

# Leveraging Destination Image: The Impact of Integrated Marketing Communication on Visits to Penglipuran Village

Ni Made Ayu Natih Widhiarini <sup>1\*</sup>, Ni Wayan Mega Sari Apri Yani <sup>2</sup>, Putu Eka Wirawan <sup>3</sup>

<sup>1</sup> Institut Pariwisata dan Bisnis Internasional, Denpasar, Bali, Indonesia

<sup>1</sup> natih.widhiarini@ipb-intl.ac.id ; <sup>2</sup> yanimegasari4@gmail.com ; <sup>3</sup> wirawanputu@gmail.com ;

\* corresponding author : Ni Made Ayu Natih Widhiarini

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## ABSTRACT

*This study examines the role of Integrated Marketing Communication (IMC) and consumer behavior in influencing tourists' decisions to visit Penglipuran Tourism Village. This study also analyzes the moderating effect of destination image as a unique and sustainable Balinese traditional village. The results show that the implementation of effective IMC strategies, such as the use of social media and partnerships with educational institutions, as well as an understanding of consumer behavior, can increase the number of tourist visits. The destination image as a unique Balinese traditional village plays an important role in attracting tourists. The implications of this study provide recommendations for destination managers to develop more integrated marketing strategies.*

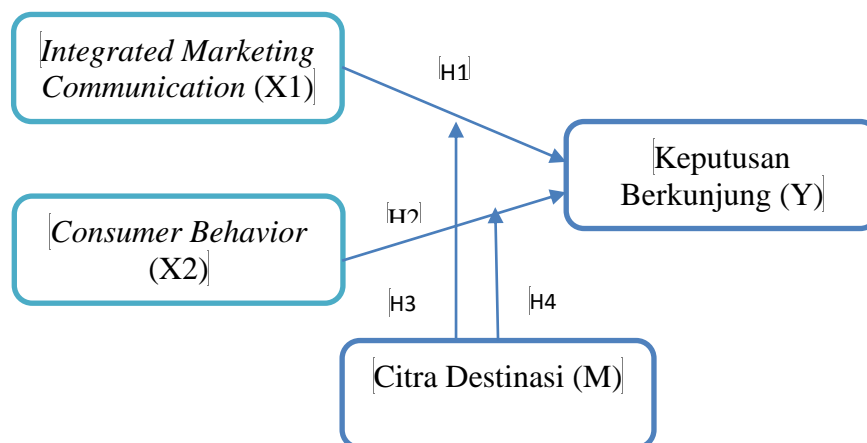
## 1. INTRODUCTION

Bali is renowned as a prime tourist destination, celebrated for its natural beauty, unique culture, and local wisdom. This has positioned Bali as a benchmark for tourism in Indonesia. Bali's tourism development is also grounded in the concept of *community-based tourism* through the development of village tourism rooted in local wisdom, a hallmark of these tourist villages (Andryani, Rahmawati, & Widiastini, 2023). One such rapidly developing tourist village in Bali is Penglipuran, located in Bangli Regency. Penglipuran is famed for its well-preserved culture and traditions, as well as its stunning natural beauty. The village's success in attracting tourists is inseparable from effective marketing strategies. One strategy employed by Penglipuran Tourism Village is *Integrated Marketing Communication* (IMC). IMC is a marketing communication strategy that integrates all communication elements to deliver a consistent, coordinated, and persuasive message to the target market (Kotler, 2022). The goal of IMC is to create synergy and greater communication effectiveness compared to using communication elements separately. In an increasingly competitive and fragmented marketing environment, IMC becomes a crucial strategy as it can avoid overlapping and confusing messages. In other words, integration ensures that messages are consistent and do not confuse customers (Audinovic, 2021). Implementing IMC can also increase cost efficiency by leveraging synergies between elements, thereby saving promotion costs. IMC also aims to build a strong brand image because consistent messaging reinforces brand awareness and customer loyalty (Nanda, 2022). IMC combines various marketing communication elements such as advertising, sales promotion, public relations, and direct marketing (Safitri, Auliana, & Berkah, 2022).

Besides IMC, *consumer behavior* also plays a significant role in tourists' decisions to visit Penglipuran Tourism Village. Understanding consumer behavior, such as tourists' motivations, perceptions, and attitudes, can help village management develop more effective marketing strategies (Saputra, 2022). The destination image of Penglipuran Tourism Village is also believed to influence tourists' decisions to visit. A positive destination image can enhance the village's attractiveness and encourage tourists to visit (Sappewali, Saleh, & Suriani, 2022). However, not all tourist villages in Indonesia have implemented IMC in their marketing strategies. Moreover, the lack of research examining the influence of IMC on consumer behavior and tourists' decisions to visit Penglipuran Tourism Village, as well as the role of destination image as a moderating variable, makes this research interesting to explore.

Tourism villages offer unique and authentic tourist experiences by highlighting the potential of local nature, culture, and traditions (Saeroji & Wijaya, 2022). The post-pandemic phenomenon of changing tourist behavior, which tends to seek authentic experiences based on culture and local wisdom, has further driven the development of tourism villages in Indonesia. With the increasing number of tourism villages, competition to attract tourists is also becoming increasingly fierce. Therefore, tourism villages need to have effective marketing strategies to reach their target markets and increase competitiveness. Penglipuran Tourism Village is one of the tourism villages that has implemented an Integrated Marketing Communication (IMC) strategy. This phenomenon has also become a research topic for various researchers who have studied the implementation of marketing carried out by Penglipuran Tourism Village. As in previous studies conducted by Asteya and Pamungkas (Asteya & Pamungkas, 2017) who studied the Marketing Communication Strategy of Penglipuran Bali Village as an Effort to Brand in Improving Tourism Business. The research method used was a qualitative descriptive to describe how the marketing communication strategy of Penglipuran Village as an effort to branding in improving the tourism business. The results of the study concluded that the marketing communication strategy of Penglipuran Village uses the Dwi Sapta IMC Model Strategy which consists of the discovery circle, intent circle, and strategy circle.

Research conducted by Ulio (Ulio & Saskara, 2022) studied Integrated Marketing Communication of Penglipuran Tourism Village in Developing Tourism Destinations in Bangli using a qualitative descriptive research method. The findings of the study were that the Integrated Marketing Communication strategy used includes Direct Marketing, Sales Promotion, Public Relations, Advertising, Sponsorship, and Personal Selling. Based on the research findings shown in the State of the Art above, the researchers try to provide solutions to some of the shortcomings of previous studies by making new findings that are a novelty of this study. The two previous studies only discussed the implementation of integrated marketing communication strategies carried out by Penglipuran Tourism Village which were studied qualitatively. Whereas this study has a more comprehensive objective, namely analyzing the influence of Integrated Marketing Communication and consumer behavior on tourists' decisions to visit Penglipuran Tourism Village with the destination image variable as a moderating variable using a quantitative research method. This study is expected to provide novelty in supporting the development of tourism villages in Bali based on tourist behavior (consumer behavior) and visiting decisions. This study considers the moderating role of destination image in the relationship between IMC, consumer behavior, and tourist decisions. This can provide new insights into how destination image can strengthen or weaken the influence of IMC and consumer behavior, thus providing useful guidance for tourism villages in Indonesia in promoting sustainable tourism villages. The research on "Leveraging Destination Image: The Impact of Integrated Marketing Communication on Visits to Penglipuran Village" has the potential to make significant contributions to various stakeholders involved in the development of tourism in Penglipuran Village. The findings of this research can serve as a foundation for developing more effective promotional strategies, enhancing the destination's competitiveness, and ultimately, improving the local community's well-being. Based on the aforementioned background and preliminary studies, the following is a framework for the research hypotheses.



**Picture 1.** Research Framework

- 1) H1: IMC (X1) has a positive and significant influence on the Decision to Visit (Y). This hypothesis suggests that the use of Integrated Marketing Communication (IMC) will positively impact tourists' decisions to visit the destination.
- 2) H2: Consumer Behavior (X2) has a positive and significant influence on the Decision to Visit (Y). This hypothesis states that tourists' behaviors and preferences will positively influence their decision to visit the destination.
- 3) H3: Destination Image (M) can strengthen the influence of IMC (X1) on the Decision to Visit (Y). This hypothesis suggests that a positive destination image will make IMC even more effective in persuading tourists to visit.
- 4) H4: Destination Image (M) can strengthen the influence of Consumer Behavior (X2) on the Decision to Visit (Y). This hypothesis proposes that a positive destination image will amplify the impact of tourists' behaviors and preferences on their decision to visit.

## 2. METHOD

This research employs a quantitative approach. Quantitative research is grounded in positivist philosophy, used to investigate specific populations or samples, collects data using research instruments, and analyzes data quantitatively or statistically, with the aim of testing established hypotheses (Sugiyono, 2016). This research explores the influence of integrated marketing communication (IMC) and consumer behavior on tourists' decisions to visit Penglipuran Tourism Village, with destination image as a moderating variable. A 5-point Likert scale, ranging from strongly disagree to strongly agree, is used to measure the variables, thereby obtaining quantitative data. The type of research used in this study is confirmatory research. Confirmatory research is a research method aimed at explaining the position of the variables under study and the influence between one variable and another. The main reason for using the confirmatory research method is to test the proposed hypotheses. It is expected that this research can explain the relationship and influence between the independent and dependent variables in the hypotheses. Primary data was gathered using a Google Form questionnaire with 37 Likert-scale questions (1-5). This questionnaire was distributed both in-person at the research site and online via WhatsApp. To analyze the data, path analysis was conducted using SmartPLS 3.3. The goal was to examine the direct and indirect effects of Integrated Marketing Communication (X1) and Consumer Behavior (X2) on Visit Decision (Y) with Destination Image (M) as a moderating factor. Before analysis, the questionnaire data was coded and validated to ensure reliability and validity. Following data analysis, the results will be interpreted using descriptive quantitative methods. Results and Discussion

## 3. RESULTS AND DISCUSSION

Based on the results of the research questionnaire, it can be described the characteristics of the respondents as following details:

**Tabel 1.** Characteristics of Respondents

Characteristics of Respondents	Total (People)	Percentage
<b>Nationality</b>		
a. Indonesian Citizen	95	95%
b. Foreigner	5	5%
<b>Total</b>	100	100%
<b>Gender</b>		
a. Man	35	35%
b. Woman	65	65%
<b>Total</b>	100	100%
<b>Age</b>		
a. 15 - 20 years	44	44%
b. 21 - 25 years old	35	35%
c. 26 – 30 years	2	44%
d. 31 – 35 years	15	15%
e. 36 – 40 years	1	1%
f. More than 40 years	2	2%
<b>Total</b>	100	100%

Education Level		
a. High School/Equivalent	54	54%
b. Diploma	30	30%
c. Strata 1 (S1)	12	12%
d. Strata 2 (S2)	4	4%
e. Strata 3 (S3)	0	0%
<b>Total</b>	100	100%
Occupation		
a. Student/Student	62	62%
b. Government employees	1	1%
c. Private employees	9	9%
d. Businessman	22	22%
e. Influencers	5	5%
f. Blogger	1	1%
<b>Total</b>	100	100%
Average Salary per Month		
a. No income		
b. < IDR 2,500,000	7	7%
c. IDR 2,500,001 – IDR 3,500,000	32	32%
d. IDR 3,500,001 – IDR 4,500,000	31	31%
e. IDR 4,500,001 – IDR 5,500,000	19	19%
f. > IDR 5,500,000	7	7%
	4	4%
<b>Total</b>	100	100%
Visiting Partner		
a. Alone	7	7%
b. with couple	32	32%
c. with group	61	61%
<b>Total</b>	100	100%
<b>Total</b>	100	100%

Table 1 shows that the number of respondents are 100 people. Based on the table, most of the respondents are Indonesian citizens with a percentage of 95%. In terms of gender, 65% are women with an age range of 15 - 20 years who can be categorized as Zelennial (Gen Z) tourists. In terms of education level, most of the respondents are students who have an average income less than Rp 5.000.000. Meanwhile, in terms of visiting partners, 61% of respondents visiting with their group. Based on the data above, it can be concluded that respondents who visiting Penglipuran Village are students that traveling with their group.

### Measurement Model

The measurement model test is used to test the validity and reliability of a construct. The Validity test is done by looking at convergent validity while the reliability can be known by looking at the value of *Cronbach's alpha* and *composite reliability*. The following are the results of convergent validity testing.

### Validity Test

The convergent validity test is seen from the outer loading value and the Average Variance Extracted (AVE) value. The outer loading value is said to be valid if the value is > 0.60, while the AVE value must be greater than 0.5. If the value is less than the required *rules of thumb* then that value should be removed from the model. The following are the results of the outer loading test and the AVE value.

**Table 2.** Outer Loading Value

Items	Value	Information
Integrated Marketing Communication (X1)		
X1.1	0,875	Valid
X1.2	0,847	Valid
X1.3	0,892	Valid

X1.4	0,891	Valid
X1.5	0,903	Valid
X1.6	0,833	Valid
X1.7	0,841	Valid
<b>Consumer Behavior (X2)</b>		
X2.1	0,870	Valid
X2.2	0,901	Valid
X2.3	0,884	Valid
X2.4	0,825	Valid
X2.5	0,839	Valid
<b>Visit Decision (Y)</b>		
Y1	0,899	Valid
Y2	0,814	Valid
Y3	0,872	Valid
Y4	0,886	Valid
Y5	0,840	Valid
Y6	0,885	Valid
Y7	0,854	Valid
Y8	0,891	Valid
Y9	0,824	Valid
<b>Destination Image (M)</b>		
M1	0,754	Valid
M2	0,771	Valid
M3	0,753	Valid
M4	0,833	Valid
M5	0,796	Valid
M6	0,803	Valid
M7	0,834	Valid
M8	0,798	Valid
M9	0,758	Valid
M10	0,812	Valid

Based on the table above, it can be seen that 31 items have an outer loading value above 0.60 so all items are declared valid and can be continued for measuring the AVE value. The following table shows the AVE value of each variable.

**Table 3. AVE Value**

<b>Variable</b>	<b>AVE Value</b>	<b>Information</b>
Integrated Marketing Communication (X1)	0,756	Valid
Consumer Behavior (X2)	0,747	Valid
Visit Decision (Y)	0,745	Valid
Destination Image (M)	0,626	Valid

The output table of the AVE value above shows that all the variables have AVE Value above 0,5 which means that they are convergently valid.

### Reliability Test

The reliability test can be seen from Cronbach's alpha value and the Composite reliability value. A construct is declared reliable if the value of Cronbach's alpha and Composite Reliability > 0.7 (Abdillah & Jogiyanto, 2015). The value of Cronbach's alpha and the value of Composite reliability in this study are as follows:

**Table 4.** Cronbach's Alpha and Composite Reliability Test

	Cronbach's Alpha	Composite Reliability	Information
Integrated Marketing Communication (X1)	0,946	0,956	Reliable
Consumer Behavior (X2)	0,915	0,924	Reliable
Visit Decision (Y)	0,957	0,959	Reliable
Destination Image (M)	0,934	0,939	Reliable

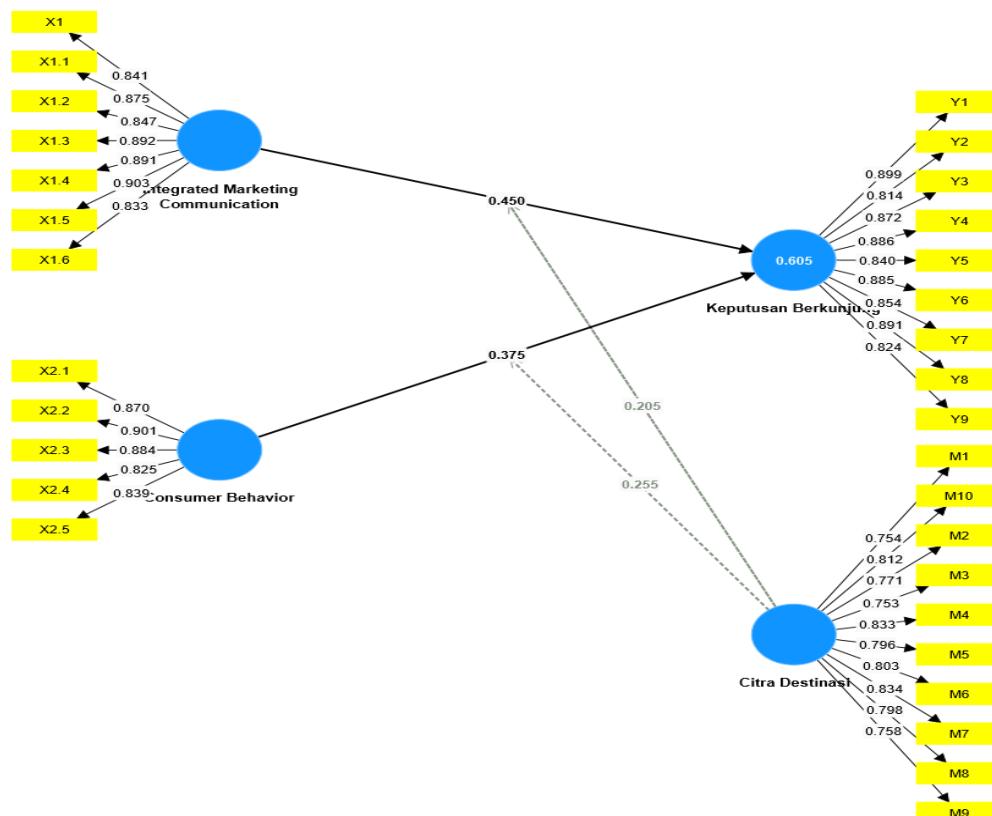
Based on the results of the reliability test in the table above, the four variables in this study have Cronbach's alpha and composite reliability values > 0.70. It can be concluded that the variables Integrated Marketing Communication (X1), Consumer Behavior (X2), Visit Decision (Y), and Destination Image (M) are declared reliable so that further analysis can be carried out with hypothesis test.

### Hypothesis Test

The basis used in testing the hypothesis is the value contained in the output result for inner weight contained in the path coefficients and indirect effects. Each variable is said to be significant if the value of the t-statistic is greater than the t-table (1.960) so that the hypothesis can be accepted. On the other hand, if the value of the t-statistic is smaller than the t-table (1.960) then the hypothesis is rejected. The following is a table of Hypothesis testing.

**Table 5.** Hypothesis Test

Influence	Original Sample (O)	Sample Mean	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Value
X1 => Y	0,375	0,366	0,094	3,973	0,000
X2 => Y	0,450	0,461	0,109	4,140	0,000
M x X1 => Y	0,205	0,201	0,096	2,142	0,032
M x X2 => Y	0,255	0,241	0,095	2,701	0,007



**Picture 2.** Bootstrapping Measurement Model



The table above shows that all variables have a positive and significant relationship, where the t-statistic is greater than the t-table (1.96). The relationship between the variable Integrated Marketing Communication (X1) and the decision to visit (Y) is positive and significant where the original sample shows a value of 0.375, t-statistical 3.973, and P-value 0.000. While the relationship between Consumer Behavior (X2) and decision to visit (Y) is positive and significant where the original sample shows a value of 0.450, t-statistics 4.140, and P-value 0.0000. As a moderating variable, destination image (M) is able to strengthen the relationship between the integrated marketing communication (X1) and the decision to visit (Y). Similarly, destination image (M) is able to strengthen the relationship between the consumer behavior (X2) and the decision to visit (Y). The study found that destination image significantly moderates the relationship between consumer behavior and the decision to visit, implying that a positive destination image can enhance the impact of consumer behavior on visitation.

## Discussion

The research findings consistently demonstrate a significant positive correlation between the implementation of Integrated Marketing Communication (IMC) strategies and both visit decisions and consumer behavior. These results align with previous studies highlighting the pivotal role of IMC in influencing consumer actions, including the decision to visit a destination. As in previous studies conducted by Asteya & Pamungkas (2017), that finding a well-integrated and consistent IMC strategy effectively cultivates positive perceptions of a destination among potential visitors. By strategically combining various IMC elements such as advertising, sales promotion, public relations, and digital marketing, marketers can successfully generate interest and motivate individuals to visit (Ma'ruf & Anwar, 2024). Moreover, the consistency of messages across different communication channels is crucial for the success of IMC strategies. When messages are coherent and relevant to the needs of the target audience, consumer trust and interest in the destination are significantly enhanced. Furthermore, IMC not only influences visit decisions but also impacts post-visit consumer behaviors, such as purchase decisions (Meng Qi, Abdullah, & Rahman, 2024). This indicates that IMC is not only effective in attracting visitors but also in encouraging them to engage in transactions. This study also reveals a moderating effect of destination image on the relationship between IMC and the dependent variables. A positive destination image amplifies the impact of IMC, making it more effective in influencing consumer behavior and visit decisions. Conversely, a negative destination image can weaken the effectiveness of IMC. The credibility of IMC messages is enhanced when the destination has a positive image, as consumers are more likely to trust information from a well-regarded destination. Additionally, a positive destination image can evoke positive emotions in consumers, increasing their motivation to visit (Wantara & Prasetyo, 2023).

Based on this research results, students are a very potential market segment for Penglipuran Tourism Village. To attract this segment, it is necessary to personalize messages through social media using easy-to-understand language and interesting content (Aurelya, Hotiah, Aminah, & Nofiani, 2022). Additionally, cooperation with educational institutions can increase the number of study visits and internship programs. To support sustainable tourism development, it is necessary to improve infrastructure, such as accessibility, public facilities and internet connectivity. Human resource development is also very important to improve the quality of service and tourist experience. Through continuous evaluation and development, Penglipuran Tourism Village can continue to adapt to market needs and become a more attractive tourist destination. By implementing the right IMC strategy, developing innovative tourism products, and improving service quality, Penglipuran Tourism Village can become a more attractive tourist destination for students and contribute to the development of the local economy.

## 4. CONCLUSION

This research confirms that IMC and consumer behavior have a significant influence on the decision to visit Penglipuran Tourism Village. The destination image as a unique and sustainable Balinese traditional village strengthens this influence. This finding supports the theory that integrated marketing strategy can increase consumer awareness and interest. The implication is that Penglipuran Village needs to continue to intensify promotional efforts through various communication channels,

build a stronger image, and understand the needs and preferences of tourists, especially the student segment. Further research can be conducted to examine the influence of other moderating variables, such as previous travel experiences and peer influence.

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