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TABLE OF CONTENTS

SESSION: CROSS-CULTURE MANAGEMENT

FACE-TO-FACE IS THE MOST EFFECTIVE MEDIA FOR COMMUNICATION OVER SOCIAL MEDIA	1
<i>Svenja Arabella Hallerberg, Madawala Liyanage Duminda Jayaranjan, Sumaia Farzana</i>	
CROSS CULTURAL MANAGEMENT IN THE HIGHER EDUCATIONAL INSTITUTIONS	6
<i>Tony S. Kuo</i>	
CULTURAL SUSTAINABILITY AND KINDSHIP MODE OF PRODUCTION AMIDST GLOBAL ECONOMY	9
<i>Levita Duhaylungsod</i>	
DEVELOPING A CAUSAL MODEL OF GAME ADDICTION AND STEALING BEHAVIOR AMONG UNDERGRADUATE STUDENTS	14
<i>Thitiwat Numkhan, Waiphot Kulachai</i>	

SESSION: ENTREPRENEURSHIP

SOCIAL CAPITAL, TIERED ENTREPRENEURSHIP TRAINING, AND AGROTOURISM DEVELOPMENT MODEL OF KAMPUNG SALAK BOJONEGORO	19
<i>Noviaty Kresna Darmasetiawan</i>	
THE KEY CHALLENGES TO UTILIZE INNOVATIVE OPPORTUNITIES OF SMALL AND MEDIUM SIZED ENTERPRISES IN SURABAYA, INDONESIA	22
<i>Prita Ayu Kusumawardhani</i>	

SESSION: FINANCE

FINANCIAL PERFORMANCE, CORPORATE GOVERNANCE, AND FINANCIAL DISTRESS	26
<i>Endang Ernawati, Samantha Elysia Handojo, Werner R. Murhadi</i>	
THE IMPACT OF HEURISTICS AND BIASES IN THE APPLICATION OF PROFESSIONAL JUDGEMENT BY INTERNAL AUDITORS IN THE STAGE OF FIELDWORK	31
<i>Jonathan Tanone, Senny Harindahyani</i>	
JAVANESE LUNAR CALENDAR EFFECT (PRIMBON) ON ABNORMAL RETURN	36
<i>Sidarta Hermin, Putu Anom Mahadwartha</i>	
TEST OF FAMA & FRENCH FIVE FACTOR-MODEL ON INDONESIAN STOCK MARKET	40
<i>Liliana Inggrit Wijaya, Randy Kennardi Irawan, Putu Anom Mahadwartha</i>	
FACTORS IN TAXATION POLICIES ISSUANCES	43
<i>Norbertus Purnomolastu, Werner R. Murhadi</i>	
SOFT LOAN PROGRAM FOR CREDIT UNION: A FRUITFUL OR A USELESS PROGRAM?	47
<i>Ria Sandra Alimbudiono</i>	
STOCK INVESTMENT ANALYSIS, IDIOSYNCRATIC RISK AND ABNORMAL RETURN	51
<i>Suyanto, Florens Natalia Handayani Sibarani</i>	
THE EFFECT OF CORPORATE GOVERNANCE ON THE CAPITAL STRUCTURE: AN INDONESIAN CASE	55
<i>Arif Herlambang, Werner R. Murhadi, Giovani Anggasta Susanto</i>	
INTERDEPENDENCY BETWEEN INTERNATIONALIZATION, FIRM PERFORMANCE, AND CORPORATE GOVERNANCE	59
<i>Allan Mulyanto, Deddy Marciano</i>	
THE INFLUENCE OF INTELLECTUAL CAPITAL ON FINANCIAL PERFORMANCE IN SHARIA BANKING COMPANIES	63
<i>Eka Nuraini Rachmawati, Restu Hayati, Fitra Yulandi</i>	
ANALYSIS OF WORKING CAPITAL MANAGEMENT OF INDUSTRY PRACTICES IN INDONESIA	67
<i>Lukas Purwoto, Caecilia Wahyu Estining Rahayu</i>	

FACTORS DETERMINANT OF BANK CAPITAL BUFFER: EMPIRICAL STUDY ON ISLAMIC RURAL BANKING IN INDONESIA	72
<i>Sutrisno</i>	
THE IMPORTANCE OF CORPORATE GOVERNANCE	76
<i>Mudji Utami, Bertha Silvia Sutejo</i>	
INFLUENCE OF FINANCIAL ATTITUDE, FINANCIAL BEHAVIOR, FINANCIAL CAPABILITY ON FINANCIAL SATISFACTION	80
<i>Agus Zainul Arifin</i>	
ANALYSIS OF OPTIMAL HEDGE RATIO AND HEDGING EFFECTIVENESS IN TAIWAN STOCK EXCHANGE CAPITALIZATION WEIGHTED STOCK INDEX (TAIEX) FUTURES	84
<i>Jason Aditya Jahja, Ika Yanuarti Loebiantoro</i>	
MANAGERIAL OVERCONFIDENT AND FIRM FINANCING DECISION: AN INDONESIAN CASE	89
<i>Werner Ria Murhadi</i>	
DEMOGRAPHY FACTORS, FINANCIAL RISK TOLERANCE, AND RETAIL INVESTORS	94
<i>Bertha Silvia Sutejo, Yohanes Kokoh Natan Pranata, Putu Anom Mahadwartha</i>	
MANAGEMENT'S CHINESE ZODIAC AND OWNERSHIP TO FIRM PERFORMANCE	98
<i>Rico Tedyono, Putu Anom Mahadwartha</i>	
"STILL ME": HUMAN INVOLVEMENT IN MANAGEMENT ACCOUNTING	102
<i>Riesanti Edie Wijaya</i>	
DOES FEMALE CEO AND FEMALE DIRECTORS AFFECT DIVIDEND POLICY?	106
<i>Fitri Ismiyanti, Ari Prasetyo, Indri Agestya Cania</i>	
THE INFLUENCE OF GOOD CORPORATE GOVERNANCE (GCG) ON FINANCIAL DISTRESS	109
<i>Werner Ria Murhadi, Felicia Tanugara, Bertha Silvia Sutejo</i>	

SESSION: HUMAN RESOURCES

INVESTIGATING THE CORRELATION BETWEEN COMMITMENT, SPIRITUALITY AND PERFORMANCE IN WORKPLACE	113
<i>Utik Bidayati, Adi Hardianto</i>	
THE EXISTENCE OF HUMAN RESOURCES EMPLOYABILITY TO ENERGIZE THE POWER OF COMPETITIVE ADVANTAGE OF AQIQAH NURUL HAYAT SURABAYA	117
<i>Johny Rusdiyanto, Elyse Tandelin</i>	
COMMUNICATION STRATEGIES IN IMPROVING AGRICULTURAL SOCIETY'S VALUE AND PARTICIPATION	120
<i>Noviaty Kresna Darmasetiawan, Lanny Kusuma Widjaja, Huang Lijie</i>	
EXPLORATION OF INTENTION TO TURNOVER: CASE STUDY OF HOSPITAL IT EMPLOYEES	124
<i>Siska Ariani, Didik Setyawan, Rudi Januar, Budi Setyanta</i>	
THE INFLUENCE OF INTRINSIC AND EXTRINSIC FACTORS ON THE JOB SATISFACTION OF THE INTERNAL AUDITORS OF THE STATE ISLAMIC UNIVERSITIES IN INDONESIA	127
<i>Suhartono, Gagaring Pagalung, Grace T. Pontoh</i>	
INTERNAL COMMUNICATION, EMPLOYEE PARTICIPATION, JOB SATISFACTION, AND EMPLOYEE PERFORMANCE	131
<i>Waiphot Kulachai, Piya Narkwatchara, Pralong Siripool, Kasisorn Vilailert</i>	

SESSION: MARKETING MANAGEMENT

DEVELOPING A DESTINATION BRAND IN THE CONTEXT OF REGIONAL AND NATIONAL BRANDING STRATEGIES: A CASE STUDY OF BRAND DEVELOPMENT OF SLEMAN DISTRICT, YOGYAKARTA SPECIAL PROVINCE, INDONESIA	136
<i>Ike Janita Dewi</i>	
BUILDING LOCAL FASHION BRAND EQUITY FOR YOUNG CONSUMERS	141
<i>Mega Melina Dewi, Dudi Anandya, Christina Rahardja Hontha</i>	
A MESSAGE BEHIND A SMILE: HOW FACIAL EXPRESSION SUPPORTS COMMUNICATION IN MARKETING	145
<i>Andhy Setyawan, Dudi Anandya, Farenza Renada Fulongga</i>	
USABILITY, CUSTOMER SATISFACTION, SERVICE, AND TRUST TOWARDS MOBILE BANKING USER LOYALTY	149
<i>Victoria D. Johannes, Indarini, Silvia Margaretha</i>	

THE EFFECT OF SERVICE QUALITY TO CUSTOMER SATISFACTION AND LOYALTY IN SHARIA BANK	153
<i>Gito Suseno, Muchsin Muthohar</i>	
A STUDY OF DRINKING BEHAVIOR AMONG UNDERGRADUATE STUDENTS IN CHONBURI	158
<i>Pornrapee Torsak, Waiphot Kulachai</i>	
PRODUCT TYPES IN MODERATING THE PROCESS OF BUYING STREET FOODS	162
<i>Budhi Haryanto, Djoko Purwanto, Amina Sukma Dewi</i>	
CONSUMER'S RESPONSE TO E-MAIL ADVERTISEMENT FROM TOUR AND TRAVEL AGENCY IN INDONESIA	167
<i>Jonathan Kurniawan Halim, Silvia Margaretha, Christina Rahardja Honantha</i>	
INDONESIAN TOURISM MARKETING COMMUNICATION STRATEGY THROUGH LIONMAG IN-FLIGHT MAGAZINE	171
<i>Adi P. Tedjakusuma, Hayuning P. Dewi</i>	
THE EFFECT OF ECO-FRIENDLY PRACTICES ON GREEN IMAGE AND CUSTOMER ATTITUDES	175
<i>Christina Rahardja Honantha, Dudi Anandya, Andhy Setyawan</i>	
THE INFLUENCE OF HALLYU, PACKAGING AND SUBJECTIVE NORMS TOWARDS BUYING INTENTION ON CULTURE ADAPTATION IN ETUDE HOUSE	179
<i>Yuco Aldelina, Jony Oktavian Haryanto</i>	
DARK TOURISM MARKETING THROUGH EXPERIENCE VISIT AT EAST JAVA	184
<i>Erna Andajani</i>	
A STUDY OF THE IMPACT AND EFFECTIVENESS OF SCENT USED FOR PROMOTION OF PRODUCTS AND SERVICES WITH LOW OLFACTORY AFFINITY	187
<i>Jun Kumamoto, Adi P. Tedjakusuma</i>	
"WONDERFUL INDONESIA" COUNTRY MARKETING CAMPAIGN - HOW VISIBLE INDONESIA AS A TOURISM DESTINATION FOR EUROPEANS	191
<i>Slavomir Rudenko, Adi P. Tedjakusuma</i>	

SESSION: OPERATION MANAGEMENT

MODEL ANALYSIS OF SERVICE SATISFACTION AS THE MODULATOR BETWEEN SERVICE QUALITY AND DECISION-MAKING BEHAVIOR IN USING LOW-COST AIRLINES	195
<i>Sumalee Ramanust, Tikhamporn Punluekdej, Yaowalak Nakvichien</i>	
THE ANALYSIS OF LOGISTICS AT MCDONALD'S RESTAURANT DENPASAR BALI	199
<i>Anna Putri Andari, Stefanus Budy Widjaja Subali, Juliani Dyah Trisnawati</i>	

SESSION: OTHER RELEVANT BUSINESS TOPICS

FACTORS INFLUENCING TRAVEL TO ISLAMIC DESTINATIONS: AN EMPIRICAL ANALYSIS OF SUNAN AMPEL RELIGIOUS TOURISM AREA SURABAYA	204
<i>Siti Rahayu</i>	
EDUCATIONAL TOURISM AS THE CONCEPTUAL AGE IN THE UNIVERSITY OF SURABAYA	208
<i>Veny Megawati</i>	
INFLUENCE OF DESTINATION ATTRIBUTES ON DESTINATION IMAGE OF SURABAYA CITY ACCORDING TO DOMESTIC MICE PARTICIPANTS	212
<i>Fitri Novika Widjaja</i>	
FACTORS INFLUENCING ACCOUNTING STUDENTS IN ACCEPTANCE OF E-LEARNING	216
<i>Adhicipta Raharja Wirawan</i>	
GUEST SUPPLIES PRESSURES TO ENVIRONMENT: A HOTEL CASE STUDY	220
<i>Ida Bagus Made Wiyasha, I. Nyoman Sudiksa</i>	
DO LOCAL SUPPLIERS AND LOCAL BUYERS BENEFIT FROM FOREIGN DIRECT INVESTMENT?: EVIDENCE FROM INDONESIA	224
<i>Suyanto, Yenny Sugiarti</i>	

SESSION: SERVICE MANAGEMENT

SERVICE QUALITY OF PUBLIC TERMINAL USERS IN UPT-LLAJ EAST JAVA..... 228
Sukeesi, Rahma S.Muliasari

SESSION: STRATEGIC MANAGEMENT

**RESOURCE ORCHESTRATION TO IMPROVE COMMUNICATION WITH CUSTOMERS:
"CASE STUDY: MSME FOOTWEAR IN EAST JAVA "** 232
Juliani Dyah Trisnawati, Muhammad Rosiawan

**CYCLING: DO THE HEALTH BENEFITS OF CYCLING OUTWEIGH THE RISKS IN
BANGKOK?** 236
David Saele

**CORPORATE COMMUNICATION AND STRATEGIC MANAGEMENT: HISTORY,
OPERATIONAL CONCEPT AND INTEGRATION** 239
Bachtiar Mohamad, Hassan Abu Bakar

BUSINESS STRATEGY: A STUDY ON COST STICKINESS BEHAVIOR..... 244
Permata Ayu Widyasari

A STUDY ON THE IMPACTS OF SMARTPHONE ADDICTION 248
Napassphol Sinsomsack, Waiphot Kulachai

**DEVELOPING HO CHI MINH CITY TO BE THE CITY OF AFFECTION, MODERNIZED, AND
QUALITY LIVING** 253
Phan Thi Hong Xuan

Author Index

Influence of destination attributes on destination image of Surabaya City according to domestic MICE participants

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ABSTRACT: This study aims to determine the influence of destination attributes on destination image of Surabaya city according to the domestic MICE participants and also to know the differences in perception concerning the importance of MICE destination attributes based on socio-demographic characteristics of respondents. The study used questionnaire distribution using judgmental sampling technique. The data were processed by multiple regression method to see the influence of destination attributes towards destination images and ANOVA t-test to test the differences in perception. The results indicated that destination attributes have a significant positive influence on the destination image formation of Surabaya City, especially in the attributes of Amenities, Accountability, and Attraction. While the difference when viewed from Cognitive Image and Affective Image test results shows that there are differences in perception among MICE participants on the importance of destination attributes in forming the image of a MICE city.

Keywords: destination attributes, destination image, MICE

1 INTRODUCTION

The development of MICE industry (Meeting, Incentive, Conferencing and Exhibition) gives an economic impact for the region of MICE organizer (Murdopo 2011). MICE tourism has been described as a new segment of tourism industry; a new type of tourism arising out of the increase in number of conventions and exhibitions (Kesrul 2004). Destination image is a critical factor in travel decisions. Concept of destination image as Crompton (1979) define image as the sum of beliefs, ideas, and impressions the person has about a destination. Echtner & Richie (1993) described destination image as perception of an area.

Surabaya is the second biggest city in after Jakarta city, where today the Surabaya city government continues its efforts to make Surabaya as a competitive MICE tourism destination outside Jakarta and Bali. As a MICE destination, Surabaya is entailed to have facilities such as meeting rooms, ballrooms and hotels as well as pull factors that can influence a person's decision to attend or participate in a MICE activity. In Surabaya, tourism is a growing sector, and the Surabaya city government is constantly striving to develop it as seen with the construction of an international convention hall in Surabaya. According

to Gito Sugiarto (General Manager of Jakarta International Expo, who also manages the project in East Java), the exhibition industry is growing 10-20% per year, plus the rapid development of industry in surrounding cities (including Rp 2 trillion investments to develop the Madura Island economy after the operation of Suramadu Bridge) making Surabaya ready to become an international exhibition destination.

Increase in new hotel construction in Surabaya also shows that demand for MICE activities using hotel facilities such as meeting rooms and various events are increasing. About 60% of hotel revenues are obtained from MICE activities through renting hotel facilities (www.kabarbisnis.com).

Surabaya also operates a variety of tourist attractions, such as natural attractions, historical tours, and cultural tourism. There are more than 150 tourist attractions in Surabaya City, 24 nature tourism and entertainments, 69 historical and religious tours as well as more than 58 shopping-culinary tours. The availability of various tourist attractions indicates that Surabaya as a MICE destination city has its own attraction for MICE participants as in addition to attending MICE activities; they can also visit tourist attractions once they finish their MICE activities.

Lim & Omar (2012) study on the influence of destination attributes on image formation done in

Jordan city, show the positive influence of destination attribute availability in forming Jordan city as MICE destination city. Martin & Rodriguez (2008) studies the aspects of cognitive image and affective image in the formation of destination image from psychological factors showed that MICE participants' perceptions can be formed by two different factors. Matos et al. (2012) said about revisiting the destination image construct through a conceptual model.

Considering various attributes in Surabaya city as a means of MICE tourism which allegedly can form destination image for every MICE participant, thus it is necessary to study the influence of destination attributes on destination image of Surabaya city according to MICE participants.

2 RESEARCH METHODS

The type of research used was causal research. Data were obtained by distributing questionnaires directly to respondents who attended a MICE activity in Surabaya in 2016-2017. The distributed questionnaire consisted of three parts. The first part contained general questions about the characteristics of the respondents. The second part asked questions about destination attributes using scale 1 (very unimportant) to 5 (very important). The third part contained questions regarding destination images using scale 1 (strongly disagree) to 5 (strongly agree).

Characteristics of the population in this study were MICE participants from Indonesia and domiciled in a city in Indonesia who attended MICE activities with more than 24-hour duration in Surabaya in 2016-2017 with the minimum education level of high school or equivalent. The attended MICE activities could be a meeting, incentive, conference, or exhibition or a combination of these four activities. The sample in this study used non-probability sampling because the population studied was not identified in number (Sugiyono 2013). The sample size used in this research was minimum 150 persons. These numbers were using the concept proposed by Hair et al. (2010) as a reference that says the sample size for multiple regression research is at least 50, and the more will give better results. Data processing in this study used ANOVA, t-test, and multiple regressions. The hypotheses to be tested in this study were the followings:

H0_a: Destination attributes of MICE tourism have no positive influence on the formation of destination image of Surabaya City.

H1_a: Destination attributes of MICE tourism have a positive influence on the formation of destination image of Surabaya City.

H0_b: There are no differences in perception among MICE participants in Surabaya concerning the importance of MICE destination attributes based on socio-demographic characteristics such as hometown, gender, age, and education level.

H1_b: There are differences in perception among MICE participants in Surabaya concerning the importance of MICE destination attributes based on socio-demographic characteristics such as gender, age, and education level.

3 RESULT AND DISCUSSION

The initial stage of the study conducted data collection of 30 samples then tested the validity and reliability. The results obtained were statements for all dimensions of destination attributes, and destination images are considered valid because the loading factor value is greater than 0.5. The reliability testing to measure destination attribute and destination images can be said to be reliable because all Cronbach's alpha values are greater than 0.6. After that, it will proceed to distribute the questionnaire to reach 200 samples.

Table 1. Multiple regression analysis destination attributes of MICE on destination image of Surabaya City

Destination Attributes of MICE	Overall Image		
	β	t	p
Amenities (A-1)	0.23	2.96	0.00
Accessibility (A-2)	0.02	1.01	0.13
Accountability (A-3)	0.33	2.29	0.02
Affordability (A-4)	0.12	4.03	0.20
R ²		0.46	
F		26.86	
p		0.00	

*** Significance level at 1%, ** Significance level at 5%.

Table 2. Multiple regressions on the aspects of cognitive image and affective image

	A-1	A-2	A-3	A-4	A-5	A-6
Male	4.03	4.50	3.77	3.77	3.42	3.69
Female	3.86	4.08	4.11	3.79	4.79	3.22
Difference in Mean	0.18	0.43	-0.35	-0.02	-1.37	0.47
t	2.01	4.03	-4.28	-1.09	-8.55	3.25
Sig.	0.02	0.00	0.00	0.38	0.00	0.01

*** Significance level at 1%, ** Significance level at 5%.

Multiple linear regression analysis shows that MICE destination attributes affect destination image of Surabaya city. This can be seen from the p value of 0.00. The attributes of the amenities, accountability and attraction proved to influence the formation of positive image of Surabaya city as a MICE city. The availability of hotel, meeting hall, and exhibition hall in Surabaya city can be perceived as MICE activity facilities. In addition, the availability of ade-

quate facilities and easy access to transportation facilities such as airports, stations and terminals are also perceived to support the implementation of MICE activities in Surabaya. Another attraction is the availability of shopping centers, a variety of local culinary options, and local performances as typical tourist attractions of Surabaya.

In the aspect of the cognitive image, it is seen that the six destination attributes influence destination image of Surabaya city as a MICE city except for accountability attribute. These results indicate that external stimuli such as the availability of hotels, restaurants, meeting rooms, various tourist attractions, city cleanliness, infrastructures, and the condition of Surabaya people can form the image of Surabaya as the city for MICE activities. While in the affective image aspect, only the attributes of accountability and attraction proven to have an effect on destination image. The result of regression test above shows that $H1_a$ hypothesis can be accepted meaning: destination attributes from MICE tourism have positive influence on the destination image formation of Surabaya city.

Table 3. Differences in perception of MICE participant's destination attributes based on gender

Destination Attributes of MICE	Cognitive Image			Affective Image		
	β	t	p	β	t	p
A-1	0.17	3.76	0.02	0.05	0.90	0.21
A-2	0.30	5.35	0.01	0.10	0.84	0.38
A-3	0.05	0.82	0.33	0.62	-3.71	0.04
A-4	0.41	2.10	0.03	0.02	1.44	0.16
A-5	0.22	4.45	0.00	0.42	3.67	0.00
A-6	0.62	2.67	0.03	0.04	0.67	0.42
R^2		0.51			0.38	
F		32.46			20.64	
P		0.00			0.00	

*** Significance level at 1%, ** Significance level at 5%,

In differences in perception test between male and female MICE participants on destination attributes, it is proven that there are differences in perception on all attributes except on affordability attribute. This shows that male participants have more positive perception than female participants in the attributes of amenities, accessibility and activities. Meanwhile, female participants have a more positive perception on the attributes of accountability and attraction.

Differences in perception of MICE participants towards destination attributes when viewed by age shows that there are significant differences in the attributes of amenities, accountability, affordability and attraction. The age of 31 years or older tends to have a more positive perception but in the attribute of attraction, the age of 30 years or younger has more positive perception that Surabaya city manages attractions such as shopping, local culinary and local

performances than other age group. While the attributes of accessibility and activities test results show no differences in perception of MICE participants in all age groups

Table 4. Differences in perception of MICE participant's destination attributes based on age

Age Group	A-1	A-2	A-3	A-4	A-5	A-6
< 30	3.53	4.07	3.73	3.84	3.92	3.30
31-40	3.90	4.16	3.65	3.90	3.85	3.41
41-50	4.13	4.02	4.19	3.97	3.79	3.47
51-60	4.08	4.10	3.98	3.47	3.12	3.47
F	7.19	1.86	6.76	4.08	4.26	1.78
Sig.	0.00	0.32	0.00	0.04	0.01	0.50

*** Significance level at 1%, ** Significance level at 5%,

Table 5 shows the differences in perceptions of MICE participants testing based on education level indicate that there were significant differences in perception on the attributes of the amenities, amenities, accessibility, attraction, and activities. While the attributes of accountability and affordability showed no differences in perception of MICE participants towards destination attribute. The undergraduate education level shows the most positive perception of the attributes of amenities, accessibility, attraction, and activities, while the postgraduate degree has the highest perception on accountability and affordability attributes.

Table 5. Differences in perception of MICE participant's destination attributes based on education level

Education Level	A-1	A-2	A-3	A-4	A-5	A-6
High school	4.13	4.10	4.15	3.88	4.05	3.77
Diploma	3.99	4.07	4.10	3.77	4.22	3.46
Under-Graduate	4.47	4.34	4.04	3.90	4.43	3.50
Post-Graduate	4.32	4.28	4.11	3.98	4.37	3.68
Doctorate	4.03	4.01	4.01	3.80	4.12	3.48
F	9.64	5.81	1.73	2.05	3.76	2.59
Sig.	0.00	0.00	0.28	0.08	0.02	0.04

*** Significance level at 1%, ** Significance level at 5%,

Based on these results, it can be said that $H1_b$ hypothesis is accepted, meaning there is differences in perception among MICE participants related to the importance of MICE destination attributes based on socio-demographic characteristics such as gender, age, and education level.

4 CONCLUSION

The research results show that the destination attributes of MICE tourism proved to have a significant positive influence on the formation of destination image of Surabaya city. Attributes that are proven to

have influence are the amenities, accountability and attraction. When viewed from psychological factors, then there are different results related to cognitive image and affective image. The domestic MICE participants who participated in Surabaya city MICE activities saw more external stimuli such as the availability of the event, road access, the choice of tourist attraction, the cleanliness of the city, the security and social condition of Surabaya city.

The results also show that there are differences in perception among MICE participants related to the importance of MICE destination attributes based on socio-demographic characteristics such as gender, age, and education level. The results of this study support the previous Lim & Omar (2012) study on the influence of destination attributes on destination image formation in Jordan city.

Recommendations for future research are on destination image measurements. We recommend that the measurement of destination images should not only use two components of the cognitive image and affective image but also the complex image component as Crompton (1991) in Lim & Omar (2012). The complex image can measure destination image on the basis of the actual experience that MICE participants experienced during their stay because the experience will form the perception of the place.

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