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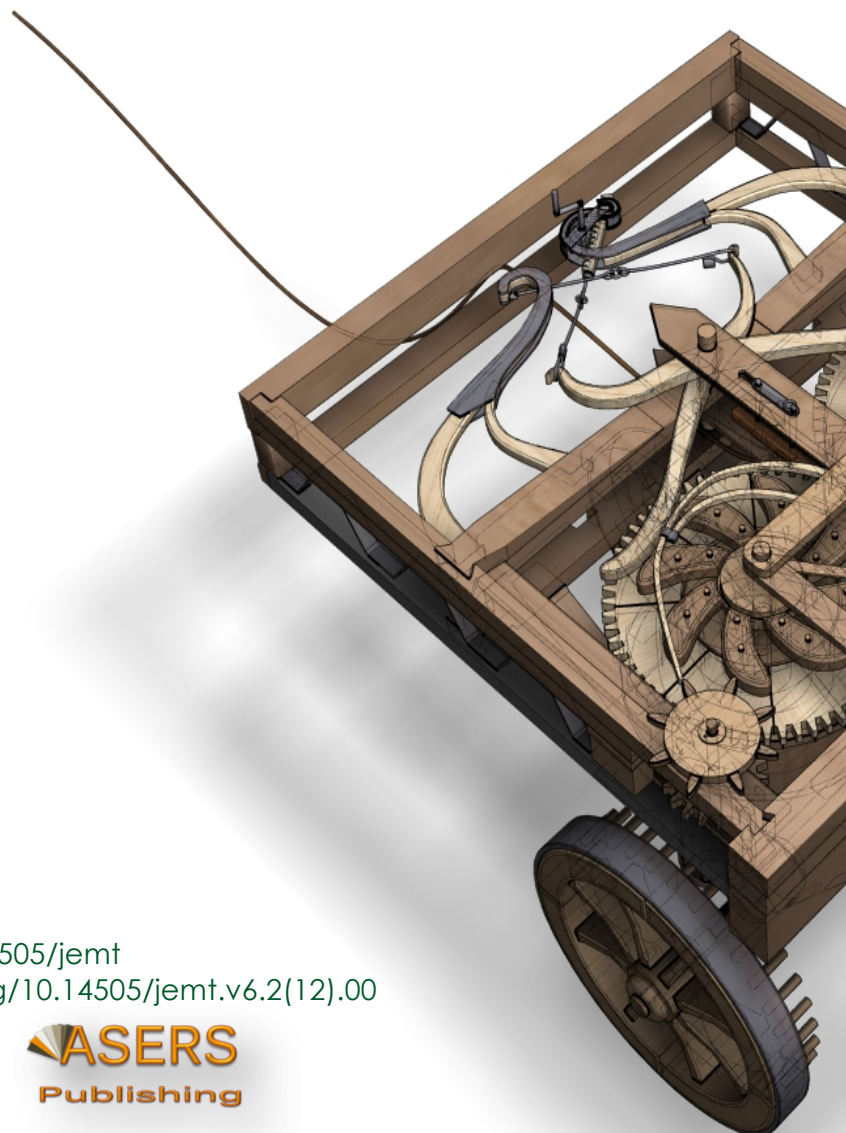
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ANALYSIS OF CO-CREATION EXPERIENCE TOWARDS A CREATIVE CITY AS A TOURISM DESTINATION AND ITS IMPACT ON REVISIT INTENTION

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Abstract:

Creation of a creative city requires a major role of all stakeholders. It should be in the context of making the creative city as a tourism destination. Tourists play an active role through collaboration with travel and other tourism related business entrepreneurs. Co-creation experience can become a model that promotes cooperation through creative activities between travel business proprietors with tourists. The purpose of this study was to investigate the effect of co-creation experience on a creative city as a tourism destination, as well as its impacts on travelers' intention to revisit the city of Bandung. This research employed descriptive analysis and verification methods. The size of population was 5,627,421 people and the size of the sample was 390 people. Data source consisted of secondary and primary data. The data collecting techniques consisted of interviews, observations, questionnaires, and literature review.

This study utilized Structural Equation Model (SEM) with AMOS program version 21 for IBM. Results of the study revealed that the implementation of co-creation experience is good. Bandung as a tourism destination is considered perfect in creativity; and the number of tourists who intend to revisit Bandung is high, meaning that Bandung is a good place to revisit. Co-creation experience gives positive influence on creative city as a tourism destination. A creative city as a tourism destination contributes positively on the attitude of the tourists. Co-creation experience has a positive influence on revisit intention of an individual.

Keywords: co-creation experience, tourism destinations, revisit intention

JEL Classification: L83, Z32.

1. Creativity of a city. Tourism perspective

Tourism is an important industry (Bunnag 2014) which provides employment to a given country's citizens so, creativity and co-creation in the industry are important features required for survival. In the past few years, Bandung was proposed by Indonesia's Ministry of Tourism and Creative Economy to be made one of the Creative Cities of the United Nations Educational, Scientific, and Culture Organization (UNESCO). This was, because of its well known history and beauty as a tourist destination for many years in Indonesia. This proposal was also meant to promote the local features of the city to the international scene. One of the characteristics noted was the label of Bandung as a design-based creative city. Creativity as capital to the city and basis for it to be regarded a creative city. The city is formerly known for its attractive atmosphere or good weather. Through creation and innovation, the city has turned into a tourist destination known for its diverse creativity. This attracts tourists to visit and revisit the city due to the beauty of its creation.

For sustainable creation, a creative city requires major contribution from all stakeholders. The Indonesia government fully supports the proposal of Bandung and its activities as a creative city. In line with the process, local government and other stakeholders have continued to support the realisation of this dream. In the context of making a city creative and attractive, visiting tourists are encouraged to collaborate with local business actors, like the tours and travel business agencies within the city. Besides, there is also special support to other innovative and creative businesses within the sector. Many stakeholders and investors, plus the government have understood the fact that tourism is able to contribute to socio-economic development and that it encompasses growing numbers of destinations all around the world. (Oliveira 2013)

Co-creation experience can serve as a model of dynamic collaboration through creative activities among tourism business performers and tourists for a creative city as a tourism destination. It is derived from the tourist's point of view before further consideration of its impacts on revisit intention. Through co-creation experience, tourists can add their experiences, as well as enhance creativity of creative industries in Bandung. It is expected that the collaboration of all stakeholders of the city and tourists can create the city of Bandung as a creative city with competitive advantages, as well as a tourism destination that can continue to increase the interest of tourist's revisit intention, where it will affect the number of tourists visiting the city of Bandung

2. Literature review

According to Kotler and Keller (2009) the essence of marketing is to identify and satisfy human and social needs. For a company, marketing activity has a very important role. Kotler and Keller (2009) describe that marketing activity is directed to create exchanges that allow the company to maintain its viability. In addition, marketing activity is carried out to achieve the expected company's goal.

New wave in marketing

According to Kertajaya (2009), today there is a change in the marketing strategy. The Vertical Marketing (Legacy Marketing) has changed to Horizontal Marketing (New Wave Marketing). It is influenced by five factors of marketing horizontalizations, namely: technology, legal politics and economic, social, and cultural markets. New wave marketing- is a marketing mix strategy which integrates product or brand offer and also often associated with four P's (McCarthy, and Jerome 1964) which are co-creation (product), currency (price), communal activation (place), and conversation (promotion).

Co-creation experience

Prahalad and Ramaswamy (2004) suggests that co-creation can be defined as a form of cooperation that is more dynamic, interactive, and comes from multiple sources through a creative and social activities through a process of collaboration between producers and users to create value to the customer. The key in building co-creation is through the model of DART. The model of DART (Dialogue, Access, Risk-assessment, and Transparency) is a model that describes candidly foundations or basic principles that should be possessed by company to implement shared-value creation successfully.

However, DART alone is not enough to create a satisfying customer experience. According to Prahalad and Ramaswamy (2004), company must also focus on dimensions of choices of their interactions with customers. Accordingly, company can set up co-creation experience in a good way. These dimensions include several channels as follow:

- *Interaction Across*: Prahalad and Ramaswamy (2004) state that company and channel choices of their own. Along with variation of this channel, quality of co-creation experience through different channels must remain consistent to create value. Consumer must use this cross interactions according to their choice as a function of consumer's competence, backgrounds, interest, and needs.
- *Product Options*: Consumer wants to make choices that reflect their view of value. Company must be able to provide the experience centric options that reflect desires and needs of consumer. This should be a concern, so that customer value can be optimal and consumer will be satisfied with performance of company.
- *Access*: Access between company and consumer is the traditional basis of value extraction process. Access includes logistics, information, channels, and expenses, as well as efforts between

the two sides. Prahalad and Ramaswamy (2004) reveal that consumer wants to interact by using style and material they want.

- *Price Experience*: The business world often views performances of product and price with their point of view. Ordinary business performers usually negotiate price with cost, creating a price based on financing structure of company.

Creative economy

Creative economy is a development concept based on creative assets that can potentially boost economic growth. In the Presidential Instruction 6/2009 on Creative Economic Development, the development of creative economy includes advertising, architecture, art and antiques market, crafts, design, fashion, film, video and photography, interactive games, music, performing arts, publishing and printing, computer services and software, radio and television, as well as research and development.

Creative city

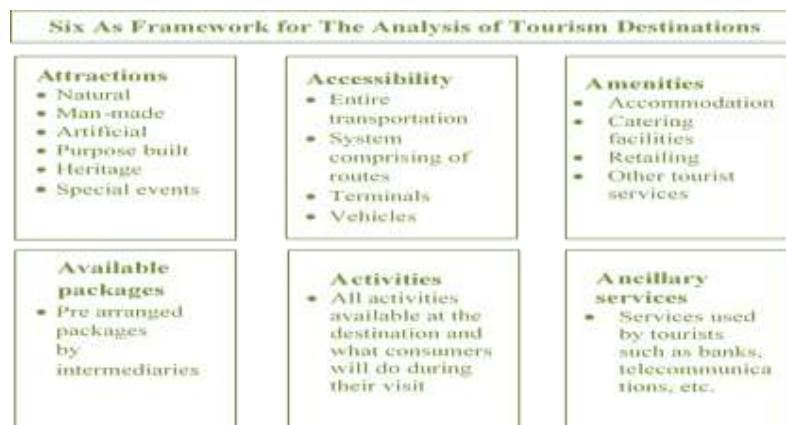
In the design of the Ministry of Tourism and Creative Economy (stated by the Directorate of Tourism Investment Destination Planning) a creative city is a place that has more than one creative area/village located within the boundaries of a city or regency that elevates creative economy as one of its driving economic sectors of a respective region. According to UNESCO, a creative city is divided into seven themes which include craft and folk art, design, media arts, gastronomy, music, movies, and literature. (Directorate of Tourism Investment Destination Planning – Ministry of Tourism and Creative Economy. 2013. *Creative Zone Development*)

Tourism marketing

According to Morrison (2013) tourism marketing is a continuous and sequential process through planning of destination management organization (DMO), research, implementation, control, and program evaluation that are focused on satisfaction of tourist’s desires and needs. It is in line with goals and objectives of the organization.

Tourism destination

According to Buhalis (2000) tourism destination is a mix of tourism products, which offers an integrated experience to tourist. In general, destinations are defined as countries, islands, or cities. Tourism destination is designed to meet the needs of tourist.



Source: Buhalis (2000)

Figure 1. Six as framework for the analysis of tourism destinations

Consumer behavior

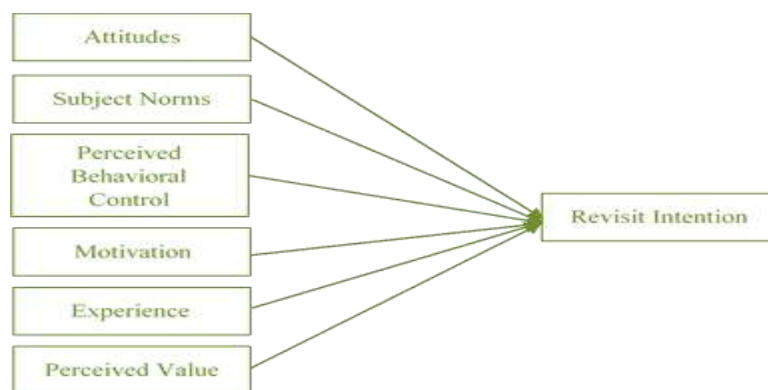
Kanuk and Schiffman (2008) propose that consumer behavior is focused on ways in which individual take advantage of their available resources (time, money, effort) in order to purchase items related to consumption. Studies on consumer behavior enable marketers to understand and predict consumer behavior in the market.

Behavioural intention

Behavioural intention is a highly accurate predictor in measuring behavior. Behavioral intention can indicate whether a person will return to a destination or not (Fishbein & Manfredo in Baker & Crompton, 2000). According to Swan as found in Joynathsing (2010) behavioural intention is a plan of one's behavior in the future. Fishbein & Ajzen in Tsai (2012) suggest that behavioural intention is subjective probability that will bring some behaviour.

Revisit intention

According to Chang (2013), preferences and needs of tourists are different and changed because tourist's view is a dynamic move. In order to maintain competitiveness, tourists should have a memorable experience so they want to come back to visit. Revisit intention is an intention to come back, which is influenced by attitudes, subject norms, perceived behavioural control, motivation, experience, and perceived value.



Source: Ajzen, adapted by Chang (2013)

Figure 2. Conceptual framework of revisit intention

Conceptual Framework of Revisit Intention is proposed by Chang (2013). The concept is an adoption of the Theory of Planned Behavior proposed by Ajzen (1991).

- *Attitude*: Attitude is an overall evaluation of a person regarding his/her behavior.
- *Subject Norms*: Subjective norms are the estimation of a person on social pressure to perform the target behavior.
- *Perceived Behavioural Control*: Perceived behavioural control is the extent to which a person feels able to perform behavior. It is associated with how much a person has control over his/her behavior and how much confidence to be able to perform or not perform a behavior.
- *Motivation*: Motivation is the driving force that can affect tourist intention to come back. Individual behavioural intentions include motivational factors that influence behavior.
- *Experience*: Travel experience is one of the factors that may affect tourist intention to come back. Tourist evaluates tourist trip through experiences they feel. Reaction to travel experience is an important determinant influencing post-consumption behavior, such as intention to recommend and interest to come back.
- *Perceived Value*: Tourist perceived value is useful to explain tourist's satisfaction. This value can affect the loyalty and intention to come back.

3. Conceptual framework

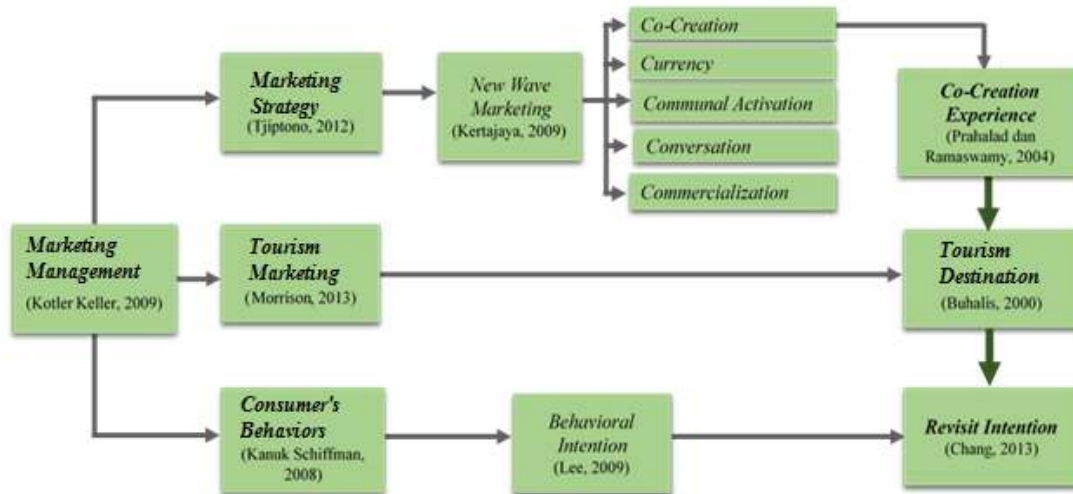


Figure 3. Theoretical framework

Based on the framework, the research paradigm is as follows:

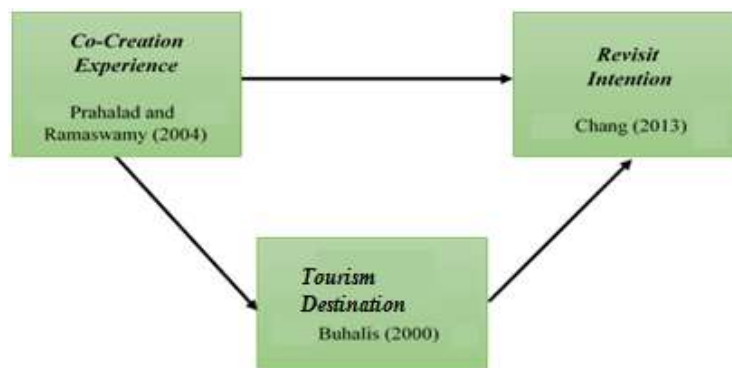


Figure 4. Research paradigm

Research hypothesis

Sugiono (2014) that hypothesis is a temporary answer to formulation of research problems that have been expressed in the form of a question sentences. The followings are hypotheses in this research:

- H1:** Co-creation experience influences creative city as a tourism destination.
- H2:** Creative City as a tourism destination influences revisit intention.
- H3:** Co-creation experience influences revisit intention.
- H4:** Co-creation experience influences creative city as a tourism destination as well as its impact on revisit intention.

4. Case studies/experiments/ demonstrations/ application functionality

This research employs quantitative method. According to Sugiono (2014), quantitative method called positivistic methods because it is based on the philosophy of positivism. The population in this study is the tourists who visit Bandung. The number of tourists who visit Bandung in 2014 is 5,627,421 (Source: Bandung Office of Culture and Tourism, 2015). This study uses the formula slovin sampling. The number of samples in this study is 390 people. Sampling technique in this study is the probability sampling. The population in this study is moving population. Therefore, the sampling technique in this study utilizes random sampling

technique. Data collection techniques in this study employ the technique of interview, observation, questionnaires, and literature studies.

This research also employs descriptive and verification method. Data descriptive analysis is the picture of data from the data collection that is used to enrich the discussion. An overview of respondent reaction data enables us to see how respondents respond to each of the studied variables: the co-creation experience, tourism destinations, and revisit intention. To interpret these variables easier, categorization on respondent score is conducted.

The scale of measurement in this study generally uses alternative answers, i.e. (5) very good, (4) good, (3) quite good, (2) not good, and (1) very not good. The data obtained can be known based on the scores of data recapitulation. Values are compared to the standard scoring criteria obtained through the calculation of the criterion score and smallest score. Therefore, the standard score reveals continuum area that shows the ideal region (Sugiyono 2009). Verification analyzes performed in this study uses structural equation modelling (SEM) analysis techniques with AMOS version 21 program for analysing the causal relationships between variables.

Results. Descriptive analysis. Variable of co-creation experience

Through the calculation of the total score of the Co-creation Experience variable, it can be seen that the respondents are considered in the category of "Good". This shows that the model of co-creation experience has been well perceived by tourists who visit Bandung, through various aspects that are measured in dimensions of co-creation experience: interaction across, product options, access, and price experience. Prahalad and Ramaswamy (2004) suggest that the company should focus on the dimensions of choice of their interactions with customers to shape up the co-creation experience well.

Tourism destinations variable

Through the calculation of the total score of tourism destinations variable, it can be seen that the respondents are considered in the category of "Quite Good". This shows that the tourism destinations in Bandung are viewed as good by tourists, through various aspects that are measured in the dimensions of tourism destinations: attractions, accessibility, amenities, activities, packages available, and ancillary service. The six dimensions must be able to meet the needs of tourists with good. Buhalis (2000) suggests that tourism destinations are a mix of tourism products that offer an integrated experience to tourist. Tourism destinations designed to meet the needs of tourists.

Revisit intention variables

Through the calculation of the total score of Revisit Intention variable, it can be seen that the respondents are considered in the category of "Good". This shows that tourists who visit Bandung have an interest to come back, through various aspects that are measured in the dimensions of revisit intention: attitudes, subject norms, perceived behavioural control, motivation, experience, and perceived value. Chang (2013) argues that the preferences and needs of tourist are different and changed, where tourist's view is in a dynamic move. In order to maintain competitiveness, tourists should have a memorable experience so they want to come back to visit.

Analysis of results of verification

The following is a picture that shows the calculation results of structural equation modeling (SEM) with AMOS software version 21 for IBM.

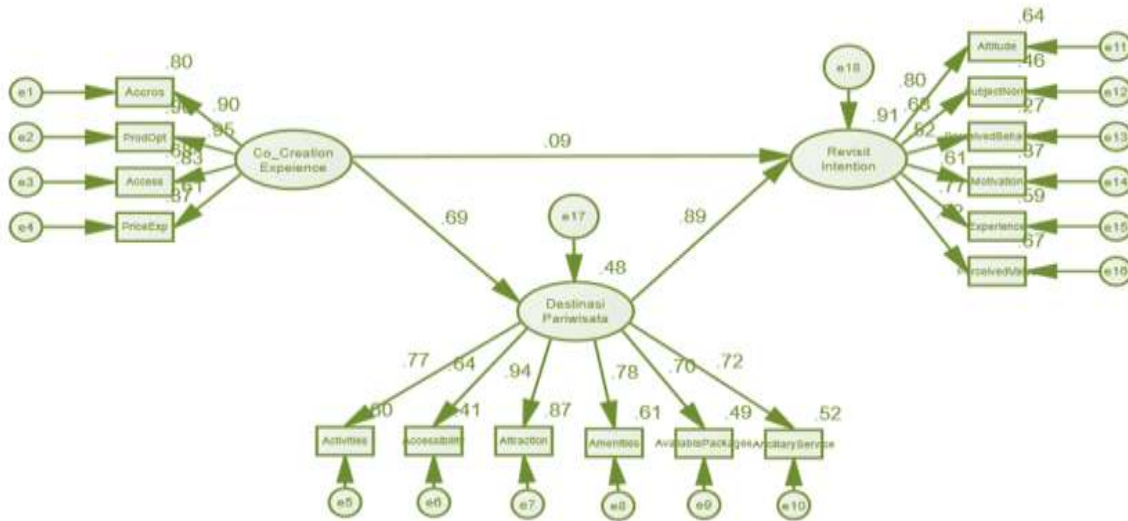


Figure 5. Results of treatment of structural equation model (SEM)

In order to find the decision-making, the hypothesis testing is done by comparing the amount of p-value (Santoso 2014). The level of significant is on a confidence level of 95%.

- If the p-value ≥ 0.05 , the null hypothesis (H0) is accepted, meaning that there is no influence between the two variables statistically.
- If the p-value ≤ 0.05 , the null hypothesis (H0) is rejected, meaning that there is influence between the two variables statistically.

Table 1. Results of Hypothesis

Hypothesis	Coefficient β	p-value
H1 Co-Creation Experience \rightarrow Tourism Destination	0.694	0,000
H2 Tourism Destination \rightarrow Revisit Intention	0,891	0,000
H3 Co-Creation Experience \rightarrow Revisit Intention	0,090	0,042
H4 Co-Creation Experience \rightarrow Tourism Destination \rightarrow Revisit Intention	0,828	0,000

Source: Data Processing, 2015.

Table 2. Results Effect of Total

Variable	Coefficient β	Information
Co-Creation Experience \rightarrow Tourism Destination	0,694	Direct Influence
Tourism Destination \rightarrow Revisit Intention	0,891	Direct Influence
Co-Creation Experience \rightarrow Revisit Intention	0,090	Direct Influence
Co-Creation Experience \rightarrow Revisit Intention	0,619	Indirect Influence

Source: Data Processing, 2015.

Hypothesis 1: Co-creation experience (CC) influences the creative city as a tourism destination (DP).

H0: There is no significant influence of co-creation experience to the creative city as a tourism destination.

H1: There is a significant influence of co-creation experience to the creative city as a tourism destination.

Result of hypotheses testing on the table shows that the p-value is 0.000. It shows that the value is smaller than 0.05, so that H0 is rejected and H1 is accepted. It can be stated that there is a significant relationship between the co-creation experience and tourism destinations. The magnitude of the effect is positive of 0.694 and in the interpretation, the size is considered strong. As a result, it can be said that the higher co-creation experience value means the higher the influence on tourism destinations in Bandung.

Results of this study strengthen the results of previous research conducted by Jager (2009) which suggests that tourism organizations or businesses should be able to interact with tourists through innovative

and dynamic manners. Tourism performers should concentrate on co-creation experience to create innovation to improve the competitiveness of tourism destinations.

Hypothesis 2: Creative City as a tourism destination (DP) influences revisit intention (RI).

H0: There is no significant influence of the creative city as a tourism destination to revisit intention.

H1: There is a significant influence of the creative city as a tourism destination to revisit intention.

Result of hypotheses testing on the table shows that the p-value is 0.000. It shows that the value is smaller than 0.05, so that H0 is rejected and H1 is accepted. It can be stated that there is a significant relationship between tourism destinations and revisit intention. The magnitude of the effect is positive of 0.891 and in the interpretation, the size is considered very strong. As a result, it can be said that the higher value and character of tourism destinations means the higher the influence on revisit intention in Bandung.

Results of this study strengthen the results of previous research conducted by Ramadlani and Hadiwidjaja (2013) which suggests that the attractiveness of tourism products, perceived quality, and value perceived by tourists in a tourism destination significantly affect the interest to come back when the tourists are satisfied.

Hypothesis 3: Co-creation experience (CC) influences revisit intention (RI).

H0: There is no significant influence of the creative city as a tourism destination to revisit intention.

H1: There is a significant influence of the creative city as a tourism destination to revisit intention.

Result of hypotheses testing on the table shows that the p-value is 0.042. It shows that the value is smaller than 0.05, so that H0 is rejected and H1 is accepted. It can be stated that there is a significant relationship between the co-creation experience and the revisit intention. The magnitude of the direct effect is 0.090 and in the interpretation is considered very low. The magnitude of the indirect effect is 0.619 and in the interpretation is considered strong. It demonstrates that the model of co-creation experience is an interactive experience between tourists and providers of tourist products, where tourism destinations as a collection of tourist products are the object of the activities of co-creation experiences. Therefore, there is a strong indirect relationship between the co-creation experience and revisit intention.

Results of this study strengthen the results of previous research conducted by Nurhanan *et. al* (2013) which suggests that there is correlation between company as service provider and consumers as users of services in the tourism industry to create a co-creation experience. Co-creation has been considered as a way to create values. Additionally, it enables customers to reconstitute the intention to visit based on their objectives and needs of tourism.

Hypothesis 4: Co-creation experience (CC) influences on creative city as a tourism destination (DP), and affects revisit intention (RI).

H0: There is no significant effect of co-creation experience to the creative city as a tourism destinations and has no impact on revisit intention.

H1: There is a significant effect of co-creation experience to the creative city as a tourism destination and has an impact on revisit intention.

Result of hypotheses testing on the table shows that the p-value is 0.000. It shows that the value is smaller than 0.05, so that H0 is rejected and H1 is accepted. It can be stated that there is significant relationship between the co-creation experience and the creative city as a tourism destination and it affects the revisit intention. The coefficient of determination (R²) which is the amount of influence value of co-creation experience to the creative city as a tourism destination as well as the intention revisit is equal to 0.828 (R² = 0.912). In the interpretation, the effect size is considered very strong. Therefore, it can be said that the higher co-creation experience value means the higher tourism destinations value and character, as well as the higher influence on revisit intention to Bandung.

5. Research Implications

Based on the research results, there are theoretical and practical implications which include:

Insight and a deeper knowledge about the theory of co-creation experience, tourism destinations, as well as revisit intention are obtained. In this study, a model co-creation experience is strongly influenced by the dimensions of product option. Therefore, the choice of products is a factor that greatly affects the creation of involvement or collaboration between producers and consumers to create value to the customer. Next is related to the theory of tourism destinations. This study reveals that the dimensions of product option have a strong influence on tourism destinations. Consequently, it a wide selection of products in tourism destinations is an important factor of tourism destination. Related to the theory of revisit intention, this study shows that the dimensions of perceived value have a strong influence on revisit intention. It can be said that the product quality and customer's satisfaction are powerful factors in creating or increasing interest to come back.

The results of this study reveal that there is significant influence of the co-creation experience model to the creative city as a tourism destination as well as its impact on revisit intention. It is expected that the findings of this study may provide a good contribution to the tourism marketing research.

The results of this study can provide information for the Bandung Office of Tourism, Bandung Creative City Forum, as well as the creative industry entrepreneurs and other related parties. The character of Bandung City, based on the tourist's point of view, is in line with the category of creative city with characters of gastronomy, crafts, and folk art. It is because many attraction and activities related to gastronomy, crafts, and folk arts are considered more attractive, better known, and involves interaction with tourists. Bandung Creative City Forum, creative industry entrepreneurs, and other related parties are expected to continue to work together in order to develop Bandung tourism, especially in efforts to create a creative city as a tourism destination and to increase the interest of tourists to come back to the city of Bandung.

Conclusion

The research that has been done through descriptive analysis and verification by using analysis of structural equation modeling (SEM) concludes the following points.

Co-creation experience perceived by the respondents is considered good. The highest assessment score by the respondents, based on the score of the dimensions of co-creation experience, is at across multiple channels.

Bandung tourism destinations are rated quite well by tourists who visit the city of Bandung. The highest assessment score by the respondents, based on the dimensions of the tourism destination is the attraction.

Revisit intention of domestic tourists to the city of Bandung is considered good. The highest assessment score by the respondents, based on the dimensions of the revisit intention, is the motivation.

There is a high impact of co-creation experience to the creative city as a tourism destination. Subsequently, it can be said that the increasing adoption of co-creation experience will influence tourism destinations in the city of Bandung.

There is a very high influence of the creative city as a tourism destination to revisit intention. So it can be said that the higher the value and character of tourism destination, then the higher the interest of tourists to come back to the city of Bandung.

There is a very low direct effect and high indirect effect of co-creation experience to revisit intention. It shows that the co-creation experience is an interactive experience between tourists and providers of tourist products. Tourism destinations, as a collection of tourist products, are the object of the co-creation experience activities. Hence, there is a high indirect effect of co-creation experience to tourists revisit intention.

There is a very high influence of co-creation experience to the creative city as a tourism destination, as well as its impact on revisit intention. It shows that involvement or interaction between tourists with the product/tourism activity providers affects various tourism products incorporated in a tourism destination, as well as the conditions and characteristics that affects tourism destination to revisit the city of Bandung.

Recommendations

Co-creation experience needs to be applied by the producers of tourism products in order to develop tourism products and to continue to have innovation through creativity. The diverse products /tourism activities providers, community involvement, as well as the creative community activities in Bandung can establish cross

interaction with various parties. It can also support Bandung to become creative cities through various activities and actively contribute ideas. However, assessment on price/cost in reaching tourism sites shows the lowest scores. It can be caused by the costs incurred and inappropriate convenience factor when reach tourism sites. The development of systems and means of transportation through cross-involvement or interaction between the government, the creative community, society, and other relevant parties is required. It is expected to develop a tourism destination and to increase the value of traveling experience.

The improvement regarding cleanliness, safety, service, and availability of other more complete and comfortable means is required. The examples are the availability of clean and comfortable public toilets, proper tourist information centre, an organized parking area, accessibility conditions, etc. As a result, it is not only creating comfort for tourists but also for the people of Bandung. It is expected to develop Bandung tourism that is targeted, integrated, as well as brings a positive impact on various stakeholders, especially the people of Bandung.

In the context of a creative city, Bandung is nominated by the Ministry of Tourism and Creative Economy as a creative city in the field of design. It means that Bandung should become a trendsetter in the creativity of design. However, tourists assess Bandung corresponds with the category of creative city that is based on handicrafts and folk art, as well as gastronomy. The category can be one of the inputs for the government and other relevant parties to support the proposal of Bandung nomination as a UNESCO creative city. The predicate of creative city can be used as one way of promoting the city of Bandung as a tourism destination. It also needs support from various parties, which are expected to create the city of Bandung as a creative city with competitiveness, competitive advantages, and tourism destination characters.

Revisit intention in this study was measured by various indicators. Results of this study show that perceived value is the most influential dimension to revisit intention. Thus, the quality and satisfaction of tourists on supporting facilities also need to be considered. It is closely related to the condition and quality of tourism destination. Bandung is expected to survive and even thrive as a tourism destination that can always attract tourists to come back.

In this research, the character of a creative city can be used as tourism destination attractiveness. Consequently, it can be said that other factors that may affect revisit intention is the character that can also be used as a destination identity. As a result, tourism destination can improve or strengthen its identity in order to continue to increase the interest of tourists to revisit. Further researches are expected to perform in-depth study of the co-creation experience to one business unit of tourism in Bandung.

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