopping destination has a positive effect on tourists' service quality perception". From the information provided in table 4, destination image of shopping destination relationship to perceived quality is proven significant. Similarly, the result of the **third** hypothesis "destination image of shopping destination relationship to positive WOM" is proven significant. The finding from the second hypothesis supports the previous researches by Allameh, *et al.*, (2015), Lee, et al., (2005), Castro, et al., (2007) and Kim, et al., (2013). While the finding from the proposed third hypothesis is in align with finding from Papadimitriou, *et al.*, (2015), Chen and Tsai, (2007), Oshimi and Harada, (2016), and Zhang, et al., (2014) studies.

Shopping is one of important activities when travelling. The image of shopping areas as well as the destination as a whole should be maintained. Particularly the shopping areas, since the shopping places are usually crowd with people, thus safety and security should

be well managed. Not only products or services that must be attractive, but also the environment should be attractive in making people stay comfortably while shopping. The capability to maintain and improve the destination image will lead to tourist's shopper perception of high-quality shopping. In addition, when tourists already have a good image on shopping destinations, whether they will come back or not, but if they are satisfied, they would still share the good experience by positive word-of-mouth. Overall, customers of tourism shopping is different from daily shopping behaviors. Tourism managers and government should understand what is highly valued when building quality and image of shopping areas. Market trend is very dynamic. This means that the service provided, the supporting facilities provided and the tourism environment offered should be integrated. Tourism shopping is only one of many other tourism activities. So, image building for destinations should be comprehensive, for example, community, government and industry together should take an active role in maintaining and building their place image. Faced with advanced information technology, positive or negative experiences by shoppers are easily spread. Tourism industry should understand the role of information technology and make the best benefits for WOM management.

6. CONCLUSION AND RECOMMENDATION

Shopping is one of most interesting activities when travelling. Sometimes people even travel only for shopping. Due to the significant role of shopping activities, this study focuses on the tourism shopping behaviors particularly word-of-mouth. To achieve the objective of the research, this study analyzes the influence of destination image of shopping areas and tourists perceived quality on WOM. Tested in major

shopping areas in Yogyakarta (Malioboro, Beringharjo Market, Mirota Batik, Pasar Legi Kotagede Market and surrounding souvenir centers), this research found that: the three proposed hypotheses were all supported. First, there is a significant positive influence of tourists perceived quality to WOM. Second, there is a positive influence of destination image of destination shopping to perceived quality, and third, there is positive influence of destination image of shopping destination to WOM. Other than that, the multidimensional variable of perceived quality in this study is confirmed consisting of tangible, assurance, reliability, responsiveness and empathy.

Future empirical studies, would be better when considering more detail of multidimensional measure of perceived

quality for specific shopping behaviors. Since the reliability of service quality measures is still debatable, thus testing the service quality measures specific to the context being investigated as well as testing in a more varied respondent background could improve the richness of the empirical findings. For the tourism managers and the governments, the behaviors of tourism shopping are different from the behaviors of customers in daily shopping. When making strategy for tourism shopping, the characteristics of tourists' background should be evaluated, as well as the reasons for visiting the destination. Using marketing approaches such as evaluating the dimensions of perceived quality as well as evaluating image building would offer tourism management with better decision making on tourism strategy development.

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