The Importance of Destination Image and Tourist Self-Congruity in Increasing Intention to Visit: A Case Study on Generations Y and Z at the Seaweed Tourism Destination in Nusa Penida, Bali

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A B S T R A C T

This research aimed to examine the relationships among destination image, self-congruity, and visiting intention, as well as the complementary mediating role of self-congruity between destination image and visiting intention. Using a questionnaire as the primary data collection instrument, the study included a sample of 397 participants from Generations Y and Z in Bali, selected through simple random sampling. Data were analyzed using first-order path analysis with structural equation modeling (SEM) in SmartPLS software. The results indicate that self-congruity plays a complementary mediating role between destination image and visiting intention. Additionally, destination image has a significant positive effect on self-congruity, which in turn positively influences visiting intention. These findings contribute to the Theory of Planned Behavior by providing insights into the relationships between destination image, self-congruity, and visiting intention, thereby reinforcing the theory's underlying principles. From a practical standpoint, this research offers valuable insights for tourism industry stakeholders, aiding in the refinement of destination management and the development of more effective marketing strategies. Understanding the mediating role of self-congruity can help stakeholders identify specific areas for improvement to attract more visitors.

1. INTRODUCTION

International visitors to Bali are becoming more and more common. This island's abundance of culture and stunning scenery make it a well-known travel destination. Although the island of Bali is well-known both domestically and internationally, there is still much room for growth in terms of natural resources, cultural attractions, and man-made goods that has not yet been fully realized as a tourist destination (Alicia & Suryasih, 2022). One of these is Nusa Penida's seaweed tourism attraction, which teaches tourists the value of protecting the marine ecosystem in addition to providing breathtaking underwater scenery. Three well-known Nusa Islands—Nusa Penida, Nusa Ceningan, and Nusa Lembongan—are found in the subdistrict of Nusa Penida, which is part of Bali's Klungkung Regency. Bali has emerged as the global centre of tourism, particularly in the Nusa Penida subdistrict area. The stunning marine environment of the Nusa Penida subdistrict, which includes the coastline and underwater environments, as well as the bustling seaweed farming community, are some of its benefits, however, the area appears underdeveloped, particularly in terms of packaging its tourist attractions and providing adequate tourism facilities (Amir et al., 2022).

The growth of Bali's tourism sector has numerous benefits, particularly for the Nusa Penida subdistrict. One of the tangible advantages is the rise in foreign exchange profits, which positions the tourist sector as one of Indonesia's primary suppliers of foreign exchange (Alicia & Suryasih, 2022). However, because tourism depends on natural resources to survive, it can also have a negative impact on the environment (Sudipa et al., 2020). For example, the Nusa Penida sub-district faces difficulties due to the deficiency of human resources in the tourism sector and the presence of management organizations that have not adequately overseen the region (Amir et al., 2022). A great deal of potential revenue from tourism is untapped due to inadequate management (Wibowo et al., 2019).

According to interviews conducted with multiple seaweed farmers in the Nusa Penida sub-district, despite the significant tourism potential of this seaweed destination, the younger generation still shows very

little interest in being involved in the seaweed sector as either farmer, industry participants, or tourists. Furthermore, the majority of farmers are forced to sell dried seaweed. Curiously, seaweed farmers have a great deal of potential to create well-liked tourism destinations for educational purposes. They can aid visitors in gaining a deeper comprehension of the seaweed ecosystem and the different advantages that can be produced by various developments. He added that one of the reasons why the younger generation may not be interested in seaweed cultivation is because this industry is not an Instagrammable industry. The younger generation may be attracted to the concept of a beach vacation because of the pictures on social media showing the stunning beaches and cliffs of Nusa Penida, but some people may consider seaweed cultivation inappropriate. Many people consider seaweed a culinary product rather than a vacation spot. The younger generation may not yet associate seaweed with a luxurious experience or a fun activity. Perhaps many young Balinese do not yet know the potential for seaweed tourism on this island. They may be more interested in famous tourist attractions around the world. Therefore, they believe that places made of seaweed do not match their choices or expectations for vacation or recreation. In addition, the younger generation may not know much about seaweed tourism. They may become less involved or feel less familiar with the area if there is little information or ineffective advertising about the potential beauty and activities that can be done at seaweed locations. Based on the results of this interview, it can be concluded that the lack of interest of the younger generation in traveling to seaweed tourism destinations is caused by the phenomenon in the image of the seaweed tourism destination and also by the suitability of the current young generation.

In this instance, the interest in visiting stems from the notion of buying interest in a product, allowing the buying interest model to be applied to the sort of interest in visiting a certain location. Travel interest is defined as the desire to travel to a site that piques curiosity (Tarigan & Dewi, 2022). The thing that draws tourists to a place is its primary feature (Nurhaida et al., 2023). The collective perception that results from both cognitive and affective evaluations of a thing or location is referred to as the destination picture (Jeong & Kim, 2019). Research conducted by Qadri (2021) states that destination image has a large and positive influence on visitor preferences, meaning that as the destination's image improves, so do travel intentions. Research by Al-Gasawneh & Al-Adamat (2020) shows that there is a favourable correlation between the perceptions of a place and the intentions of tourists. As a result, a location's perception shapes how travellers perceive it, which in turn affects how likely they are to visit and how successful the destination is at drawing tourists. The likelihood of consumers making a purchase or intending to visit a destination increases with the strength of the brand image. This suggests that the company can use a range of brand image indicators, such as product image, quality, distinctiveness, and brand memory, to create consumer interest and encourage them to buy products (Haryono & Albetris, 2023). However, this contradicts the findings of Libre et al., (2022), who found that the impression that visitors get of a place has little bearing on their desire to visit it again.

The degree of resemblance between a person's perception of themselves and their destination is positively connected, indicating the substantial influence of the destination image on self-congruity (Vinh, 2023). Self-congruity provides insight into several aspects of consumer behaviour, thereby enhancing our understanding of self-concept (Islam et al., 2019). Islam et al., (2019) further clarified the statement by looking at the context of consumption, where people might support brands that strongly correspond with their self-perceptions in order to reinforce their sense of self. Self-congruity theory is critical for marketers and researchers to uncover and understand the root causes of brand failure. Yang et al., (2020) study found that the degree of similarity between a person's self-image and the destination image is greatly influenced by their assessment of the place, and this in turn affects the possibility that a person will desire to return to a specific New Zealand tourist destination following their stay. In addition, research conducted by Kumar (2016) provides evidence that destination personality has a clear and substantial impact on self-congruity. The personality of a destination has a significant and meaningful impact on the level of individual self-congruity (Ardyan & Wibisono, 2019). Phucharoen (2016) found that there is a direct correlation between the perception of a destination's image and the extent to which the destination is in line with the individual's self-concept. Research conducted by Çizel & Ajanovic (2016) aimed to determine the relationship between personality perceptions of foreign places, aspects of self-congruity theory, and visitors' desire to visit a destination, which obtained the result that self-congruity will have a positive influence on the intention to visit a destination. Self-congruity is an important factor in the decision-making process for choosing a vacation spot (Beerli et al., 2007). Biswas & Shabbirhusain (2019) findings also showed that a person's self-congruity has an important influence on their tendency to return. In addition, Natasia & Tunjungsari (2021) obtained the result that the factors of country image, destination image, and self-congruity have a major impact on an individual's intention to revisit Singapore.

Even while a number of factors that affect tourists' propensity to come have been the subject of in-depth studies, there is still a study gap that needs to be filled, particularly with regard to seaweed educational tourism destinations in Nusa Penida. It's possible that earlier research examined how visiting intentions are influenced by the image or self-congruity of the location. Nonetheless, little is known about how these two factors interact to affect visit intention, particularly when looking at Generations Y and Z. Furthermore, results

from earlier studies suggest that attitudes towards a place's reputation have a big influence on travel inclination and self-congruity. Furthermore, the intention to visit a destination is also influenced by the self-congruity variable. As a result, this study also makes an effort to investigate how self-congruity functions as a mediating variable between the intention to visit seaweed tourism places in Nusa Penida sub-district and perceptions of destination image. The potential impact of this research gap on the development of destination management and tourism marketing strategies makes it imperative to close. It is crucial to comprehend how destination image and self-congruity affect intention to visit in order to draw and keep young tourists to seaweed destinations in the Nusa Penida sub-district. Without this knowledge, attempts won't be at their best. This may impede the growth of environmentally friendly travel and lessen its beneficial effects on nearby communities.

This research aims to address basic questions about how relationships among destination image, self-congruity, and visiting intention, as well as the mediating role of self-congruity in the connection between destination image and visiting intention. Using quantitative research methods, this study tests primary data to gain insight into the factors influencing young people's preferences and behaviors when selecting tourist locations, guided by the Theory of Planned Behavior (TPB). According to the TPB, three different kinds of factors might affect a person's behavior: beliefs about the expected consequences of their actions, beliefs about important personal expectations, and beliefs about their own capacity for behavior. Although the intention to engage in a behavior is developed based on these beliefs, behavioral control is necessary for the conduct to be carried out in its real form (Hagger et al., 2020). By expanding our knowledge of the variables influencing youths' intentions to visit educational tourism destinations, this research seeks to improve the body of knowledge already available in the field of tourism and consumer behavior. The results of this study should give destination managers and other tourism stakeholders important guidance when developing more effective and sustainable marketing strategies to draw in younger travellers and promote Nusa Penida's seaweed tourism sites.

Literature Review

Theory of Planned Behavior (TPB)

The use of Theory of Planned Behavior (TPB) has been widely used in several studies in various domains and research contexts (Ulker-Demirel & Ciftci, 2020). TPB starts with giving a clear explanation of the behavior being studied, identifying its goal, the actions taken, the environment in which it is occurring, and the time span in which it is occurring. Each of these elements can then be described with varying degrees of clarity or generality (Hagger et al., 2020). Behavioral intentions are influenced by three constructs: attitudes, subjective norms, and perceived behavioral control (Archie et al., 2022). Archie et al., (2022) define attitude as an individual's positive or negative assessment of a behavior; subjective norms refer to an individual's feelings of approval or disapproval of a behavior by their peers; and perceived behavioral control describes how someone feels about their capacity to carry out a behavior and their conviction that they have control over it. An individual's intention to engage in a specific behavior is a crucial component of the concept of planned behavior. This intention is believed to include motivating factors that influence a behavior and serve as indicators of the amount of willpower and effort an individual is willing to put forth to carry out the behavior (Ajzen, 1991). Therefore, the idea that behavioral success is dependent on both skill (behavioral control) and desire (intention) is not new. In addition, according to Hagger et al., (2020), three categories of considerations impact TPB in human behavior: beliefs regarding the expected consequences of one's acts, beliefs regarding significant individual expectations, and beliefs regarding one's own capacity to carry out the behavior.

Destination Image

Destination image refers to the overall perception formed through both cognitive and emotional evaluations of a place or object (Jeong & Kim, 2019). Simply put, it involves recognizing a location's distinctive features and the general impression it leaves. It plays a significant role in several conceptual frameworks that explain tourists' decision-making processes (Libre et al., 2022). Often referred to as the overall image, destination image is a higher-level concept made up of three key subdimensions—cognitive, affective, and conative (Afshardoost & Eshaghi, 2020). Research on destination image can be divided into four main areas: its influence, the factors that affect it, how it is measured, and how it develops (Erawan, 2020). Various elements shape destination image, including factors like safety, culture, and the natural features of a place, which can be viewed both emotionally and intellectually (Goyal & Taneja, 2023). It consists of functional traits, related to the tangible aspects of a destination, and intangible psychological characteristics (Ramadhani et al., 2019). Additionally, Ramadhani et al., (2019) describe destinations as existing on a continuum, being distinguished from one another by certain characteristics. As an essential attribute in many frameworks explaining tourist decision-making (Nguyen Viet et al., 2020), the destination image can be understood as the overall perception of a place, shaped by cognitive, emotional, and conative judgments.

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Self-Congruity

The self-congruity effect involves four key components that reflect different dimensions of an individual's self-perception: the actual self (how one sees oneself), the ideal self (the self-image one aspires to), the social self (how one believes others perceive them), and the ideal social self (the way one wishes to be perceived by others) (Gonzalez-Jimenez et al., 2019). It refers to the extent to which a consumer's self-image aligns with the image of a brand, product, or service (Liu et al., 2020); (Lung-Kuang, 2021). Congruity theory focuses on comparing one's actual self-perception with their perception of an object (Gyulavári & Malota, 2019). This theory offers insights into consumer behavior, providing a deeper understanding of self-concept (Islam et al., 2019). Simplified by Islam et al., (2019), self-congruity is the idea that people can improve their impression of themselves by choosing brands that, while considering their consumption context, are consistent with how they see themselves. Furthermore, the idea of self-congruity delves into the rationale behind brand preferences and how these preferences cultivate associations between brands and self-image (Cifci, 2022). As such, self-congruity holds significant value for marketers and scholars in identifying and understanding key issues related to brand failure (Islam et al., 2019). To sum up, self-congruity is an important notion in consumer behavior that consists of four primary components: the real self, the ideal self, the social self, and the ideal social self. These components affect how consumers and brands interact, which aids in the prediction of consumer behavior.

Intention to Visit

Intention to visit refers to the combination of customer inclination and the feasibility of visiting a particular location (Luo & Ye, 2020). Individual interest serves as a motivator, encouraging them to take part in certain activities; it also has characteristics that encourage them to take part in fun and solitary hobbies, which have become their habits (Salim et al., 2023). In this case, Tarigan & Dewi (2022) argue that the theory of visiting intention comes from the theory of buying interest in a product, so that the buying interest model can be applied to certain categories of visiting interest. The most important aspect of visiting intention is the combination of personal interest and the chance to visit a place; this intention is influenced by several internal and external circumstances (Setiawan et al., 2022). Visiting intention refers to the tendency or desire to explore an interesting location or area; in this scenario, the concept of visiting interest comes from the concept of buying interest in a product (Taufik et al., 2022). As a result, the buying interest model can be used to understand visiting interest in various categories. In essence, interest in visiting refers to the desire to travel to a location or area that arouses curiosity (Tarigan & Dewi, 2022). Interest, preference, and information search are three dimensions used in assessing interest in visiting (Ramadhan et al., 2015). The desire to visit is the result of a combination of personal interests that are driven by opportunity and the chance to visit a certain place, according to the theory of purchasing interest. This concept can also be understood in terms of interest in buying a product, which is essentially the desire to travel to magical locations that arouse emotions. An evaluation that emphasizes interest, preference, and knowledge quest attributes is used to gauge curiosity.

Destination Image on Intention to Visit

The choice of destination image has a favourable and substantial impact on individual travel preferences; that is, the quality of the destination image directly affects the intention to visit (Qadri, 2021). Travel plans of international students are significantly influenced by their impressions of Thailand's Andaman Coast (Thaothampitak & Wongsuwatt, 2022). The image of a destination is very important because it influences how tourists view the place, which in turn influences their decision to visit and the destination's ability to attract tourists. (Al-Gasawneh & Al-Adamat, 2020). When customers have a favourable opinion of the brand (destination), they are more inclined to visit or make a purchase. This implies that a variety of brand image (destination) indications might be employed to foster a greater inclination among customers to buy the given products (visit) (Haryono & Albetris, 2023). Therefore, the hypothesis of this study is:

H$_1$: The destination image has a significant positive effect on the intention to visit.

Destination Image on Tourist Self-Congruity

The degree of resemblance between a person's self-concept and their perception of a goal is positively correlated (Vinh, 2023). According to a study by (Suhud et al., 2023), tourists' perceptions of a destination have a significant impact on their level of self-congruity. This supports the theory that the popularity and reputation of the village contribute to tourists' increased knowledge and understanding, which in turn leads to the development of more significant self-congruity. According to (Yang et al., 2020) findings, there is a positive correlation between self-congruity and goal image, both directly and indirectly. The degree of congruity or discrepancy between tourists' perceptions of a destination and their own self-image is known as self-congruity, and it is positively and significantly influenced by destination perception (Ardyan & Wibisono, 2019). Based on the results of research by several researchers, the hypothesis formed in this study is:

H$_2$: Destination image has a significant positive effect on self-congruity.

Self-Congruity on Intention to Visit

When selecting a holiday spot, self-congruity plays a significant role in the decision-making process (Beerli et al., 2007). According to Biswas & Shabbirhusain (2019) research, a person's propensity to return is significantly influenced by their level of self-congruity. In New Zealand destinations, self-congruity has a significant impact on travellers' intentions to return (Yang et al., 2020). The likelihood of visiting will be significantly positively impacted by the degree of self-congruity (Çizel & Ajanovic, 2016). Intention, action, and attitude-related variables are strongly correlated with self-congruity (Hajar et al., 2021). According to Hajar et al., (2021) self-congruity is a major factor in determining how visitors will behave, intend to visit, and feel about a destination. Thus, this study's hypothesis is based on the findings of multiple scholars' research projects and is as follows:

H$_3$: Self-congruity has a significant positive effect on the intention to visit.

Self-Congruity as a Mediator between Destination Image and Intention to Visit

Previous studies have shown a correlation between the perception of a destination's image and the desire to visit it (Qadri, 2021); (Thaothampitak & Wongsuwatt, 2022); (Al-Gasawneh & Al-Adamat, 2020); (Haryono & Albetris, 2023). In addition, the perception of a destination image also affects the degree of similarity between an individual's self-image and the image associated with the destination (Vinh, 2023); (Suhud et al., 2023); (Yang et al., 2020); (Ardyan & Wibisono, 2019). In addition, previous studies also show that perceptions of a destination image have a positive influence on the intention to visit (Beerli et al., 2007); (Biswas & Shabbirhusain, 2019); (Yang et al., 2020); (Çizel & Ajanovic, 2016); (Hajar et al., 2021). An analysis of the literature reveals that self-congruity and visitation intention are influenced by the destination's image. Furthermore, self-congruity influences the inclination to attend as well. This demonstrates how the self-congruity variable acts as a mediating factor between the desire to visit a place and how that place is perceived. To overcome the limitations of previous studies in understanding the impact of destination image on the intention to visit, with the mediation of self-congruity, the researcher will test the relationship by setting the following hypothesis:

H$_4$: Self-congruity mediates the destination image on intention to visit.

2. METHOD

This study uses an explanatory research design and the quantitative causality method. This study looks at the potential impacts of destination image and self-congruity on interest in visiting seaweed tourism locations, as well as the significance of self-congruity as a mediating variable. The focus of this study is Bali's younger population, specifically Gen Y (ages 25-39) and Z (ages 18-24), who are active on social media and tend to choose destinations based on image and self-congruity. This age group is significant because they are more influenced by social media, prefer destinations with strong images, and prioritize factors like authenticity, comfort, and sustainability when selecting tourist spots. To determine the smallest sample size from a population whose attributes are unknown, apply the following computation (Sugiyono, 2021). To determine the smallest sample size from a population whose attributes are unknown, apply the following computation (Sugiyono, 2021).

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,05)^2} = 384.16 \approx 385 \qquad (1)$$

The lowest sample size that responders required is represented by the figure of 385. In this study, random sampling is done simply. In order to gather data for this study, surveys were sent to respondents directly and electronically (via Google Form) via well-known social media sites like Facebook, Instagram, and Whatsapp. During the data collection process, 397 data points were gathered. Therefore, all the data was used as it exceeds the minimum number of samples.

Using the SPSS program, the researcher tested the questionnaire's validity using the correlation coefficient technique and its reliability using the Cronbach's Alpha technique after gathering the data. If the correlation coefficient, or r value, of the data is greater than 0.098 or the sig value is less than the alpha that was utilized, the data is deemed legitimate. In addition, if the Cronbach Alpha (α) value exceeds 0.60, then the data is considered to meet the assumptions of the reliability test (Hair et al., 2017).

The present study employs destination image, self-congruity, and intention to travel as its factors. Low-level constructs such as cognitive, emotional, and conative make up the aspects of destination image (Afshardoost & Eshaghi, 2020). Additionally, the actual self (how an individual views themselves), the ideal self (desired self-image), the social self (how an individual believes others view them), and the ideal social self (the perception that others desire) are the dimensions of the self-congruity variable that were used in this study (Gonzalez-Jimenez et al., 2019). Furthermore, the dimensions of the intention to visit used in this study are

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interest, preference, and information seeking (Ramadhan et al., 2015). The measurement scale used in this study is a 5-point Likert scale.

The data analysis methods used in this study include first-order path analysis with Structural Equation Modeling (SEM) and SmartPLS software. SEM with the Partial Least Squares (PLS) approach is chosen based on its ability to analyze the complex relationships between destination image, self-congruity, and visit intention. PLS-SEM is particularly suitable for handling small sample sizes, addressing multicollinearity issues, and evaluating both direct and indirect effects among variables, including the mediating role of self-congruity. The SEM-PLS data processing procedure begins with descriptive statistical testing. The outer model testing is carried out next, followed by the inner model testing (Hair et al., 2017). Convergent validity, discriminant validity, and composite reliability are three conditions that will be examined in the outer model, according to Hair et al., (2017). The convergent validity test is used to assess the validity of each indicator and associated variables. It needs all loading factor values to be more than 0.70 and the p-value to be smaller than alpha ($\alpha = 0.05$). Testing for discriminant validity is the next step. This test is designed to make sure that every latent model contributes in a different way to the other variables. The discriminant validity is deemed sufficient if the AVE value is more than 0.50 and each latent variable's cross-loading value is higher than the cross-loading value of the other latent variables. Next, the composite reliability test is run. By examining the indicators that represent the measurement variables in a model, composite reliability testing is a method for evaluating the dependability of those variables. When the Cronbach's alpha value is more than 0.70, it signifies that the standards for composite dependability are fulfilled. The inner model test can proceed once all of the outer model tests have been completed. The goodness-of-fit test with the adjusted R-square determinant and the path analysis test are used to evaluate the hypothesis and test the inner model. The research hypothesis is accepted if the path analysis produces a p-value that is less than the alpha used, which is 5%. The last test is the mediation-variable test.

There are two classifications of non-mediation and three classifications of mediation, which can be described as follows (Hair et al., 2017): The first group is direct-only non-mediation, which is defined by a strong direct relationship but no indirect interaction. The second scenario is called no-effect non-mediation, which indicates that neither the direct nor the indirect impacts are statistically significant. In addition, there are three categories of mediation: the first is complementary mediation, which gives the meaning of significant direct and indirect influences and points in the same direction. Second, competitive mediation refers to a situation where the indirect and direct influences are significant but have opposite directions. The mediation analysis of indirect-only mediation shows that the indirect effect is statistically significant, while there is no direct effect.

3. RESULT AND DISCUSSION

Respondent Characteristics

Based on the results of distributing questionnaires directly and digitally, the number of samples collected was 397, with the following respondent characteristics:

Table 1. Respondent Characteristics

No	Variable	Classification	Number (People)	Percentage
1	Generation	Gen Y (1981-1996)	128	32.24
		Gen Z (1997-2021)	269	67.76
Total			397	100
		Junior High School	2	0,50
		Senior High School	77	19.40
		Diploma	127	31.99
2	Education Level	Bachelor	129	32.49
		Master	56	14.11
		PhD	0	0.00
		Other	6	1.51
Total			397	100
		Denpasar	160	40.30
		Badung	147	37.03
		Gianyar	44	11.08
3	District/city	Tabanan	26	6.55
		Bangli	2	0.50
		Klungkung	5	1.26
		Buleleng	4	1.01

	Karangasem	6	1.51
	Negara	3	0.76
Total		397	100

Source: processed data, 2024

Descriptive analysis provides a brief overview of the survey participants' attributes, categorized by generation, education level, and respondent origin. There are two distinct generation categories: Generation Y, sometimes known as Millennials, who were born between 1981 and 1996, and Generation Z, who were born between 1997 and 2021. Of the 397 participants, 128 (32.24%) were from Generation Y, while 269 (67.76%) were from Generation Z. It can be concluded that the majority of respondents are from Generation Z, indicating a prevalence of younger individuals among the respondents. In addition, the majority of participants, specifically 129 people (32.49%), have a bachelor's degree. Furthermore, the data collected includes information from respondents who live in a total of eight regencies and one municipality in Bali. Denpasar City has the largest number of respondents, namely 160 (40.30%) participants, followed by Badung Regency with 147 (37.03%) participants.

Instrument Validity and Reliability Test

The instrument used in this research is a questionnaire. To gather data, surveys were distributed to respondents both directly and electronically (via Google Forms) through popular social media platforms such as Facebook, Instagram, and WhatsApp. After testing the validity and reliability of the instrument using the SPSS tool, it was found that each item in the indicator used had a correlation coefficient value of more than r table, which was 0.098 for df 395 and a significance value of more than 0.05. Thus, it can be concluded that each item in the questionnaire used in this study is valid. Furthermore, an instrument reliability test was carried out, which gave the results that all instruments used in this study showed a Cronbach Alpha value exceeding 0.60, which indicated that all instruments were reliable so that this study could be continued to the measurement model evaluation stage.

Measurement Model Evaluation or Outer Model

In the outer model test, there was one instrument item, namely Y32, which did not meet the outer loading assumption in SEM-PLS. As a result, the instrument was eliminated from the model.

Convergent Validity

The Outer Loading Table displays the findings of the convergent validity evaluations of destination image, self-congruity, and intention to visit. The table shows that all indicators have a factor loading value of more than 0.70 and a p-value less than Alpha ($\alpha = 0.05$). Thus, all indicators passed the convergent validity criterion.

Table 2. Outer Loading and Cross Loading Values of Research Indicators

Item	Cross Loading				Outer Loading	
	Destination Image (X)	Intention to Visit (Y)	Self-Congruity	(M)	Original Sample (O)	P-Values
M11	0.727	0.752	**0.832**		0.832	0.000
M12	0.695	0.730	**0.858**		0.858	0.000
M13	0.712	0.749	**0.850**		0.850	0.000
M14	0.712	0.755	**0.849**		0.849	0.000
M21	0.733	0.747	**0.839**		0.839	0.000
M22	0.726	0.774	**0.882**		0.882	0.000
M23	0.671	0.750	**0.876**		0.876	0.000
M24	0.686	0.775	**0.869**		0.869	0.000
M31	0.678	0.740	**0.850**		0.850	0.000
M32	0.694	0.731	**0.817**		0.817	0.000
M33	0.641	0.730	**0.810**		0.810	0.000
M41	0.666	0.772	**0.862**		0.862	0.000
M42	0.682	0.752	**0.852**		0.852	0.000
M43	0.690	0.773	**0.841**		0.841	0.000
X11	**0.747**	0.625	0.674		0.747	0.000
X12	**0.730**	0.561	0.572		0.730	0.000
X13	**0.716**	0.617	0.667		0.716	0.000

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X21	**0.811**	0.641	0.622	0.811	0.000
X22	**0.760**	0.518	0.514	0.760	0.000
X23	**0.838**	0.683	0.627	0.838	0.000
X31	**0.786**	0.661	0.676	0.786	0.000
X32	**0.848**	0.728	0.702	0.848	0.000
X33	**0.856**	0.737	0.715	0.856	0.000
Y11	0.731	**0.826**	0.687	0.826	0.000
Y12	0.752	**0.876**	0.725	0.876	0.000
Y13	0.740	**0.875**	0.738	0.875	0.000
Y14	0.708	**0.881**	0.764	0.881	0.000
Y21	0.683	**0.863**	0.785	0.863	0.000
Y22	0.713	**0.891**	0.801	0.891	0.000
Y23	0.686	**0.861**	0.799	0.861	0.000
Y31	0.578	**0.775**	0.719	0.775	0.000
Y33	0.661	**0.787**	0.743	0.787	0.000

Source: processed data (2024)

Discriminant Validity

The discriminant validity test is considered valid if the cross-loading value of each indicator on the examined variable exceeds the cross-loading of other latent variables. The Cross Loading Table demonstrates that each latent variable has a higher cross loading than other latent variables, showing that the latent variable passes the discriminant validity criterion.

Table 3. Average Variance Extracted (AVE) & Composite Reliability

	Average Variance Extracted (AVE)	*Composite Reliability*		
		Cronbach's Alpha	Composite Reliability	Information
Destination Image (X)	0.624	0.924	0.937	Reliable
Intention to Visit (Y)	0.721	0.951	0.959	Reliable
Self-Congruity (M)	0.722	0.970	0.973	Reliable

Source: Processed data (2024)

Discriminant validity can also be assessed by examining the Average Variance Extracted (AVE) value, which must exceed 0.50. This figure reflects the level of congruity between the construct being studied and the indicator. The Average Variance Extracted (AVE) table shows that all variables have an AVE value exceeding 0.50, which indicates good discriminant validity.

Composite Reliability

The reliability of the measurement model construct employing reflected indicators can be assessed by assessing composite reliability, which is reinforced by Cronbach's Alpha value. A minimum Cronbach's alpha value of 0.70 is considered adequate for composite reliability. The composite reliability table displays the instrument reliability research results, which demonstrate that the composite reliability value and Cronbach's alpha value for all constructs exceed 0.70. As a result, it is possible to conclude that each research construct in this model is very reliable.

Evaluation of the Structural Model or Inner Model

After analyzing the outer model, the next step is to test the inner model. The inner model test is used to determine the relationship between constructs, significant values, R-square values, and adjusted R-square values derived from the research model. The associated figures and tables provide visual representations of these findings.
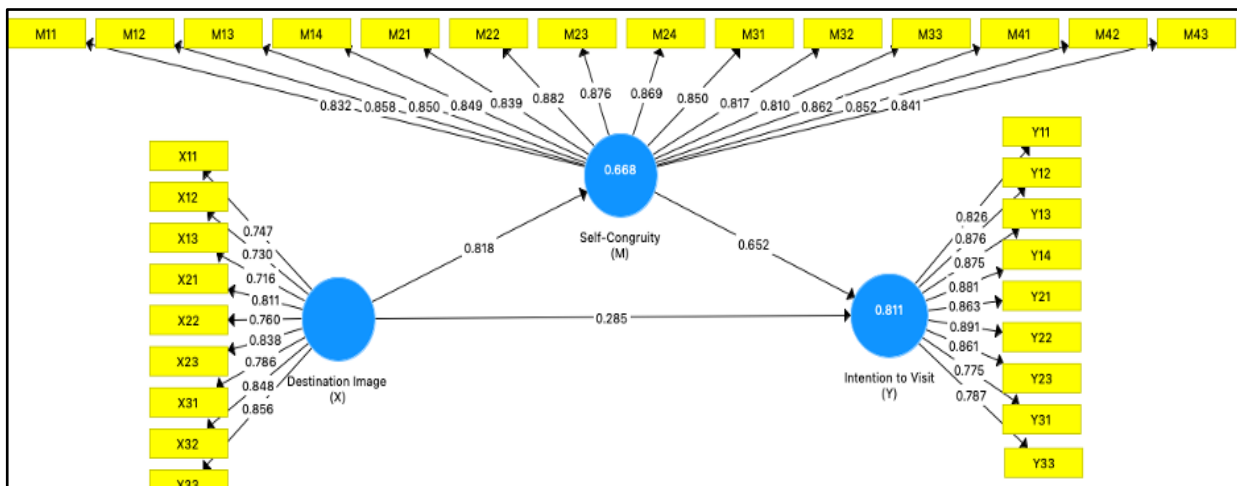
Figure 1. Structural Model

According to the R-Square Table, the adjusted R-squared value for the visiting intention variable is 0.810. This suggests that the destination image and self-congruity variables in the model account for 81% of the variation in the visiting intention variable. The remaining 19% of the variability is due to variables not included in the model. Furthermore, the self-congruity variable's R-square value of 0.668 suggests that the ability of the destination picture accounts for 66.8% of its variability. The remaining 33.2% is due to factors not considered in the model..

Table 4. R-square

Construct	R Square Adjusted	R Square
Intention to Visit	0.810	0.811
Self-Congruity	0.668	0.668

Source: processed data (2024)

In addition to R-square and adjusted R-square values, model performance is evaluated using Q-square, which measures the predictive significance of the structural model by comparing the accuracy of model observations and parameter estimations. A Q-Square value larger than zero implies that the model is predictively relevant, whereas a Q-Square value less than or equal to zero suggests that it is not. Using the R-square table, calculate the predictive relevance value (Q^2) as follows::

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0,810^2)(1 - 0,668^2)$$

$$Q^2 = 1 - (1 - 0,656)(1 - 0,446)$$

$$Q^2 = 1 - (0,344)(0,554)$$

$$Q^2 = 1 - 0,190$$

$$Q^2 = 0.810 \tag{2}$$

The computational results reveal that the Q^2 value is greater than 0 (0.810), indicating that the model is good with a meaningful predictive value of 81%. This demonstrates that variations in the intention to visit variable may be explained by the factors employed, specifically the destination picture and self-congruity variables. Other factors that are not in the model contribute 19% of the remaining variation..

Hypothesis Testing

The goal of hypothesis testing is to identify the relationship between the variables employed in the investigation. Hypothesis testing can be performed by comparing the p-value to the alpha, which is 5%. A p-value of less than 0.05 indicates that the study hypothesis is accepted. The direct and indirect effect tables show that there is a substantial positive link between destination image and visiting intention. The correlation coefficient of 0.285, with a p-value of 0.000 (less than 0.05), verifies the research hypothesis (H₁). This suggests that destination image has a beneficial influence on visitor intention. Furthermore, the destination image variable has a substantial positive link with self-congruity, as

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demonstrated by a correlation coefficient of 0.818 and a p-value of 0.000, supporting the research hypothesis (H₂). Furthermore, self-congruity is substantially associated with visiting intention, with a correlation coefficient of 0.652 and a p-value of 0.000. This finding supports the research hypothesis (H₃) and demonstrates that the inclination to visit the destination is related to the amount of self-congruity.

Table 5. Direct and Indirect Influence

Variable	Coefficient	T Statistik ($\lvert O/STDEV \rvert$)	P- Value
Direct Influence			
Destination Image (X) -> Intention to Visit (Y)	0.285	6.277	0.000
Destination Image (X) -> Self-Congruity (M)	0.818	43.013	0.000
Self-Congruity (M) -> Intention to Visit (Y)	0.652	15.444	0.000
Indirect Influence			
Destination Image (X) -> Self-Congruity (M) -> Intention to Visit _(Y)	0.533	14.408	0.000

Source: processed data (2024)

The test results show that destination image has both a direct and indirect favorable effect on visiting intention. According to Hair et al., (2017) mediation criteria, the role of self-congruity in mediating the relationship between destination image and visiting intention is characterized as complimentary mediation. So, the study hypothesis H₄ can be accepted.

The Influence of Destination Image on Intention to Visit

The study's conclusions demonstrate a strong positive correlation between the view of the destination held by Generations Y and Z and their intention to visit seaweed tourism sites. A statistical analysis demonstrates that travelers' decisions to visit a particular location are significantly impacted by how well-regarded they believe the destination to be. The analysis's findings show that, when it comes to places with a beautiful, safe, and appealing cultural history, Generations Y and Z have a tendency to visit those with good reputations. On the other hand, negative perceptions of the location may discourage travelers from going there. As a result, initiatives to improve favorable opinions of seaweed tourism locations may boost people's desire to travel from generations Y and Z. According to this study, people from generations Y and Z are very interested in vacation experiences that provide them with the chance to learn new things and take an active role in environmental conservation initiatives. With people becoming increasingly conscious of environmental issues, travel places that offer sustainable experiences and benefit the environment will attract more visitors. Consequently, taking action to change the public's perception of seaweed tourism areas will boost travel numbers while simultaneously instilling in the next generation a sense of environmental responsibility. As a result, it has the power to alter the attitudes and behaviors of generations Y and Z, acting as a catalyst for change that will eventually place a higher priority on environmental sustainability.

Research conducted by Thaothampitak & Wongsuwatt (2022) supports the conclusions of this study, showing that the tendency of international students to travel is significantly influenced by their perception of the destination image. Furthermore, Al-Gasawneh & Al-Adamat (2020) found that tourists' impressions of the destination image have a positive impact on their tendency to visit. In addition, research conducted by Haryono & Albetris (2023) shows that an individual's tendency to visit a destination is positively correlated. with their perception. Good aspects.

This finding is supported by the Theory of Planned Behaviour, which explains how attitudes, subjective standards, and perceived behavioural control are influenced by destination image (Liat et al., 2019). Gen Z and Y may be more interested in visiting seaweed educational tourism locations if they have positive impressions of them. A favorable perception of the destination can not only draw more tourists, but it can also create arbitrary standards that strengthen the case for seaweed education travel. People will feel more empowered and self-assured when they know exactly what they want to achieve, which will improve their ability to plan their actions and raise their chances of success. Therefore, encouraging favorable opinions of seaweed educational tourist destinations can boost people's inclination to travel, particularly Y and Z generation members.

The influence of destination image on self-congruity

The results of this study demonstrate a strong positive correlation between the image of a seaweed tourism destination and the degree of self-congruity in Bali's Y and Z generations. The Theory of Planned conduct can be used to explain how young visitors from generations Y and Z to Bali are influenced in both their intentions and conduct by the perception of seaweed tourism hotspots in Nusa Penida. Positive perceptions about a destination can be influenced by its natural beauty, environmentally beneficial agriculture methods, and active local community involvement. Because local

community support for the destination reinforces the conviction that visiting the location is the proper action, this mentality subsequently has an effect on subjective norms (Liat et al., 2019).

Bali's appeal to generations Y and Z is significantly influenced by the perception of seaweed tourism destinations in Nusa Penida Regency. These young travelers' opinions can be influenced by a favorable image that highlights the area's natural beauty, sustainable farming practices, and active community involvement. Environmental issues and sustainability are of great importance to Generations Y and Z. As a result, locations that highlight these problems may be quite appealing. Additionally, their perception of the location may be enhanced by the genuine and engaging experience offered by seaweed tourism.

The higher the amount of congruity with the destination, the more positively generations Y and Z perceive seaweed tourism destinations in Nusa Penida. Self-congruity, defined as the degree to which a person's perception of themselves and a place align, is a significant factor in shaping their travel decisions. People from generations Y and Z will feel more connected to and motivated to visit a destination if they believe it aligns with their personal ideas and sense of self. They will then share their positive experiences on social media. This strengthens their emotional connection to the place and boosts their likelihood of staying and being loyal. Furthermore, Y and Z generations have a great propensity for digital connectivity and a propensity to share their experiences publicly, which serves to draw in additional young travelers who share their interests. Consequently, it is critical that administrators of seaweed tourism destinations in Nusa Penida continuously enhance their positive image by emphasizing environmental preservation, raising the standard of visitor experiences, and actively engaging the local community. This will guarantee that the location will continue to draw in and appeal to the younger generation as it grows.

Vinh (2023) supports the results of this study by stating that perceptions of a destination directly correlate with the degree of similarity between the destination and the individual's self-concept. Suhud et al., (2023) conducted a study that found perceptions of a destination significantly influence an individual's tendency to conform to societal norms. This finding supports the idea that tourists gain greater knowledge and understanding, resulting in stronger self-congruity. Yang et al., (2020) conducted research revealing a direct and indirect correlation between self-congruity and destination image. Ardyan & Wibisono (2019) discovered that individuals' perception of a destination significantly influences self-congruity, referring to the degree to which tourists align or deviate from their self-image.

The influence of self-congruity on visit intention

Data analysis in this study shows that perceptions of seaweed tourism and the desire to visit among generations Y and Z can be associated with the idea of self-congruity. The data analysis results show that individuals' tendency to visit seaweed tourism destinations increases in proportion to generations Y and Z's self-congruity with the destination. The tendency of Generation Y and Generation Z to choose tourist destinations that align with their values, preferences, and characteristics causes this phenomenon. Seaweed tourism destinations that can meet the needs and preferences of generations Y and Z will also offer experiences that exceed their expectations. Moreover, seaweed tourism destinations that are in accordance with the characteristics of generations Y and Z will increase their self-confidence and offer a pleasant and satisfying experience.

By building strong connections with the values, interests, and identities of generations Y and Z, seaweed tourism attractions might encourage the intents of these generations to come. Gen Z and Y frequently want experiences that are consistent with their identities and beliefs, such supporting sustainability, appreciating cultural diversity, and being ecologically sensitive. Seaweed tourism destinations will have a strong sense of self-congruity with the generation if they can adjust to the expectations of generations Y and Z and offer meaningful experiences. Destination managers for seaweed tourism can therefore enhance the allure of these locations by comprehending the ideas and inclinations of generations Y and Z and designing experiences that align with their identities and values. Therefore, the more self-congruity there is, the more generations Y and Z want to visit the location. This finding receives support from the Theory of Planned Behaviour, which asserts that attitudes, subjective norms, and perceptions influence an individual's intention to engage in an action (Liat et al., 2019). The findings of this study are in line with research conducted by (Biswas & Shabbirhusain, 2019) and (Çizel & Ajanovic, 2016) which concluded that tourists who view a destination based on their personal identity generally have a good opinion of the place and express their desire to visit it. Ultimately, self-congruity greatly influences the desire of generations Y and Z to visit seaweed tourism sites. Stakeholders in the tourism sector can improve their strategies to increase self-congruity and travel intentions among generations Y and Z by understanding the correlation between the Theory of Planned Behaviour and visitors' self-congruity, especially in the context of generations Y and Z.

The role of self-congruity in mediating destination image and intention to visit

This study underlines the role of self-congruity as a complementing mediator in the relationship between perceptions of Nusa Penida as a seaweed tourism destination and intention to travel, particularly among Bali's Y and Z generations. The study's findings show that self-congruity has a strong beneficial effect on the association between

perceptions of a destination's image and intention to visit there. The presence of a substantial positive causal association between destination image and intention to visit suggests that a pleasant impression of a seaweed tourism site has a direct impact on the likelihood of visiting. The findings of Qadri (2021), Thaothampitak & Wongsuwatt (2022), Al-Gasawneh & Al-Adamat (2020), and Haryono & Albetris (2023).

Haryono & Albetris (2023) all complement the outcomes of this study. However, the study's findings show the significant indirect impact of the destination image on intention to visit, which is mediated by self-congruity. This shows that the degree to which tourists adapt to a location's image is an important aspect in the relationship between destination image and intention to visit.

The correlation between visit intention and destination image is positive, indicating that the motivation of generations Y and Z to visit seaweed tourism destinations in Nusa Penida is significantly influenced by perceptions of natural beauty, environmentally friendly cultivation practices, and involvement with local communities. The finding that self-congruity functions as a complimentary mediator between visit intention and place perception, however, highlights the significance of psychological variables in the decision-making process of travellers. When a destination's image aligns with the values and identities of Generations Y and Z, their inclination to visit it improves. This shows that travellers' propensity to travel is influenced by both how much a place fits with their sense of themselves and how much it is perceived objectively. This study illustrates how the Theory of Planned Behavior may be applied to comprehend how tourists, particularly those from generations Y and Z, decide whether or not to visit seaweed tourism destinations in Nusa Penida. Self-congruity is in line with the TPB's concept of attitude, which determines a person's attitude toward an activity based on their subjective beliefs and assessments of the related outcomes (Liat et al., 2019). Self-congruity, in this context, refers to the extent to which tourists perceive a location's image as being in line with their own identity and values. This perception, in turn, impacts their intention to visit the destination.

4. CONCLUSION

The study concludes, drawing from the presented analysis and discussion, that the image of the destination significantly enhances visitors' intentions to visit. This implies that the perception of the destination's image greatly influences the decision of tourists from generations Y and Z to visit seaweed tourism destinations. The image of the destination significantly enhances self-congruity. This shows that the more positive the perception of the seaweed tourism destination's image for generations Y and Z, the higher their level of self-congruity with the destination. Self-congruity has a significant positive effect on visitor intentions. This demonstrates that generations Y and Z's intention to visit seaweed tourism destinations increases in line with their level of self-congruity with the destination. Self-congruity acts as a complementary mediation of the relationship between destination image and visiting intentions. This means that self-congruity with positive visiting intentions has a direct and indirect effect on the destination image.

To develop effective marketing strategies targeting Generations Y and Z for seaweed tourism, the findings suggest focusing on promoting the sustainable, eco-friendly aspects of seaweed tourism that resonate with these generations' environmental and ethical values. Personalized messaging, immersive content like virtual reality, and engaging social media campaigns could help create a strong sense of self-congruity. Additionally, utilizing immersive content such as virtual reality or augmented reality can provide an engaging, in-depth experience, allowing potential visitors to explore the destination before physically visiting. Social media campaigns involving user-generated content can further enhance the authenticity of the destination, while collaborations with influencers, especially those with a sustainability focus, can build trust and expand marketing reach among these eco-conscious audiences.

For future research, it is important to explore the potential of other eco-tourism sectors, such as coral reef conservation or forest eco-tourism, to gain deeper insights into how destination image and self-congruity affect visit intentions. Investigating the role of technology, such as artificial intelligence for personalized tourist experiences or blockchain for sustainability tracking, could enhance destination image and marketing effectiveness. Moreover, examining the cultural influences on self-congruity and destination image will provide a broader understanding of how generational preferences, shaped by cultural backgrounds, influence perceptions of sustainable tourism destinations.

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