

The Role of City Image to Generate the Intention to Visit: Examining the Moderation Effect of Demographic Factors

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Abstract

One area in Indonesia developing the tourism sector is Garut, West Java. There are many tourist destinations in Garut. However, the number of tourist visits to the area still lower than the surrounding areas. This study aims to examine whether the city image and demographic factors affect the intention of tourists to visit Garut City, and to examine the moderating effect of demographic factors on the relationship between city image and intention to visit. The research was conducted using a quantitative research approach. The observation unit in this study is Indonesian residents aged 18 years and over. The sampling technique was snowball sampling through a questionnaire distributed via WhatsApp and obtained 220 responses. The data was processed using SEM-PLS. The results of hypothesis testing show: there is positive influence of city image on the intention to visit of 0.768 (76.8%) and statistically significant; there is a negative influence of demographic factors on the intention to visit; and there is a positive influence of the moderating factor, which means that the demographic factor strengthens the relationship between city image and intention to visit, but statistically the influence is not significant. The findings of this study enrich the literature on the role of city image in generating tourist intentions to visit an area. These findings also provide helpful practical implications as input for regional stakeholders, both the government and managers of tourist destinations, to formulate appropriate marketing strategies to build a more attractive city image to attract tourists to the area.

Keywords: demographic factors, city image, intention to visit.

1. Introduction

The importance of tourism in the regional economy and national life is increasingly prominent, and its position is increasing as part of the national strategic system (Zhang & Xing, 2023). At the regional level, the number of tourists has a positive effect on economic growth in districts/cities in West Java (Aliansyah & Hermawan, 2019).

West Java consists of 27 regencies/cities. Among the cities/regencies in West Java that offer many natural tourist objects is Garut Regency, which in 2018 received visits from 67,897 people and increased to 2,851,809 people in 2019, and after the Covid-19 pandemic experienced a decrease in visits to 357,324 in 2021 (Central Bureau of Statistics for West Java Province, 2021). This number is still lower when compared to the surrounding regencies/cities, such as Bandung and Tasikmalaya. In 2021, the number of tourist visits to Bandung is 1,836,675 people and to Tasikmalaya as many as 590,908 people.

The official Garut Regency portal visitgarut.garutkab.go.id displays Garut tourism information, and states that there are around 47 tourist destinations in Garut. There are many tourist attractions in Garut, starting from mountains, waterfalls, beaches, lakes, hot springs, craters, historical heritage spots, cultural spots, and others. Several travel websites have reviewed a number of tourist destinations in Garut, such as

travelcomplete.com mentioning 56 tourist attractions, traveloka.com details the 14 best tourist destinations, tripcanvas.co reviewing 33 selected tourist attractions, and nativeindonesia.com discussing 31 tourist hits in 2023.

The question that arises is, what causes the number of tourist visits to Garut to be less than to the surrounding area? A study shows that there is an influence of image, satisfaction, and loyalty on tourists' intentions to visit or recommend a destination (Lu et al., 2015). The intention to visit and revisit tourists is influenced by the image of the city (Kusumawati et al., 2022) and the image of the destination (El Sheikh, 2020). Meanwhile, (Chen et al., 2013) found a negative correlation between perceived destination image and travel intention. So, there was an inconsistent finding about the relationship between city image and intention to visit.

City image is influenced by people's subjective perceptions (Peng et al., 2020). Age, gender, and family size as demographic factors significantly influence travel motivation among local and international recreational tourists (Kara & Mkwizu, 2020). Other research reveals that education moderates the effect of consumer awareness on consumer attitudes and intentions, while gender and age do not moderate the relationship (Makanyeza et al., 2021). So, there was an inconsistent finding about the relationship between demographic factors and intention to visit.

Based on the background above, the author wants to fill in the research gaps in terms of the relationship between demographic factor, city image, and tourist intentions to visit Garut. Hence, this study aims to examine whether city image and demographic factors influence tourist visit intentions and to examine the moderating influence of demographic factors in the relationship between city image and the intention of visiting tourists to Garut City.

2. Literature Review

Theory of planned behavior (Ajzen, 1991) postulates that behavior is a function of salient information, or beliefs, relevant to the behavior. Salient beliefs are considered the primary determinants of a person's intentions and actions. The central factor is the individual's intention to perform a particular behavior. Intention is assumed to capture the motivational factors that influence behavior, which indicates how hard people are willing to try, how much effort is planned, to perform the behavior. The stronger the intention to engage in a behavior, the greater the likelihood of its performance.

Demographic factors. Demographic factors refer to consumer characteristics such as gender, age, and level of education. These characteristics have an important role in influencing consumer behavior. Demographic factors influence consumer decision-making (Makanyeza et al., 2021). (Wang et al., 2020) used the elements of age, gender, education level, and income level in measuring the effect on green buying attitudes and green behavior intentions.

(Kara & Mkwizu, 2020) reviewed demographic factors related to travel activity in terms of age, gender, and marital status. Age is considered an important demographic factor by tourism stakeholders because leisure demand can be effectively predicted through the age of visitors. Gender is one of the main factors affecting travel demand. Travel patterns between men and women vary based on their travel motivation. Men travel more often

than women. Marital status is one of the factors that influence holiday decisions. Therefore, it is important for marketers to have this information because they can use such details to predict someone's travel patterns. Single people are assumed to have more free time to do various activities compared to those with families, for example, more time playing musical instruments, singing, dancing, watching television, and traveling for social activities.

In addition, according to (Špaček & Antoušková, 2013), the age can affect the number and frequency of visits to tourist destinations. Other findings cited by (Leh et al., 2020) revealed that sociodemographic variables such as age can influence tourist visits to tourist centers. The frequency of tourist visits for young and old is based on the suitability of the location, the uniqueness of the tourist area, and the activities offered. Most of the frequency of visits to tourist attractions are carried out by young tourists compared to older tourists. The number of family members and friends who join a trip to a holiday destination is an important factor in travel demand.

Based on the description above, the demographic factors indicators in this study adopt (Kara & Mkwizu, 2020) which measure demographic factors based on: age, gender, educational level, position, marital status, and family size.

City image. Image is an important factor in influencing tourists' perceptions of a destination and influencing the results of their decision-making process regarding visits, as well as influencing the potential of a destination to be visited to attract tourists (Al-Gasawneh & Al-Adamat, n.d.). Destination image is belief and knowledge about travel destination attributes (Nguyen Viet et al., 2020). Meanwhile, city image in general refers to perceptions, feelings, and opinions about a city, which make a major contribution to city management, urban planning, city cultural perceptions, and the development of tourism resources (Kara & Mkwizu, 2020). (Gilboa et al., 2015) conducted a literature study on the dimensions of city image and concluded that the five most important dimensions were: security, caring, services, tourism and recreation, and leisure and entertainment. Meanwhile, in a study related to the image of the city of Yogyakarta, (Kusumawati et al., 2022) refer to Styliadis (2018) which later becomes a reference in developing city image indicators in this study.

Purchase intention. Purchase intention represents what consumers think they will buy in the future. Purchase intention is a consumer's conscious plan to buy or repurchase goods or services. The promotion of consumer positive behavioral intentions is an important goal of hotel managers because behavioral intentions represent consumer plans to purchase products/services (Makanyeza et al., 2021). (Kusumawati et al., 2022) measured the intention to visit Yogyakarta with indicators: 1) intention to travel to Yogyakarta for vacation, 2) seriousness to consider the city as a destination for a visit, and 3) enthusiasm with the prospect of available destination facilities in Yogyakarta.

City image is the most important factor affecting visiting intentions (Kusumawati et al., 2022; El Sheikh, 2020; Abbasi et al., 2021). Attraction, accommodation services, cultural contact, and perceived risk of a city influence intention to return (Nguyen Viet et al., 2020). Based on these findings, the first hypothesis is formulated as follows: H1: city image has a significant positive effect on intention to visit.

Other studies reveal that age and income significantly influence purchase attitudes, and

education and income influence behavioral values (Wang et al., 2020). Age, gender and family size as demographic factors significantly influence travel motivation among local and international recreational tourists (Kara & Mkwizu, 2020). Demographic factors in terms of education moderate the effect of consumer rights awareness on consumer intentions (Makanyeza et al., 2021). Based on these findings, the second and third hypotheses is developed, namely: H2: demographic factor has a significant positive effect on the intention to visit; H3: demographic factors strengthen the influence of city image on intention to visit.

3. Research Method

The research was conducted using a quantitative research approach, which is an approach that emphasizes the numerical assessment of the phenomena being studied (Malhotra, 2010). The city image variable is measured by four questions that adopt several statements in the research of (Kusumawati et al., 2022). Indicators of demographic factors adopt (Kara & Mkwizu, 2020). The intention to visit variable is measured by indicators that adopt (Kusumawati et al., 2022). Primary data collection through questionnaires was carried out on December 2022 which was distributed to WhatsApp social media users aged over 18 years and domiciled outside the city of Garut. The questionnaire used likert-style five-point rating scale ranging from 1 (strongly disagree) to 5 (strongly agree). The sampling technique used snowball sampling. Snowball sampling or Chain-referral-sampling from an unknown population begins with a convenience sample of initial subjects that serve as "seeds", which will result in which wave 1 subjects being recruited; wave 1 subjects, in turn, recruit wave 2 subjects; so that the sample consequently expands like a snowball that gets bigger as it rolls downhill. (*Comparison of Snowball Sampling and Sequential Sampling Technique*, n.d.). The minimum sample size required to reduce bias in any type of SEM estimation is 200 (Loehlin, 1998). Total respondents who answered the questionnaire with were 220 people. Respondents who filled out the questionnaire domiciled spread from Sumatra, Java, and Bali.

4. Findings and Discussions

Demographic Factors. Most of the respondents were women, namely 146 people (66.4%), and the remaining 74 people (33.6%) were men. The majority of respondents were 97 (44.09%) aged between 31-43 years, followed by 63 respondents (28.64%) aged between 44-56 years, 50 respondents (22.73%) aged between 18- 30 years, and the remaining 10 people (4.55%) of respondents aged over 57 years. In terms of education level, the majority of respondents, namely 121 people (55%) had a bachelor's degree, followed by 58 respondents (26.36%) who had high school education, 22 people (10%) had a D3 degree, and 19 people (8.64%) educated S2 and S3 (master degree and above). The majority of respondents as many as 107 people (48.64%) are those who are not employees, not managers, and not business owners. Next, there are 83 respondents (37.73%) who are employees, 22 people (10%) are business owners, and the remaining eight people (3.64%) are managers/leaders. In terms of marital status, the majority of respondents, namely 181 people (82.27%) were married, and the remaining 39 people (17.73) were single. Furthermore, in terms of family size, the majority of respondents, namely 150 people (68.2%), had 0-2 children, and the remaining 70 people (31.80%) had 3 children and above.

City Image. The perception of respondents about the city image of Garut is presented on Table 1.

Table 1. City Image

Statement	1	2	3	4	5	Mean
Garut is a safe and secure city	-	2	37	126	55	4.06
Garut offers exciting and interesting places to visit	-	-	28	113	78	4.22
Garut has beautiful scenery and natural attractions	-	-	13	105	102	4.40
Garut has a pleasant climate	-	-	19	116	85	4.30

The city image indicator with the highest average is "Garut has beautiful scenery and natural attractions". Garut city image is mostly perceived as a city that has beautiful scenery and natural attractions. Most respondents already know the tourist destinations they want to visit, and only a small percentage do not know which destinations they want to visit.

Intention to Visit. The intention of respondents to visit is presented on Table 2.

Table 2. The intention to visit Garut

Statement	1	2	3	4	5	Mean
I intend to travel to Garut for a vacation	-	4	36	113	67	4.10
I will seriously consider Garut as a tourist destination	-	5	43	111	61	4.04
I am very enthusiastic about the prospect of tourist destination facilities available in Garut	-	4	40	125	51	4.01
I will buy many products available at tourist destinations in Garut	-	11	72	102	35	3.73
I will persuade my friends and family to visit Garut	-	12	58	106	44	3.83

The indicator "I intend to travel to Garut for a vacation" gets the highest average value of 4.10. The average person intends to travel to Garut for vacation. While seen from the highest number of answers, most respondents (125 people) agreed that they were very enthusiastic about the prospect of tourist destination facilities available in Garut. The emergence of new tourist attractions, as well as the exposure of previously unknown tourist attractions can be a trigger for people to visit Garut.

PLS Structural Equation Model Analysis Results (SEM-PLS). Measurement Model Analysis Results. Measurement model analysis or in PLS called the outer model needs to

be done first in the structural equation model (SEM) analysis, because this analysis is able to explain the specific relationship between latent variables and each of their manifest variables. The initial results that can be obtained from this outer model are an assessment of the validity and reliability of the constructs used. The assessment of construct validity and reliability must first pay attention to the operationalization of the construct. If the operationalized construct is reflective, then the validity assessment is carried out through measuring content validity consisting of convergent validity and discriminant validity, and the reliability assessment is carried out by measuring internal reliability through measuring the Cronbach's alpha and composite reliability values for each construct. If the construct is formally operationalized, the validity assessment is carried out through substantive content measurement, namely by comparing the relative weight and seeing the significance of the t-statistics of the indicators on the construct. Guidelines for the validity assessment of reflective and formative indicators used in this study refer to the measures as listed in tables 3 and 4 which is adopted from: (Chin, 1998), (Fornel C & Larcker D, 1981), (J. F. J. Hair et al., 2014)

Table 3. Rule of thumb of validity and reliability assessment of reflective indicators

Validity and Reliability	Parameters & Rule of Thumb
Convergent Validity: Argues that the manifest variables of a construct should be highly correlated (Campbell DT & Fiske D, 1959)	It is said to be valid if: - the outer loading value on the indicator >0.708 for confirmatory research; 0.6-0.7 for exploratory research is still acceptable (J. F. Hair et al., 2013), and - Average Variance Extracted (AVE) value >0.50 (Fornel C & Larcker D, 1981; J. F. Jr. Hair et al., 2014)
Discriminant Validity: Argues that the manifest variables of different constructs should not be highly correlated (Campbell DT & Fiske D, 1959)	It is said to be valid if: - the outer loading value of an indicator on a construct $>$ all its cross-loading values with other constructs (Hair et al., 2013), or - The square of the correlation between latent constructs $<$ AVE of each related construct (Fornel C & Larcker D, 1981)
Reliability: Proves the accuracy, consistency, and precision of the instrument in measuring the construct.	It is said to be reliable if: - Cronbach's Alpha > 0.70 for Confirmatory Research, and > 0.60 is still acceptable for Exploratory Research (J. F. Hair et al., 2013)), or - Composite Reliability > 0.708 for Confirmatory Research, 0.60 - 0.70 is still acceptable for Exploratory Research (J. F. Hair et al., 2013)

Table 4. Rule of thumb of the assessment of validity and reliability of formative indicators

Criteria	Parameters & Rule of Thumb
Significance Weight:	>1.65 for significance level = 10% >1.96 for significance level = 5 % >2.58 for significance level = 1 %
Multicollinearity:	VIF < 10 or < 5 Tolerance > 0.10 or > 0.20

The measurement model analysis in this research uses SmartPLS3 software with the second order construct (SOC) or higher order construct (HOC) method, which is a modeling method in which the construct is reflected or formed by a dimensional latent construct. The Higher Order Construct (HOC) modeled in this study uses HOC type 3 where the lower order and higher order measurement levels are both done reflectively.

Measurement Model. Initial Measurement Model.

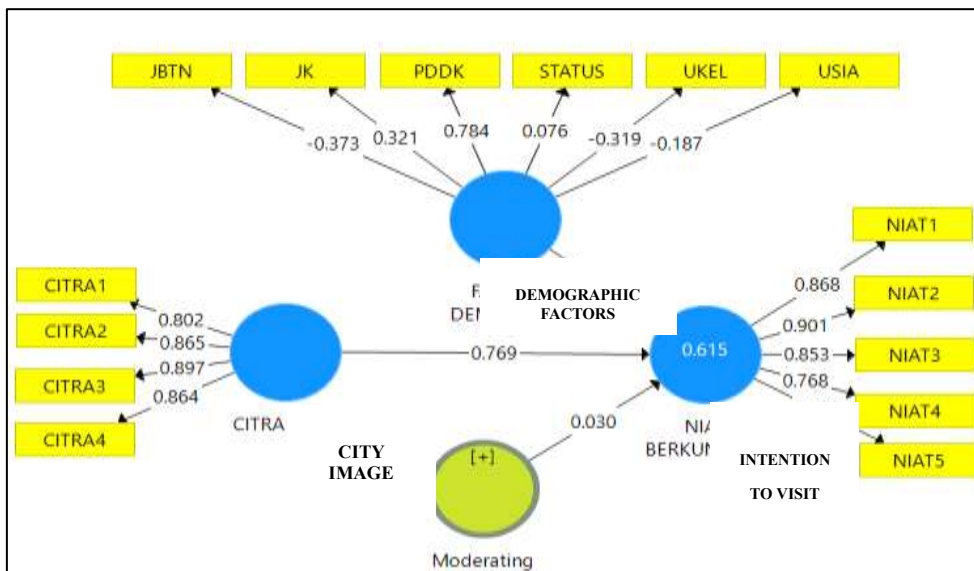


Figure 1. Initial measurement model

The initial measurement model in the lower order explains the manifest variables that are correlated with the construct (outer loading).

Table 5. outer loading in the initial measurement model

Indicator	City Image	Demographic Factors	Intention to visit
Image1	0.802		
Image2	0.865		
Image3	0.897		

Image4	0.864	
Occ	-0.373	
Gender	0.321	
Edu	0.784	
Status	0.076	
FS	-0.319	
Age	-0.187	
Intention1		0.868
Intention2		0.901
Intention3		0.853
Intention4		0.768
Intention5		0.900

Based on Table 5. it can be seen that the outer loading on the city image variable all indicators are worth more than 0.7, so it can be stated that all indicators are valid. The outer loading value on the demographic factor variable is only one indicator that is worth more than 0.7, namely the education level indicator, so that only one demographic factor indicator is used. The outer loading value on the intention to visit variable of all indicators is more than 0.7, so it can be stated that all indicators on the intention to visit variable are valid. The reliability values of the initial model are shown in Table 6.

Table 6. Reliability test results for each variable

Variable	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)	Description
City image	0.880	0.881	0.917	0.736	Reliable
Demographic factors	0.406	-0.060	0.018	0.166	Not reliable
Intention to visit	0.910	0.914	0.934	0.738	Reliable

Source: Data processed (2023)

Table 6 shows that the demographic factors variables are not yet reliable because the CR value < 0.7 and AVE < 0.5 , while the city image and intention to visit variables show reliability. For this reason, it is necessary to build a model by removing invalid indicators. Judging by the Cronbach alpha value also shows that city image and intention to visit show reliability because the value is more than 0.7, while the demographic factors

variable is not reliable. The revision of the Measurement Model is carried out through an iteration process by eliminating invalid indicators, so the final model is obtained as in the following Figure 2.

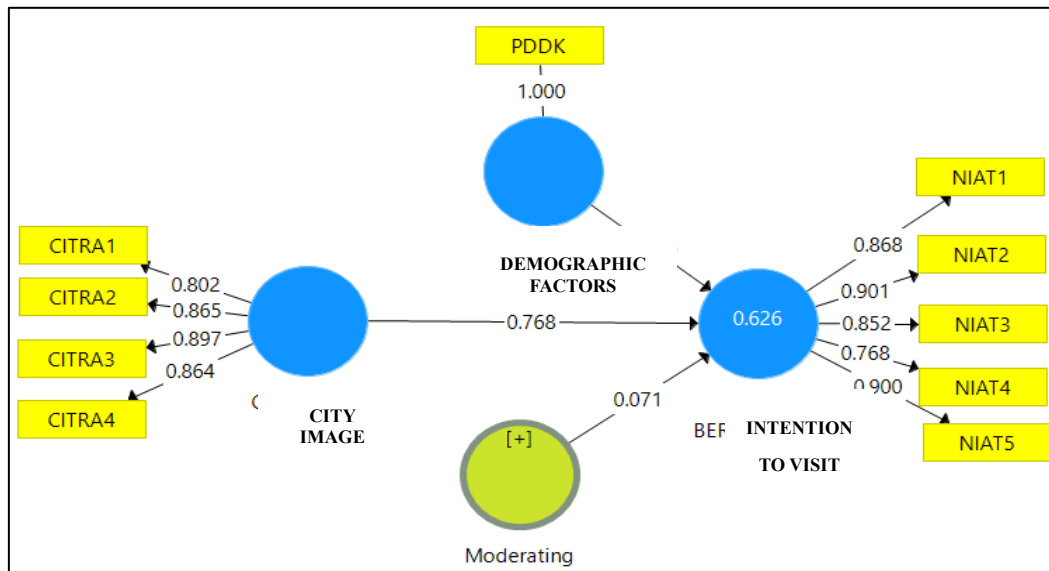


Figure 2. Revised Measurement Model

The revised measurement model in the lower order explains the manifest variables that correlate with the construct (outer loading). The results of the measurement model in its higher order explain the value of the path coefficients between constructs as in Table 7.

Table 7. Outer loading for Revised Measurement Model

Indicator	City Image	Demographic Factors	Intention to visit	Description
Image1	0.802			Valid
Image2	0.865			Valid
Image3	0.897			Valid
Image4	0.864			Valid
Intention1			0.868	Valid
Intention 2			0.901	Valid
Intention 3			0.852	Valid
Intention 4			0.768	Valid
Intention 5			0.900	Valid

Education

1.000

Valid

The results of the revised measurement model on each variable are able to produce validity and reliability parameter values that meet the rule of thumb. All outer loading values on manifest variables on constructs, as well as construct outer loading values are above 0.7, and produce reliable construct values. The AVE and CR values generated in each construct of each variable are also above the value of 0.7 for AVE and above 0.5 for CR, so it can be said that the convergent validity of all variables and their manifestations is met as shown in Table 9.

Table 8. Reliability on Revised Model

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Description
City image	0.880	0.881	0.917	0.736	Reliable
Demographic factors	1.000	1.000	1.000	1.000	Reliable
Intention to visit	0.910	0.914	0.934	0.738	Reliable

Furthermore, the validity measurement is continued by measuring discriminant validity. The first method of measuring discriminant validity is by using criteria (Fornel C & Larcker D, 1981). A latent variable is said to meet discriminant validity if the square value of the correlation between latent constructs < AVE of each related construct, or the square root of AVE > correlation between latent constructs. Based on the test results tabulated, it is found that all the squared values of the correlation between latent constructs < AVE of each related construct, so it can be said that all latent variables meet discriminant validity ((Fornel C & Larcker D, 1981).

Table 9. Correlation value between variable constructs

	City image	Demographic factors	Intention to visit
City image	0.858		
Demographic factors	-0.067	1.000	
Intention to visit	0.782	-0.150	0.859

The table 9 above shows that all squared correlation values between latent constructs < AVE of each related construct, so it can be stated that discriminant validity is met (Fornel C & Larcker D, 1981). Measurement of discriminant validity with the second method, carried out by comparing the outer loading value of indicators on a construct which must be greater than all cross-loading values with other constructs (J. F. Jr. Hair et al., 2014; Henseler et al., 2009).). This method also shows that the outer loading value for each construct is above the cross-loading value between the measured construct and other constructs so that discriminant validity is met.

Table 10. Cross loading of revised model

	City image	Demographic factors	Intention to visit
IMAGE1	0.802	-0.078	0.647
IMAGE2	0.865	-0.093	0.672
IMAGE3	0.897	-0.030	0.681
IMAGE4	0.864	-0.033	0.683
INTENTION1	0.691	-0.111	0.868
INTENTION2	0.696	-0.166	0.901
INTENTION3	0.685	-0.112	0.852
INTENTION4	0.599	-0.090	0.768
INTENTION5	0.685	-0.160	0.900
EDUCATION	-0.067	1.000	-0.150

Based on table 10, it can be seen that the Cronbach's alpha value for each indicator construct and variable is above 0.7, and the composite reliability value for each indicator construct and variable is also above 0.7, so it can be said that all variables and their manifestations have good reliability. Based on the outer model measurements on the revised latent variables, it can be concluded that all revised variable constructs are valid and reliable.

Structural Model Analysis Results (Structural Model). Figure 3 displays the full model in the structural model designed in this study.

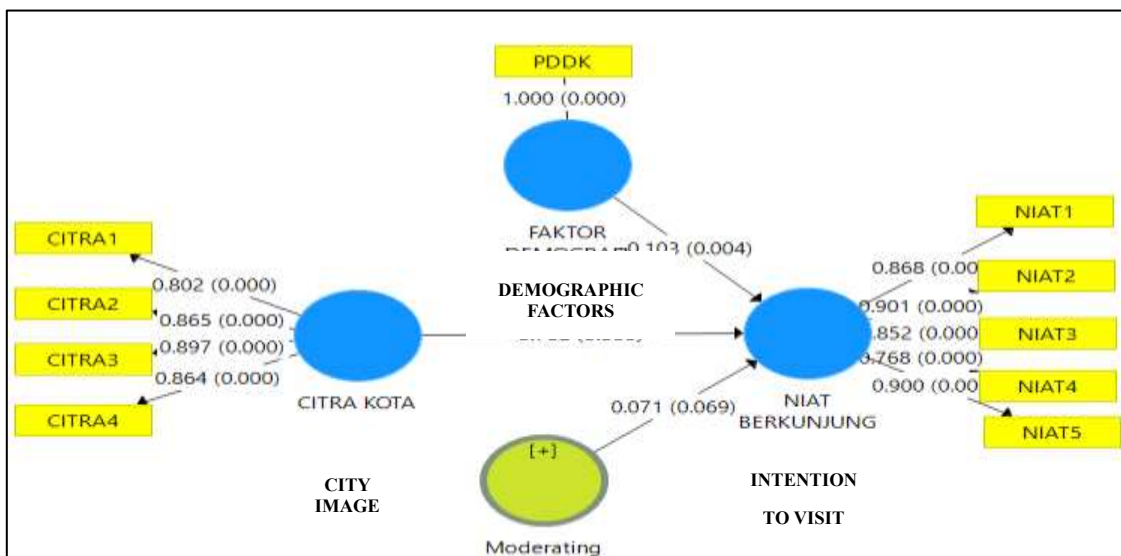


Figure 3. Estimation and testing of the structural model

The full model figure above shows the relationship that occurs between exogenous and endogenous latent variables. The values displayed are the path coefficients on each relationship which shows the amount of direct influence of exogenous variables on endogenous variables. In the formation of this full model, the validity and reliability of the indicator is no longer seen, but the indicator can be reduced if it has no statistically significant effect or is not theoretically supported. For this reason, it is necessary to see the test results of the model using the bootstrapping step in Smart-PLS, the results are obtained as in the figure 4 below.

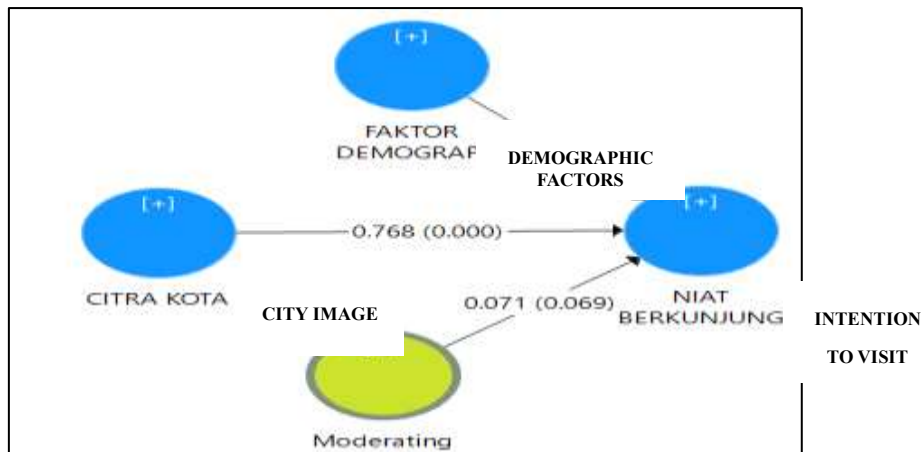


Figure 4 Hypothesis Testing on Structural Models

Figure 4 shows the coefficient values between variables and the t-values in parentheses which are the test results. These results indicate that City Image has a positive and significant effect on Intention to Visit, while Demographic Factors have a negative and significant effect on Intention to Visit because the p-value is less than 0.05 (5%). The following is a tabulation of the results of testing the overall structural equation model (full model) which is described based on the path coefficient or relationship between latent variables as in Table 11.

Table 11. Path coefficients, t-statistics significance, p-value

Relationship Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
City Image -> Intention to Visit	0.768	0.768	0.023	32.866	0.000
Demographic Factors -> Intention to Visit	-0.103	-0.105	0.037	2.764	0.006
Moderating -> Intention to Visit	0.071	0.071	0.038	1.851	0.065

Based on the Table 11, it is clear that only two of the three hypotheses can be accepted, and they are as follows. (1) There is a positive influence of city image on intention to visit

of 0.768 (76.8%) and statistically significant because the t-count value is 32.866 (greater than 1.96) or the p-value is 0.000 (smaller than 5%). This condition shows that the better the city image, the more the intention to visit tourists to Garut City will increase; (2) There is a negative effect of demographic factors on intention to visit of -0.103 (-1.03%), and it is statistically significant because the t-count value is 2.764 (greater than 1.96) or the p-value is 0.006 (smaller than 5%). This condition shows that demographic factors as measured by the level of education have a negative effect on the intention to visit Garut City, meaning that the higher the level of education, the intention to visit Garut City decreases; (3) There is a positive effect of Moderation factors, meaning that Demographic Factors strengthen the relationship between city image and intention to visit, but statistically have no significant effect. This means that the moderating influence of demographic factors has no real effect.

The results of first hypothesis testing indicate that tourists' decisions to visit the city of Garut is influenced by the image of the city of Garut in the minds of visitors. The better the image of Garut city in the minds of tourists, the higher their intention to visit Garut. In line with the opinion of (Kara & Mkwizu, 2020) that people's attitudes and actions towards an object are largely determined by the image of that object. This means that a person's attitude and actions (including the act of deciding to make a purchase or visit a place), are determined by the image of the place itself. Service is a series of activities designed to meet traveler satisfaction-the feeling where the product or service has achieved the desired expectations.

The results of first hypothesis testing are in line with the findings of previous studies where city image is the most important factor influencing visiting intentions (Kusumawati et al., 2022; El Sheikh, 2020; Abbasi et al., 2021). The image of Garut city as an area that is safe and secure, offers exciting and interesting places to visit, has beautiful scenery and natural attractions, and has a pleasant climate, is a driver of tourists' intention to visit this city. Most respondents stated that they intend to travel to Garut for vacation because Garut is considered worthy of being a vacation spot with this image.

Most respondents envisioned Garut City as a city that has beautiful scenery and natural attractions. Judging from the measurement results, it is also revealed that the indicator has the highest loading factor (0.897), followed by the indicators "Garut offers exciting and interesting places to visit" (0.865), "Garut has a pleasant climate" (0.864), and "Garut is a safe and secure city" (0.802). This indicates that the image of the city that makes people intend to visit Garut is due to the attraction of beautiful scenery and natural attractions. The development of information and reviews related to tourist attractions in Garut on various websites and social media has a positive impact on increasing people's knowledge and awareness of the natural beauty of Garut which makes people intend to visit Garut. In the measurement results in Table 11 and Figure 4, it is revealed that the image of Garut City most dominantly affects the seriousness of people in considering Garut as their tourist destination. When people have seriously considered an option, then they are likely to make a decision regarding that option. The more people who make a decision to visit Garut city, the more tourist visits to Garut will be.

Garut is also perceived as a safe and secure city which also influences people's intention to visit Garut. The safe environment factor is one of the factors that influence the frequency of tourist visits to a tourist destination. As cited by (Leh et al., 2020) that safety

factors are the main consideration for tourists in choosing a tourist destination. Security issues during visits include crime, epidemics, congestion, and accidents. If tourists feel unsafe or threatened in a destination, then the tourists will have a negative impression of the place, which in turn will have a negative impact on the growth of the tourism industry. In the context of tourism in Garut City, safety refers to a location that is free from crime disturbances so as to make tourists feel comfortable traveling.

The test results of the second hypothesis showed that demographic factors have a significantly negative influence on the intention of tourists to visit Garut City. Since the valid demographic factor indicator is only education, then the test results of the second hypothesis show that the level of education has a negative impact on the intention to visit Garut City. That is, the higher the level of education, the lower the intention to visit Garut City. The higher level of education makes people have wider preferences about a variety of tourist destinations so they have more choice of destinations for them to visit in addition to Garut, both at home and abroad. Seeing from the educational level of respondents, most (55%) are undergraduate and only 8.64% are S2 and S3 educated. For those with higher education, Garut is not a priority to visit, except for those who already have a strong perception of the image of Garut city that has a natural beauty worth visiting.

The results of second hypothesis testing go backwards with the results of previous surveys where education and income influence behavior levels (Wang et al., 2020), and the high frequency of visits is due to the rate of tourist income based on the level of education. According to Spacek and Antouskova (2013), socio-economic variables such as education can affect the rate of tourist visits to a location. However, the intention of a visit to Garut City is not affected by the level of education, as the higher the education level makes the intentions of visits smaller.

The test results of the third hypothesis revealed that there was a moderate influence of demographic factors but not significant. A valid demographic factor indicator is merely the level of education, so the educational level does not significantly strengthen the influence of the image of the city on the intention of visiting tourists. Not the level of education that can strengthen the intention of visitors to Garut.

Based on the hypothesis testing, the image of the city is the dominant factor that affects the intention of visitors to Garut, which is 76.8%, and the rest is influenced by other factors, but not the level of education because the educational level has no significant influence on the intent of visiting and the influence of moderation is also not significant.

5. Conclusion

The results showed that city image has a significant effect to generate tourists' intention to visit Garut City. Demographic factors measured by the level of education have a negative effect on the intention to visit Garut City, which means that the higher the level of education causes the intention to visit Garut City to decrease. In addition, demographic factors have a moderating influence on the relationship between city image and visiting intentions, but are not significant. This finding indicates the dominant role of city image in shaping tourists' intention to visit Garut. Therefore, the findings of this study enrich the literature on the role of city image in influencing tourists' intention to visit.

This study is limited to examining only three variables, namely city image, demographic factors, and visiting intentions, with 220 respondents. Further research can add other variables besides city image to find out which aspects will have a higher influence on tourists' intention to visit Garut, such as social media content or tourism promotion of local governments and destination managers, with a larger sample size.

The findings also provide practical implications that are useful for local governments and managers of tourist destinations in Garut as input in developing marketing strategies to build a more attractive image of the city of Garut for tourists to visit. Tourism promotion in Garut needs to emphasize the beautiful scenery and natural attractions as aspects that have the highest ratings in the city image variable, followed by efforts to promote Garut as a city that offers exciting and interesting places to visit, has a pleasant climate, and is a safe and secure city.

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