The Influence of Image on Staycation Intention at Dusun Bambu Ecolodge

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Abstract

The image of a destination significantly impacts tourists' experiences and intentions, particularly in the hospitality and tourism industry. This study examines how the image of Dusun Bambu Ecolodge influences tourists' intention to engage in staycations. Using a quantitative approach, data were collected through questionnaires distributed to 105 respondents who had experienced a staycation at the ecolodge. The analysis employed descriptive and verification statistical techniques, including simple linear regression. The findings reveal that image positively and significantly influences staycation intention, with a correlation coefficient of 0.662 and a determination coefficient of 41%. This indicates that the image variable can explain 41% of the variation in staycation intention, while other factors influence the rest. These results underscore the importance of maintaining and enhancing a positive image to boost staycation intentions. The study highlights practical strategies, including optimizing digital marketing and leveraging social media to promote engaging content and positive visitor experiences. This research contributes to understanding how destination image drives tourist behavior, offering valuable insights for ecolodge operators and stakeholders in the sustainable tourism sector.

Keywords: Destination Image, Staycation, Ecolodge, Sustainable Tourism, Consumer Behavior

INTRODUCTION

The concept of a staycation—vacationing closer to home—has gained prominence, particularly since the 2008 global economic recession and the COVID-19 pandemic. The staycation trend continues to rise, as evidenced by Indonesia's star hotel occupancy rates, which increased from 49.85% in 2022 to 53.02% in 2023. A stable occupancy rate of approximately 50% in West Java highlights the growing preference for local accommodations that provide unique and memorable experiences (BPS, 2022; 2023).

Staycations are vital in driving local recreation and fostering economic growth through sustainable tourism (Muritala et al., 2022). Within sustainable tourism, the lodging industry faces increasing demands to adopt eco-friendly practices and deliver authentic, nature-based experiences. Ecolodges, which integrate environmental stewardship and local economic development, have become popular among environmentally conscious tourists (Ghaith et al., 2019). Kampung Layung, part of Dusun Bambu in Lembang, is a prime example of an ecolodge that combines traditional Sundanese design with modern comfort and sustainability, offering a holistic nature-based tourism experience.

A destination's image plays a critical role in shaping tourist behaviour. A positive image enhances visitors' perceptions, encourages repeat visits, and fosters word-of-mouth recommendations (Satyarini et al., 2017). In tourism literature, image is often analyzed through its cognitive, affective, and conative dimensions, as these components collectively influence tourists' attitudes and behaviors (Yang et al., 2022). For ecolodges like Dusun Bambu, maintaining a strong and positive image is essential to differentiate themselves from alternative accommodations such as glamping sites, cabins, and pod rooms.

In this study, the AIDA (Attention, Interest, Desire, Action) model is employed to explore how the image of Dusun Bambu Ecolodge influences tourists' staycation

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intentions. While previous research has examined destination image in the context of hotels, there is limited focus on ecolodges and their unique appeal to the environmentally conscious market segment. Understanding the relationship between image and staycation intention is crucial for developing targeted marketing strategies and enhancing competitive advantage.

This research aims to assess the level of image and staycation intention at Dusun Bambu Ecolodge and to examine the influence of image on tourists' staycation intentions. The findings are expected to provide practical recommendations for ecolodge operators and contribute to the growing literature on sustainable tourism and consumer behavior.

LITERATURE REVIEW

In marketing psychology and branding, image is a crucial concept that reflects consumers' perceptions and attitudes toward a product, service, or idea based on their direct and indirect experiences (Slabbert & Martin, 2017). For tourism, a destination's image significantly influences tourist behaviour, including destination choice, satisfaction, and loyalty. A strong and positive image fosters memorable experiences, encourages repeat visits, and enhances word-of-mouth recommendations. Theoretically, the destination image is analyzed through cognitive, affective, and conative dimensions. The cognitive dimension relates to tourists' awareness and beliefs about a destination, such as its attractions, facilities, and natural environment. The affective dimension captures emotional responses, including feelings of relaxation or excitement, while the conative dimension represents behavioral intentions based on cognitive and affective evaluations, such as the decision to visit or recommend the destination (Konecnik & Gartner, 2007). For ecolodges, leveraging a positive image is essential for differentiation, particularly in a competitive market with alternative accommodations like glamping and boutique hotels. A holistic marketing approach that emphasizes unique attributes, such as eco-friendly practices and cultural authenticity, can strengthen this image and attract environmentally conscious tourists (Mic, 2017).

Staycation intention refers to a tourist's willingness to engage in local vacation activities and is a key predictor of actual behavior, including accommodation bookings and revisits. During the COVID-19 pandemic, staycations gained popularity as tourists sought safer and less crowded options for leisure activities while adhering to health protocols (Kesumadewi & Pertiwi, 2023). The AIDA model (Attention, Interest, Desire, Action) provides a useful framework for understanding staycation intention. It explains how promotional efforts and positive perceptions influence consumer behavior, starting with awareness (attention), followed by interest in unique features, motivation to choose based on positive associations (desire) and culminating in actual booking or recommendations (action) (Lee et al., 2017). For ecolodges like Dusun Bambu, staycation intention is shaped by destination image, promotional activities, and word-of-mouth endorsements. Research consistently shows that a positive image significantly increases tourists' likelihood of choosing a particular destination (Satyarini et al., 2017).

As a growing segment of the tourism industry, Ecolodges prioritizes environmental sustainability and cultural preservation. They offer unique experiences by combining low-impact operations with community involvement, making them attractive to eco-conscious tourists. Unlike traditional accommodations, ecolodges emphasize energy efficiency, waste management, integration with local culture through architecture and cuisine, and personalized nature-based experiences (Ghaith et al., 2019). Dusun Bambu Ecolodge, for example, incorporates Sundanese cultural elements with eco-friendly principles, providing a case study of how ecolodges can leverage their image to drive staycation intentions. Factors influencing tourists' intention to stay at ecolodges include intrinsic motivations, such as personal environmental values, and extrinsic factors, such as positive online reviews and promotional activities (Muritala et al., 2022).

METHODS

This study was conducted at Kampung Layung, Dusun Bambu Ecolodge, West Java, Indonesia, using a quantitative approach to investigate the relationship between destination image and staycation intention. Data were collected through structured questionnaires distributed to 105 respondents who had previously stayed at the ecolodge. The questionnaire employed an ordinal Likert scale to measure respondents' levels of agreement on statements related to the study variables: destination image and staycation intention. The independent variable, destination image, was measured through three dimensions: cognitive (awareness and knowledge), affective (emotional responses), and conative (behavioral intentions). Meanwhile, the dependent variable, staycation intention, was evaluated using the AIDA model, which includes attention, interest, desire, and action.

The target population consisted of 4,344 individuals based on Kampung Layung room occupancy data in 2023. Using the Slovin formula with a 10% margin of error, the minimum required sample size was calculated at 98 respondents, rounded to 105 to ensure reliability. A purposive sampling technique was applied to target respondents with direct experience with Dusun Bambu Ecolodge. The validity and reliability of the questionnaire items were confirmed through Pearson correlation coefficients and Cronbach's alpha, with all items meeting the significance threshold (<0.05) and reliability criterion (>0.7).

Data analysis was conducted using SPSS Statistics 26. The descriptive analysis summarized respondent demographics and provided an overview of the image and staycation intention variables. Verification analysis included correlation analysis to measure the strength and direction of the relationship between the variables, simple linear regression to assess the influence of destination image on staycation intention, and coefficient of determination (R^2) to evaluate how much variance in staycation intention was explained by the image variable. Hypothesis testing was performed using a t-test at a 5% significance level to determine whether the image variable significantly affected staycation intention.

Ethical considerations were upheld throughout the study. Respondents participated voluntarily, provided informed consent, and remained anonymous to protect their privacy. This methodological approach ensured a systematic and reliable framework for analyzing the relationship between destination image and staycation intention, offering insights for both academic and practical applications.

RESULT

The study analyzed the relationship between destination image and staycation intention at Dusun Bambu Ecolodge through descriptive and verification analyses. Demographically, the study involved 105 respondents, 42.86% male and 57.14% female participants, with the majority (45.71%) aged between 26 and 30. Private employees formed the largest occupational category (34.29%), followed by students (31.43%) and entrepreneurs (28.57%), reflecting a diverse respondent profile, as depicted in Table 1.

Table 1. Gender and Age of Respondents

Profiles	Description	Respondents	Percentage
Gender	Male	44	42,86%
	Female	61	57,14%
Age	<20	19	18,10%
	21-25	12	11,43%
	26-30	48	45,71%
	31-35	17	16,19%
	<36	9	8,57%
Occupation	Freelance	1	0,95%
	Housewife	3	2,86%
	Private employees	36	34.29%
	Students	33	31,43%
	Unemployed	2	1,90%
	Entrepreneur	30	28,57%

Source: research data, 2024

The validity test demonstrated that all questionnaire items were valid, with Pearson correlation coefficients exceeding the critical value of 0.245 and significance levels below 0.05. The reliability test also confirmed the consistency of the questionnaire, yielding a Cronbach's alpha of 0.941, indicating excellent reliability, as depicted in Table 2.

Table 2. Validity and Reliability Test Results

Variable	Item	rValue	Conclusion
	CO1	.885**	Valid
	CO2	.822**	Valid
	CO3	.842**	Valid
	CO4	.860**	Valid
Image	AF1	.851**	Valid
	AF2	.828**	Valid
	AF3	.897**	Valid
	AF4	.866**	Valid
	AF5	.858**	Valid

Variable	Item	rValue	Conclusion
	AF6	.864**	Valid
	AF7	.827**	Valid
	AF8	.824**	Valid
	AF9	.812**	Valid
	CON1	.946**	Valid
	CON2	.932**	Valid
	CON3	.915**	Valid
	CON4	.937**	Valid
Staycation Intention	AT1	.945**	Valid
	AT2	.946**	Valid
	IN1	.915**	Valid
	IN2	.912**	Valid
	DE1	.922**	Valid
	DE2	.925**	Valid
	AC1	.923**	Valid
	AC2	.924**	Valid

Source: research data, 2024

Descriptive analysis revealed that the overall image of Dusun Bambu Ecolodge scored 82.2%, indicating a strong and positive perception among respondents. The cognitive dimension highlighted awareness of the ecolodge's eco-friendly practices and natural integration, while the affective dimension reflected positive emotional responses, such as attachment and satisfaction. The conative dimension showed high behavioral intention, with many respondents likely to recommend or revisit the ecolodge. Similarly, staycation intention was rated at 80%, indicating strong attention, interest, desire, and action (AIDA), as respondents actively engaged with promotional materials, expressed interest in the ecolodge's offerings, and followed through with bookings or recommendations.

The Spearman rank correlation test revealed a coefficient of 0.662, indicating a strong positive relationship between destination image and staycation intention, with a significance value 0.000 ($p < 0.05$). Linear regression analysis provided further support, with the regression equation

$$Y=12.920+0.285X$$

Y=12.920+0.285X, indicating that a 1% increase in the image score results in a 0.285 increase in the staycation intention score. The t-test value of 8.462, exceeding the critical t-value of 1.983, confirmed the significant positive influence of destination image on staycation intention. The coefficient of determination (R^2) was calculated at 0.410, meaning that the destination image variable could explain 41% of the variation in staycation intention, while the remaining 59% is influenced by other factors such as pricing, accessibility, or external promotional activities.

Hypothesis testing supported rejecting the null hypothesis ($H0$), confirming that destination image significantly influences staycation intention ($H1$). These findings align with previous research (Thendeano et al., 2020), identifying a strong correlation between image and behavioral intentions in tourism contexts. The results underscore the strategic importance of maintaining and enhancing the positive image of Dusun Bambu Ecolodge to drive staycation interest and encourage repeat visits or recommendations.

Discussion

The findings of this study demonstrate the significant influence of destination image on staycation intention, particularly within the context of sustainable tourism at Dusun Bambu Ecolodge. The positive correlation between image and staycation intention, as indicated by a Spearman coefficient of 0.662, aligns with prior studies, such as those by (Satyarini et al., 2017; Yang et al., 2022), which emphasize the critical role of cognitive, affective, and conative dimensions in shaping tourist behavior. Specifically, the cognitive dimension, encompassing tourists' awareness of eco-friendly practices and integration with nature, strongly contributed to the ecolodge's positive image. These findings reaffirm (Konecnik and Gartner, 2007) assertion that destination image, as a multidimensional construct, directly impacts behavioral intentions.

The regression analysis further supports these results, with 41% of the variance in staycation intention explained by destination image ($R^2=0.410$). This highlights the strategic importance of managing a destination's image to drive behavioral outcomes such as booking intentions and recommendations. However, the remaining 59% of unexplained variance suggests that additional factors—such as pricing, accessibility, and promotional efforts—also play a role in influencing staycation intention, consistent with findings by (Muritala et al., 2022).

These findings carry several practical implications for ecolodges like Dusun Bambu. First, promoting unique selling points, such as eco-friendly practices, cultural integration, and nature-based experiences, can enhance cognitive perceptions among tourists. Second, leveraging digital media through engaging social media content, including virtual tours and testimonials, can build emotional connections and foster positive affective responses. Third, encouraging word-of-mouth marketing by incentivizing repeat visits or loyalty programs can reinforce conative dimensions, such as revisiting intentions and referrals. Maintaining consistency between promotional materials and on-site experiences is also crucial for sustaining trust and fostering long-term loyalty, as emphasized by (Gunasekaran and Anandkumar, 2012).

The results of this study align with existing literature, such as (Plidtookpai and Yoopetch, 2021), which highlighted the role of destination image in enhancing satisfaction and revisiting intentions. Similarly, (Ghaith et al., 2019) emphasized that a well-managed image is a competitive advantage for ecolodges in differentiating themselves from other accommodations, such as glamping and boutique hotels. Unlike previous studies focusing on international travel or luxury resorts, this research highlights the growing importance of staycations, particularly during the COVID-19 pandemic. By exploring a local tourism context, the study sheds light on the unique appeal of ecolodges, where environmental stewardship and cultural authenticity are central to the visitor experience.

Despite its contributions, this study has several limitations. The use of purposive sampling and the relatively small sample size (105 respondents) restrict the generalizability of the findings. Future research could expand the sample to include more diverse demographics, such as international tourists or visitors to other ecolodges in Indonesia. Additionally, this study focused solely on destination image, leaving other potential influencing factors, such as pricing, accessibility, and online reviews, unexplored. A multi-variable approach in future studies could provide a more comprehensive understanding of staycation intention. Finally, while this research relied on quantitative methods, qualitative approaches, such as in-depth interviews or focus groups, could uncover deeper insights into tourists' motivations and experiences. This study highlights the critical role of destination image in driving staycation intentions at Dusun Bambu Ecolodge. By strategically managing its image, promoting eco-friendly values, and aligning operations with tourists' expectations, ecolodges can strengthen its market position, attract environmentally conscious tourists, and contribute to sustainable tourism development.

CONCLUSION

This study investigated the influence of destination image on staycation intention at Dusun Bambu Ecolodge, employing a quantitative approach to analyze the relationship between these two variables. The findings revealed a strong positive correlation, with 41% of the variation in staycation intention explained by destination image. The image's cognitive, affective, and conative dimensions were significant contributors, highlighting the importance of eco-friendly practices, cultural integration, and emotional connections in shaping tourists' behavioral intentions. The study's results emphasize the strategic role of destination image as a key driver for enhancing staycation intention. Ecolodges like Dusun Bambu can leverage their unique attributes—such as environmental sustainability and cultural authenticity—through targeted marketing strategies and consistent operational practices. Promoting these features via engaging social media content, word-of-mouth marketing, and loyalty programs can strengthen tourists' attachment to the destination and encourage repeat visits.

While this study provides valuable insights, it is not without limitations. The relatively small sample size and focus on a single ecolodge restrict the generalizability of the findings. Future research could expand the scope by including diverse respondent demographics, analyzing other factors influencing staycation intention, such as pricing and accessibility, and incorporating qualitative methods to uncover deeper insights into tourists' motivations and preferences. Ultimately, this study contributes to the growing body of literature on sustainable tourism and offers practical recommendations for ecolodge operators. By strategically managing their image and aligning operations with eco-friendly and cultural values, ecolodges can enhance their competitive advantage, attract environmentally conscious tourists, and support broader sustainable tourism goals.

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