

# **The Influence of *Destination Image* and *Positioning Strategy* Against the Decision to Visit Tourists to Pagang Island Tourist Attraction in Sungai Pisang Village, Padang City**

**Chandra Syahputra, Firhan Pratama Nasrul**

Faculty of Economics and Business, Baiturrahmah University, Padang

[chandrasyahputra@fekon.unbrah.ac.id](mailto:chandrasyahputra@fekon.unbrah.ac.id)

## **Abstract**

This study aims to find out how the *Destination Image* variable and Positioning Strategy affect the decision to visit the Pagang Island Tourist Attraction in Sungai Pisang Village, Padang City. The type of data used in this study is quantitative in the form of questionnaires from visitors to the Pagang Island Tourist Object in Sungai Pisang Village, Padang City. The population used in this study is all Visitors to the Pagang Island Tourist Attraction in Sungai Pisang Village, Padang City. With a sample of 100 visitors. The results of the t-test showed that *Destination Image* and Positioning Strategy had a positive and significant effect on the decision to visit the Pagang Island Tourist Object in Sungai Pisang Village, Padang City. The results of the F-Test showed that the variables of *Destination Image* and *Strateggi Positioning* together had a positive effect on the decision to visit the Pagang Island Tourist Object in Sungai Pisang Village, Padang City.

From the results of the determinant coefficient analysis, the R Adjusted Square (R<sup>2</sup>) value was obtained of 0.340, which means that 34% of the variables of the decision to visit can be explained by the variables *Destination Image* and *Strateggi Positioning*, while the rest (66%) can be explained by other variables that are not studied in this study.

**Keywords:** Destination Image, Positioning Strategy, and Visiting Decision

## **1. Background**

The service industry is all economic activities whose output is not in the form of products in physical or construction form, which are usually consumed at the time of production and provide added value (such as comfort, entertainment, pleasure or health) or solutions for the problems faced by consumers. The tourism industry is one of the largest industries and is the fastest-growing service sector in the world today. Along with the technology and information industry, the tourism industry is expected to be the main driver of the economy in the current era. The tourism sector will be the main driver of the world economy and become a global industry and specifically for the region where the tourism object is located will make a large contribution to the regional original income (PAD). One of the tourist attractions that can be visited in Padang City is the islands on the coast of Padang City, one of which is the Pagang Island tourist attraction.

Tourism is a complex activity, which can be seen as a large system, which has various components, such as economic, ecological, political, social, cultural, and so on. Seeing tourism as a system, means that the analysis of various aspects of tourism cannot be separated from other subsystems, such as politics, economy, culture and so on in the relationship of interdependence and interconnectedness which means that changes in one subsystem will also cause changes in the other system, until finally a new harmony is found.

Pagang Island is one of the island clusters located on the west coast of West Sumatra Province. Many other island clusters are located near this island. Starting from Pamutusan Island, Sirandah Island, Pasumpahan Island, to Swarnadwipa Island which is beautiful and can be seen directly. Pagang Island is a beautiful island in one of the provinces of West Sumatra which is located on the coast of Sumatra Island. This 12-hectare island has calm sea water with a clear blue color. Interestingly, we can swim floating on the seawater, this is because Pagang Island has a high salt content, similar to in the Dead Sea.

There are many types of lodging that can be chosen in Pula Pagang, namely cottages, VIP cottages, backpacker cottages, non-AC backpackers, and camping grounds available on this island. The facilities offered are also relatively complete. Starting from prayer rooms, cafes, gazebos, to bathrooms are also provided in each inn. Pagang Island also already has a 4G network so that it can access the internet. With its complete facilities, Pagang Island is certainly very suitable as a place to go on vacation.

Coupled with the many beautiful and cute fish, making snorkeling activities even more exciting and pleasing to the eye. There are *grouper fish*, *clown fish*, blue spotted rays to *butterfly fish* that are ready to play with tourists while snorkeling. The friendly sea water also makes this island very suitable as a place to play beach sand and swim in the beach area. In addition, there are also playground rides available such as jetskis, banana boats, to donut boats and many routes that can be taken to get to Pagang Island by boat. We can go up from the Banana River, Muaro Padang Pier, or Bungus. (Aprilia 2023).

In the city of Padang, especially the Sungai Pisang Village, there are several island tourism that are the source of the community's economy which is crowded with tourists from the region and outside the region. The following is a comparison of the facilities on the island in Sungai Pisang Village, Padang City.

**Table 1.1.**  
**Comparison of island tourism visitors in Sungai Pisang Village Padang City**

<b>It</b>	<b>Island</b>	<b>Facilities</b>	<b>Flight</b>	<b>Visitors</b>
<b>1</b>	Oath	1. Warung 2. Camp area 3. Contage	Rp.35,000/day Rp.40,000/night	396.573
<b>2</b>	Sirandah	1. Café 2. Gazebo 3. Villa 4. Camp area 5. Rides	Rp.50,000/day Rp.100,000/night	834.562
<b>3</b>	Apprenticeship	1. Camp area 2. Cotage 3. Café 4. Rides	Rp.35,000/day Rp.70,000/night	247.469

Source: Sungai Pisang Village

Based on table 1.1 above, we can see that Pasumpahan Island has a fairly low price compared to other islands whose prices are higher for some people in Padang City, Pasumpahan Island also has a number of visitors of 396,573 visitors in one year on Sirandah Island has a relatively high price compared to other islands whose prices are lower among people in Padang City, On the island of Sirandah has a number of visitors of 834,562 visitors in one year and on the island of Pagang has a relatively low number of visitors compared to the island of Sirandah which is higher for some people in the city of Padang, in Pagang has a total of 247,469 visitors in one year.

The decision to visit tourists refers to the concept of consumer purchase decisions that are adapted into the decision to visit tourists, such as research conducted by Yonalta (2021:2) which equates the theory of the decision to visit tourists with consumer purchase decisions.

According to Tjiptono (2018:21), a purchase decision is a process where consumers know the problem, look for information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision. According to Kotler and Armstrong (2018), the decision to visit is a stage in the decision-making process where consumers will actually buy. Meanwhile, according to Aziz (2019), the decision to visit is a decision-making process for purchases that includes determining what to buy or not to buy and the decision is obtained from previous activities.

Based on the definition of the experts above, it can be understood that the decision to visit is a decision taken by a person in determining a choice of tourist attractions to achieve satisfaction according to the needs and desires of consumers. According to Kotler and Armstrong (2018) Purchase Decision is a factor that is incorporated in the marketing mix that determines a person to buy services or visit tourist attractions, namely: location, facilities, image/image, promotion In addition to the factors above, other factors that affect the decision to visit are *destination image* and *positioning strategy*.

According to Destari (2019), the image of a destination is a perception formed from various information received by tourists. Dewi (2018) Destination image is an individual's perception of destination characteristics that can be influenced by promotional information, mass media and many other factors. According to Paludi (2018), the image of a destination is a number of images, beliefs, perceptions and thoughts from tourists towards a destination that involve various related destination tourism fund products. According to (Hailin Qu *et.al.*,2011) in Tyara Artha (2021) *the destination image indicators are divided into 3, namely cognitive destination image, unique destination image, and affective destination image.*

Based on the definition according to experts, it can be concluded that, Destination image is the knowledge of information received by visitors about a destination or tourist attraction so that tourists are interested in visiting a tourist attraction.

In addition to *the destination image*, *the positioning strategy* also affects the decision to visit the tour. *Positioning strategies* include *product positioning* that refers to attributes, *positioning* that can be used by consumers, *positioning* must have benefits, *positioning* must pay attention to the position of competitors, *positioning* refers to product characteristics, *positioning* refers to product price and quality. The combination of *positioning strategies* together with strengthening the image of the destination can increase the motivation of tourists to visit a tourist destination (Tjiptono, 2020). According to Tjiptono (in Ismanto, 2020, p. 119) there are seven indicators, namely: *attribute positioning, price and quality positioning, application positioning. user positioning, product class positioning, competitor positioning, benefit positioning*

In improving the decision to visit Pagang Island, it is necessary to combine *strategies* that need to be done. The following is the number of visitors to Pagang Island in the last 1 year:

**Table 1.2.**  
**Number of Visitors to Padang City Pagang Island in 2023**

<b>It</b>	<b>Moon</b>	<b>Local visitors</b>	<b>Non-local end</b>	<b>International Visitors</b>	<b>Number of endpoints</b>	<b>Percent %</b>
1	January	321	437	162	920	-
2	February	178	207	35	420	-54,3
3	March	209	219	68	496	18
4	April	250	132	8	390	-21,3
5	May	145	182	3	330	-15,4
6	June	178	98	28	314	-4,9
7	July	132	73	32	267	14,9
8	August	191	98	9	298	11,61

9	September	173	97	75	345	15,7
10	October	168	76	12	256	-25,7
11	November	295	103	98	496	93,75
12	December	487	253	139	879	77,2

*Source: Sungai Pisang Village*

Based on table 1.2. above, we can see that visitors to Pagang Island in 2023 have fluctuated. The rapid increase occurred at the end and beginning of the new year. However, in other months the number of visitors is not as large as in January and December For this reason, it is necessary to develop tourist attraction areas in order to attract tourists so that there is no decline. Supported by previous research conducted by Fahmi 2023 with the title *The Influence of Destination Image and Positioning Strategy on the Decision to Visit Gemah Beach Tourist Destinations, Tulung Agung Regency*. From this study, it was concluded that the decision of tourists to visit Gemah Beach tourist destinations was positively and significantly influenced by the destination image and *positioning strategy*, while at the same time, the destination image and *positioning strategy* had a positive and significant effect on the decision to visit Gemah Beach tourist destinations in Tulungagung Regency.

## **2. Literature Review**

### **2.1 Visiting Decision**

#### **2.1.1. Definition of Visiting Decision**

According to Widiastutik (2019), the decision to visit is the behavior of determining tourists in determining a tourist attraction to achieve satisfaction according to the needs and desires of tourists. The decision of tourists to visit a tourist attraction is basically closely related to tourist behavior. Tourist behavior is an important element in tourism marketing activities that tourist attractions need to know. Meanwhile, according to Putra (2021), the decision to visit is a decision taken by a person before visiting a place, destination, or region with many factors considered.

According to Tjiptono (2018), a purchase decision is a process where consumers know the problem, look for information about a certain product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision. According to Kotler and Amstrong (2018), purchasing decisions are part of consumer behavior, namely about how individuals, groups, organizations choose to buy, use and how goods and services and ideas or experiences to satisfy their needs and desires

Based on the definition according to experts, it can be concluded that the decision to visit is the stage where tourists make a choice and make a purchase action on a product after searching for information and evaluating about related products.

#### **2.1.2. Factors of the decision to visit**

According to Damanik, Weber (2015:105) in Sriwahyuni et al. (2022) said that the decision to visit is represented by five indicators, namely:

1. Destination

Destination is a sub-variable of several indicators including:

- a. The relationship between the destination of tourists and the needs of visitors.
- b. Availability of information related to tourist destinations.

2. Traveling Mode

Traveling mode is the second sub-variable of visiting decision, the indicators of Traveling mode include: a. Access to transportation to get to your destination

Tourism B. Diversity of available means of transportation c. Convenience of available means of transportation

3. Time and Cost (Waktu dan Biaya)

Indicators of Time and Cost include

- a. Tourist trips are in accordance with the set time including the opening and closing hours of the intended tourism.
  - b. Tourist trips depend on the cost of travel.
  - c. Tourist trips depend on free time to travel.
4. Travel Agent (Agen Perjalanan)

An indicator of the Travel Agent dimension is the dependence of tourists on travel agents when traveling on a tourist trip.

5. Service Source (Sumber Jasa)

The indicator of the Service Source dimension is the diversity of types of services such as tour guides, souvenir centers, and so on.

According to Kotler & Armstrong in DA Adawiyah (2022), the factors that influence purchase decisions are internal factors and external factors.

- a. Internal Factors Internal factors are factors that influence consumers in purchasing decisions that come from within consumers. Consumers are looking for information related to products and brands that meet their needs
  - a). Consumers remember brands and products, consumers try to get several products or brands from known or unknown.
  - b) Consumers focus on familiar products and brands Consumers will divide familiar products into three categories:
    1. The group under consideration is a product or brand that has been collected for further consideration.
    2. A group that is not different is a product or brand that is seen as not different from each other.
    3. The rejected group is a product or brand that does not meet expectations so that it cannot be accepted.
- b. External Factors External factors are factors that can influence purchase decisions that come from outside the consumer. External factors include price, product, location and promotion.

### **2.1.3. Indicators of Visiting Decision**

Basically, the purchase/visit decision process carried out by consumers is divided into five indicators as stated in Kotler & Keller (2008) in Sarmigi (2021:96), namely need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

1. *Problem Recognition*  
Needs recognition is a buying process that begins when the buyer recognizes a problem or need.
2. Information Search  
A consumer who is moved by a stimulus or stimulus will make an effort to seek information. The main concern of the marketer is the main source of information that the consumer will be looking for, and its relative importance to the purchase decision afterwards, the consumer can seek information from several sources.
3. Alternative Evaluation

It is a series when consumers use information to evaluate brands in selected products. Consumers view each product as an attribute with different abilities in providing the benefits they seek and satisfying their needs.

4. Visiting decision

At a stage where consumers are right to buy products in carrying out the research intent, consumers can form five decisions: brand, distributor, quantity, time, and payment method.

5. Post-visit behavior

The marketer's task does not stop when the product has been given by the consumer, after the purchase of the product, the consumer will experience a certain level of satisfaction or dissatisfaction.

Consumers will also do

Actions after making a purchase using the product

## 2.2. Destination Image

### 2.2.1. Definition of Destination Image

The image of a destination is a perception and trust that individuals have related to a tourist attraction based on the information obtained (Li et al., 2022). Citra has an important role in developing tourist attractions that are in line with the expectations of the community. Considering that a tourist attraction must have credibility and a good reputation in order to be accepted by the public (Lu & Atadil, 2021; Nazir, Yasin, & Tat, 2021)

Destari (2019) stated that the image of a destination is a perception formed from various information received by tourists. Dewi (2018) Destination image is an individual's perception of destination characteristics that can be influenced by promotional information, mass media and many other factors. According to Paludi (2018), the image of a destination is a number of images, beliefs, perceptions and thoughts from tourists towards a destination that involve various related destination tourism fund products.

Based on the definition above, it can be concluded that the destination image is a belief/knowledge about a destination and what tourists feel during travel.

### 2.2.2. Destination Image indicators

According to Hailin Qu (2011) in Tyara Artha (2021), the destination image indicator is divided into 3 that is:

1. Cognitive destination image *is a person's* assessment of the belief in information or knowledge obtained about an object or destination consisting of the environment, infrastructure, accessibility, and tourist attractions.
2. Unique destination image is the uniqueness of a destination that distinguishes one tourist destination from another, which consists of the attractiveness of a destination (culinary and souvenirs), the natural environment, and local attractions
3. An *affective destination image* is the expression of emotions and feelings from a person towards a destination, which consists of a feeling of security, a feeling of comfort, a feeling of pleasure, and a feeling of relaxation

## 2.3. Positioning Strategy

### 2.3.1. Definition of Positioning Strategy

According to Porter as quoted by James and Kalu (2018), the purpose of a company's *positioning strategy* is to create a competitive advantage or maintain an advantage that has been achieved in business competition. This *strategy* is carried out by providing products

which is of high quality, provides superior customer service, achieves lower costs than competitors, has a more convenient geographical location, produces products with better performance than competitor brands, makes products more resilient and durable and provides more value to buyers for the money they have spent (combination of high quality, good service, and acceptable price).

*Positioning* is putting our products and brands in the minds of customers (Al-Ries & Trout, in Kartajaya, 2016, p. 56). This understanding was conveyed directly by two people who are considered the inventors of *positioning*. This *strategy* was triggered with the basic assumption that it is impossible for a company, product, or brand to continue to be the best in terms of quality and price. Of course, this means that the competition will continue to approach and will never end. Therefore, it is necessary to have other things that are able to absorb different attention and impressions that make customers will not move to competitor products.

This product placement or *positioning* includes the activity of formulating product placement in competition and setting a detailed marketing mix so that it has a completely different impression from competitors (Ismanto, 2020, p. 118). Thus, in essence, *positioning* is the creation of a distinctive impression that is strongly remembered by consumers. As expressed by Lubis (in Ismanto, 2020, p. 118) that it is the activity of designing products and marketing mixes to create a certain impression in the memory of consumers (Lubis, 2004) (Wijaya & Sirine, 2018).

Meanwhile, according to Kotler (in Ismanto, 2020, p. 118) *positioning* is the act of designing a company's offer and image so that it occupies a distinctive position when compared to competitors in the minds of its target customers. Thus, *positioning* also means that a company must have a different pattern in order to achieve the strongest and most profitable position in the market.

*Positioning* is also an activity or action in the form of various steps from the company to create a *brand image* where consumers in a certain market segment understand and appreciate what the company does, compared to its competitors so that the company or product has its own position in their minds.

It can be concluded that *positioning* is various efforts, designs, and actions to find gaps in the minds of consumers so that they want to place our products and brands in their minds, so that the product or brand occupies a distinctive position or has a different impression compared to its competitors.

### 2.3.2. Positioning Strategy Indicators

So what are the ways that can be done to position or place products in this market? According to Tjiptono (in Ismanto, 2020, p. 119) there are seven indicators that can be used for *positioning*, which are as follows.

1. *Positioning* based on attributes, characteristics or benefits for customers (*attribute positioning*), namely by associating a product with benefits for customers.
2. *Positioning* based on price and quality (*price and quality positioning*), which is *positioning* that seeks to create a high-quality impression or image through high prices or conversely emphasizes low prices as an indicator of value.
3. *Positioning* is based on the aspect of use or application (*application positioning*), which is a set of usage values used as elements that are highlighted compared to competitors
4. *Positioning* based on the user (*user positioning*) is to associate the product with the personality or type of user.
5. *Positioning* based on a specific product class (*product class positioning*)
6. *Positioning* is related to competitors (*competitor positioning*), which is associated with the position of competition against major competitors.
7. *Positioning* based on benefits (*benefit positioning*) is connecting the brand with one of the characteristics or features of the product that is expected to be perceived as an advantage desired by consumers.

### 3. METHOD

This study is a causal associative research using a quantitative approach. Data processing and hypothesis testing using SPSS version 23. The criteria and considerations used in this study are tourists who have visited Pagang Island, Padang City at least once and are in the range of 17-45 years. The sampling technique used in this study is *Accidental Sampling*. The method used to determine the number of samples is to use *the infinite formula* is the Slovin formula because the number of populations is known. So, it is known that the sample used is 100 respondents. (Iskamto et al. all 2021a).

### 4. Sample

The sample in this study was 100 people. The sample is a visitor to Pagang Island. In this study, the sample has several criteria. Here are some of the criteria for the research sample:

**Table 1 : Sample Criteria**

It	Sample Criteria
1	Tourists who have visited Pagang Padang Island
2	Tourists visiting Pagang Padang Island aged Range 17-45

#### 4.1 Validity Test

The purpose of the validity test is to determine the feasibility of items in a list of questions in defining a variable. Validity testing can be carried out by correlating each of these instruments by using the *product moment correlation* formula ( $r$  calculate) with its critical value where  $r$  calculation can be achieved by the formula

**Table 2: Validity Test**

It	Question	Valid Value Limit	Corrected Item Total Correlation	Information
1	KB 1 (Y)	0,361	0,539	Valid
2	KB 2 (Y)	0,361	0,547	Valid
3	KB 3 (Y)	0,361	0,439	Valid
4	KB 4 (Y)	0,361	0,624	Valid
5	KB 5 (Y)	0,361	0,758	Valid
6	KB 6 (Y)	0,361	0,858	Valid
7	KB 7 (Y)	0,361	0,885	Valid
8	KB 8 (Y)	0,361	0,793	Valid

It	Question	Valid Value Limit	Corrected Item Total Correlation	Information
9	KB 9 (Y)	0,361	0,827	Valid
10	KB 10 (Y)	0,361	0,784	Valid



Source : attachment of SPSS processing results, 2024

Based on the table above, it can be concluded that all question items from the Visiting Decision variable from 1 to item 10 are valid, where the total *correlation value of the correlation item* is  $>0.361$ .

## 4.2 Reliability Test

The reliability test aims to assess how many answers from respondents can give relatively different results (consistent) when repeated measurements are carried out on the same subject. Reliability (reliable) instrument means an instrument that when used several times to measure the same object, an instrument that has been valid, then a reliability test is carried out using the *Cronbachs Alpha* formula with the help of SPSS. If the *r alpha* is negative and smaller than the *r* table (0.361), it means that the entire item of the instrument is real.

Table 3: Reliability Test

It	Variable	Cronbachs Alpha	Information
1	<i>Destination Image</i>	0, 853 reviews	Reliable
2	<i>Positioning Strategy</i>	0, 946 reviews	Reliable
3	Visiting Decision(Y)	0, 919	Reliable

Based on the table above, it can be concluded that all question items are realistic. All realistic variables are due to *Cornbachs Alpha* results greater than 0.6 (for  $n=30$   $r$  table=0.6).

## 4.3 Multicollinearity Test

One of the requirements to conduct an analysis using multiple linear regression is to first conduct a multicollinearity test, namely the test of the relationship between independent variables. Multicollinearity testing is carried out to find out whether independent variables have a relationship with each other. What is meant by multicollinearity test is a test that is carried out to find out if there is a case of multicollinearity between fellow independent variables. If there is multicollinearity, then, one of the variables must be enumerated or excluded from the equation

Table 4: Multicollinearity Test

Variable	Tolerance	Vif	Information
<i>Destination Image</i> (x1)	0,920	1.087	No multicollinearity occurs
<i>Positioning Strategy</i> (X2)	0,920	1.087	No multicollinearity occurs

Based on the table above, it can be seen that the *tolerance value of the Destination Image*,

Facilities and Destination Image variables is more than 0.1 and the VIF value of each variable is less than 10. This shows that there is no meaningful relationship between the independent variables.

#### 4.4 Autocorrelation test

This test aims to find out whether there is a correlation between the data described by time (*times series*). The autocorrelation test was performed using the *Durbin-Watson* (D-W) test, with a rate = 5%. When D-W is located between -2 to +2 then there is no autocorrelation.

**Table 5: Autocorrelation test results**

Type	<i>Durbin – Waston</i>	Information
1	1,861	No autocorrelation occurs

Based on the table above, it can be seen that the *Durbin-Waston* value of 1.861 is located between -2 to +2, then the test results show that the regression model does not autocorrelate

#### 4.5 Hypothesis Test

##### A. Determination Test

The determination coefficient is used to see the relationship between the bound variables to the independent variables. The determination coefficient test is used to show how much the independent variable is capable of explaining the bound variable. In this case, the value of the determination coefficient is indicated by the value of *r square*. The higher the value of the *r square* means the better the regression model used. The value of *r square* ranges from 0 to 1. Multiple linear regression should use an adjusted *r square* or written *r square*, because it is adjusted to the number of free variables used.

**Table 6: Determination Results**

Type	<i>R Square</i>
1	0.340

##### B. Test T

**Table 7: Test T**

Type	B	T	Sig
Constant	9.986	2,232	0,028

(X1)	0,488	4,693	0,000
(X2)	0,305	3,738	0,000

From the results of the calculation above, it can be seen that:

- a. *Destination Image* has a tcal value of 4.693 > a ttable of 1.984 and a sig value of 0.000 < 0.05. This means that H1 is accepted and H0 is rejected. So it can be concluded that *Destination Image* has a positive and significant effect on the decision to visit Pagang Island, Sungai Pisang Village, Padang City.
- b. *The Positioning strategy* has a tcal value of 3.738 > a ttable of 1.984 and a sig value of 0.000 < 0.05, meaning that H2 is accepted and H0 is rejected. Therefore, it can be concluded that *the Positioning Strategy* has a positive and significant effect on the decision to visit Pagang Island, Padang City.

### C. Test f

**Table 8: Test F**

Type	F	Sig
1	24.934	0.000

From the results of the calculation above, it can be seen that the value of fcal 24,934 > from ftable 3.09 and the significance of f = 0.000 is less than 0.05, meaning that H3 is accepted and H0 is rejected. It can be said that *Destination Image*, *Positioning Strategy* and simultaneously have a positive and significant effect on the decision to visit.

## 5. DISCUSSION

### **The Influence of *Destination Image* on the Decision of Pagang Island, Sungai Banana Village, Padang City**

Based on the T test, *the Destination Image* has a tcal value of  $4,693 < t_{table}$  of 1,984 and a sig value of  $0.028 > 0.05$ . This means that H1 is accepted and H0 is rejected. Therefore, it can be concluded that *Destination Image* has a positive and significant influence on the decision to visit Pagang Island, Sungai Pisang Village, Padang City.

### **The Effect of *Positioning Strategy* on the Decision to Visit Pagang Island, Sungai Pisang Village, Padang City**

Based on the T test, *the Positioning Strategy* has a calculated t-value of  $3,738 > t_{table}$  of 1,984 and a sig value of  $0.000 < 0.05$ , meaning that H2 is accepted and H0 is rejected. Therefore, it can be concluded that *the Positioning Strategy* has a positive and significant effect on the decision to visit Pagang Island, Sungai Pisang Village, Padang City.

## 6. CONCLUSION

Based on the results of calculations and tests carried out to assess the level of achievement of respondents (TCR), it shows that the decision to visit (Y), *Destination Image* (X1), and *Positioning Strategy* (X2) are in the good category. Partially, *Destination Image* has a positive and significant effect on the decision to visit tourists on Pagang Island, Sungai Pisang Village, Padang City. Partially, *the Positioning Strategy* has a positive and significant effect on the decision to visit tourists on Pagang Island, Sungai Pisang Village, Padang City. *Destination Image* variables, *Positioning Strategy* simultaneously had a positive and significant effect on the decision to visit tourists on Pagang Island, Sungai Pisang Village, Padang City. It was also found that *Destination Image*, and *Positioning Strategy* affected the decision to visit by 34.6% while the remaining 65.4% was influenced by other factors from outside the variables used in this study.

## BIBLIOGRAPHY

- Artha, Tyara (2021) *The Influence of Destination Image and Visitor Experience on Return Visit Intention (Case Study on Domestic Tourists at Tangkuban Boat Tourist Attraction)*. Journal, Indonesian Computer University.
- Dewi, Indriyani Ratna (2018). The Influence of Electronic Word Of Mouth, Destination Imagery and Tourist Facilities on Visiting Decisions Mediated by Emotional Response (Study on Visitors to the Lampung Walk Bandar Lampung Water Ride). University of Lampung.
- Kotler, Keller. (2018). "Marketing management". 15e, Boston, Pearson Education.
- Kotler, P., & Keller, K. L. (2018). In Marketing Management. Pearson Pretice Hall.
- Kotler, P., and Amstrong, G., (2018), "Marketing Principles", 12th Edition, Volume 1, Jakarta: Erlangga
- Kotler, Philip and Gary Armstrong. 2018. Principles of Marketing. 15th edition of the Global Edition. Pearson.
- Paludi, Salman (2018). Analysis of the Influence of Electronic Word of Mouth (E-WOM) on Destination Image, Tourist Satisfaction, and Loyalty of Betawi Cultural Village (PBB) Setu Babakan, South Jakarta. Nusantara Business Institute.
- Sarmigi, E., & Parasmala, E. (2021). The Influence of Facilities, Location, and Price on the Decision to Visit Bukit Khayangan Tourist Attraction in Sungai TFull City. *Al-Dzahab*, 2(2), 93-105.
- Sarmigi, E., & Parasmala, E. (2021). The Influence of Facilities, Location, and Price on the Decision to Visit Bukit Khayangan Tourist Attraction in Sungai TFull City. *Al-Dzahab*, 2(2), 93-105.
- Sugiyono. (2018). Quantitative, Qualitative, R&D. Research Methods Bandung: IKAPI
- Sugiyono. (2018). Quantitative, Qualitative, R&D Research Methods Bandung: Alfabeta
- Sugiyono. (2018). *Quantitative, Qualitative, R&D Research Methods*. Bandung: Alfabeta
- Sugiyono. 2018. *Quantitative, Qualitative, R&D Research Methods*. Bandung: IKAPI
- Sugiyono. 2018. *Management Research Methods*. Bandung : Alfabeta
- Sugiyono. 2018. *Educational Research Methodology: Quantitative, Qualitative and R&D Approaches*. Bandung: Alfabeta.
- Wahyuni, S., Anggriani, I., & Putra, I. U. (2022). Analysis of Factors Influencing the Decision to Visit Buana Alit Tourism in Central Bengkulu. *EKOMBIS REVIEW: Scientific Journal of Economics and Business*, 10(S1), 379–390.
- Widiastutik, R. (2019). Analysis of the Influence of Viral Marketing and Tourism Facilities on Visiting Decisions (Study on Religious Tourism of Safinatun Najah Mosque). *Journal of Islamic Economics and Business*, 5(1), 47–55.
- Putra, P. P. A. (2021). The influence of city branding and city image on the decision to visit and interest in returning to heritage tourist attractions in the city of Denpasar. *Scientific Papers on Tourism (TULIP)*, 4(2), 51. <https://doi.org/10.31314/tulip.4.2.51-64.2021>

