

The effect uniqueness value and value creative on Competitive advantage, attraction Tourism Destination by Resource based view theory (Studies in the Creative industries in Bandung)

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ABSTRACT: *This research set of issues that Tourist Attraction in the Bandung city has not shown an competitive advantage in the capture of domestic and foreign tourists. Not to seem more competitive tourism due to the unique value and maximum value creation are not yet anyway. Therefore, the uniqueness value and value creation to be important in increasing the attractiveness of tourism in the Bandung. City. The method used in this research is quantitative approach with data analysis techniques Structural Equation Modeling based GSCA. Data were taken from 160 travelers with incidental sampling technique, where the sample selection was based on the selection of research on places to shop and visit tourist. Result Research shows that the uniqueness value and value creation effect significant positive on competitive advantage. Uniqueness value and value creation are also effect significant positive on attractiveness. Competitive advantage significant positive effect on attractiveness. Thus the competitive advantage is not a mediator relationship between the uniqueness value and value creation to attraction in Bandung city. The implication of this research is the value creation has the greatest role in comparison with capabilities (uniqueness) and competitive advantage to increase the tourist's attraction who visit the Bandung city.*

KEYWORDS: *Capability (Uniqueness Value), Value Creation, Competitive Advantage, tourist attractions.*

I. INTRODUCTION

Attractiveness is important in increasing tourism in a region because no appeal with the city will be empty of visitors. To enhance the appeal there are several variables that affect of such the uniqueness value, value creation and competitive advantage. One of attraction is not yet developed to improve tourism is Bandung city when the city including the tourism infrastructure tourism complete enough of them have six-star hotel. Therefore, in this study want to know how the development of tourism attraction when associated with a unique value, value creation and competitive advantage.

Dubois, Jolibert, and Muhlbacher (2007), states that the core of creation value is an attempt to create a "new offerings" (new offer) to the market. New offer consists of: core offer, expected features, added features, and symbolic features. Previous research linking capability (uniqueness) with a competitive advantage has been done by Cui and Jiao (2011). Dynamic capabilities have a significant impact on sustainable competitive advantage [Evers, 2011]. The companies that have the ability to adapt and renew itself through product diversification strategies are necessary to produce a competitive advantage [Barry et al. 2005]. Capability is the key to success in keeping the company competitive advantage [Landroquez, Castro and Carrio'n 2011]. Relationships capability (uniqueness) to the appeal has been studied by several researchers, [Vorhies, Harker, and Rao1999]. Research conducted Vorhies, Harker, and Rao (1999), Clulow, Barry and Gerstman (2007), Lew et al. (2013), Shou et al. (2012), Wu (2012), Hannu (2013), indicates that the overall capability that can either be an attraction. While other research conducted Lin (2007), which both lowers capabilities appeal.

Differences in the results of this study is an opportunity to reexamine the relationship between capability (uniqueness) to the appeal. Association with creation value on competitive advantage has been studied by several researchers, Huang and Zang (2007), has a role in value creation for the company to create an appropriate strategy for the company, these results suggest that value creation is still associated with the company's efforts to produce a competitive advantage.

Which relates the value creation to appeal is done by O'Cass and Sok (2012). Hulten (2012) the value creation of linking with the ability to meet customer needs, this suggests that the ability to meet customer needs is an attempt of the company to build an attraction for products company. McNaughton, Osborne and Imrie (2002), stated that competitive advantage is value for customers resulting in loyalty and appeal. This purposes study was to clarify the effect capability and value creation to competitive advantage and attractiveness. Then influence competitive advantage to attractiveness.

II. LITERATURE REVIEW

2.1. Capability Concept (Uniqueness Value)

Capabilities that are unique and a differentiator is not easy to develop and difficult to imitate (Day, 1999). Barney, (1991) explains that the unique value 'it is not difficult to see that if a firm's valuable resources are absolutely unique among a set of competing and Potentially competing firms, those resources are will generate at least a competitive advantage. Source companies will not be able to be replicated for several reasons, namely: (1) the ability of a firm to Obtain resource is dependent upon unique historical condition, (2) the link between resources possessed by a firm and a firm's sustained competitive advantage is causally ambiguous or (3) generating the resources a firm advantage is socially complex (Porter, 1981; Scherer, 1980). Marketing is one of the organizational capabilities that play a role in achieving and improving competitive advantage (Aaker, 1999). Even the development of marketing capabilities identified as a very major way for companies to achieve competitive advantage (Srivastava et al., 2001).

2.2 Value Creation Concept

Kotler and Keller (2009), stated that offers will be successful if it gives value and satisfaction to the target buyer. Buyers choose between the bids are awarded on the basis of what is perceived and provide the highest value. Dubois, Jolibert, and Muhlbacher (2007), explains that the core value creation is an attempt to create a "new offerings" (new offer) to the market. New offer consists of: core offer, expected features, added features, symbolic features. Core features are the main products offered by the company to the market. Expected features are additional services provided by the company to its customers extra in principle not expected by the customer. Added features can be used to distinguish the company's products are offered with a competitor's product. While symbolic features is an attempt to provide emotional benefits to its customers.

2.3. Competitive Advantage Concept

Fiol (2001) suggested that the environment is constantly changing the sources held constant need of attention in order to gain a competitive advantage. Walker (2003) states that there are two major elements of competitive advantage, which positioned the product line more effectively than competitors, as well as the resources to maintain its position in the market against competitors. Malcolm and Dennis (2002), argued that the rules of service in improving the resilience of competitive advantage for a particular outlet is evident when retailers offer the same basic product with its competitors.

Rindova and Fornburn (1999) says that the construction of competitive advantage is contingent upon both the micro Efforts of the firm, the macro conditions of the environment and the nature of the firm constituent interactions. They postulated that competitive advantage is built on relationships and that relationship constituents are not just exchanges but sustained social interactions in roommates past impressions Affect future behavior. Longenecker,

Moore and Petty(2003) states that the Competitive Advantage is a benefit that exists when a firm has a product or service that is seen by its target market as better than those of competitors .. The Resource-Based View stresses that the strategic perspective of the company is only dependent on the internal resources, assets, capabilities and competencies in order to achieve competitive advantage (Barney, 1991). The term 'resource-based view of the firm' was first proposed in the early 1980s continued to be developed until the end of the decade (Hooley et al., 1999).

2.4. Attraction Concept

Attraction or tourist attraction by Yoeti (2002) is anything that can attract tourists to visit on a tourist destination, such as: (a) Natural attraction: landscape, seascape, beaches, climate and other geographical features of the destinations. (b) Cultural attraction: history and folklore, religion, art and special events, festivals. (d) Social attractions: the way of life, the resident Populations, languages, opportunities for social encounters. (e) attraction Built: building, historic and modern architecture, monuments, parks, gardens, marinas, etc.

Cooper et al (1995) argued that there are four (4) components that must be owned by a tourist attraction, namely: 1) Attractions, such as the nature of interest, a charming local culture and performing arts. 2) Accessibility such as local transportation and the terminal. 3) facilities (amenities) such as availability of accommodation, restaurants, and travel agents. 4) Ancillary services are needed for the organization of tourism tourist services such as destination marketing organization management, conventional and visitors bureau. Tourism destination life cycle theory proposed by Butler (1980), better known by destination area lifecycle. Tourist area life cycle is divided into seven phases: exploration, involvement phase, development phase, consolidation phase, phase stagnation, decline phase, rejuvenation phase.

III. METHODS

3.1. Research Design

This study is a survey and explanatory research using research instruments (questionnaires) as a means of data collection. Community sample of 160 respondents visitors who come to the Bandung city. Selection of Bandung city as a place of research is based on the fact that the city is one of the tourist destinations are much in demand by the public. Sampling was conducted incidental sampling, where the sample selection was based on the selection of research on places to shop and tourist visits. Criteria for selection of the sample was aged over 17 years; visiting Bandung over 2 times; any overnight visits in the Bandung city.

3.2. Data Analysis

Statistical analyzes used were descriptive statistics and statistical analysis using analysis of structural inference Equation Modeling (SEM) based components GSCA (Generalized Structured Component Analysis). GSCA is a new SEM method is very important and can be used for the calculation of scores (not scale) and can also be applied to very small samples. SEM analysis of component-based GSCA is a better alternative compared to the PLS, which has a better recovery parameters(Hwang et al., 2010).

IV. RESULTS

4.1. Respondents Description

Respondents Description is an overview of the research respondents consist gender, age, education level, occupation, residence place, number of visits and unique perception. Description of respondents described below (Table 4.1)

Table 4.1. Respondents Description

No	Description	Amount	(%)
Sex			
1.	Man	73	46,00
2.	Woman	87	54,00
Number		160	100
Age			
1.	Less than 22 years	14	8,75
2.	Over 22 years - 30 years	79	49,38
3.	Over 30 years - 50 years	55	34,37
4.	Over 50 years	12	7,50
Number		160	100
Education Level			
1.	Senior High School.	19	11,87
2.	Academy	77	48,13
3.	Scholar	64	40,00
Number		160	100
Occupation			
1.	Private Employees	117	73,12
2.	Servants	15	9,38
3.	Entrepreneurial	17	10,62
4.	Student	5	3,13
5.	Housewife	6	3,75
Number		160	100
Originally Visitors			
1.	West Java / Jakarta / Banten	145	90,62
2.	Central Java / East Java / Yogyakarta	12	7,50
3.	Outside Java	3	1,88
Number		160	100
Number Of Visits			
1	2-3 times	34	21,25
2	More than 3 times	126	78,75
Number		160	100
Bandung Uniqueness value			
1	Fashion	64	40,00
2	Culinary	93	58,12
3	Environment	3	1,88
Number		160	100

Source: Data processed in 2012

Table 4.1 shows that most of the respondents were female, 54%, and the remaining 46% male. The sex composition shows that appeal to women has been greater than that of men. It can also be seen from the uniqueness of the Bandung city perceived as a culinary and fashion. Which the fashion compared women prefer men. Most respondent's age ranged from 22 years to 30 years, amounting to 49.38% and the 31 year-old ranked second to 50 years, amounting to 34.37%. This shows that a lot of visiting in the city is the people who are productive, where the productive age between 22 years to 50 years. Where age is that people of working age, so it has a fixed income. Productive society takes time to eliminate boredom after running the job, so it is a necessity for the people traveled. Education level of respondent's predominantly undergraduate college 48.13% and 40.00%. The composition of the respondents indicated that the majority of tourists visiting in the Bandung city and Academy educated scholar.

High level of education of the visitors have a better ability to provide an assessment of a product, in this case the city of Bandung. While the background of the respondents work most private sector workers 73.12%, 10.62% and entrepreneurial civil servants 9.38%. This shows that respondents who visited the city of Bandung has a permanently fixed income. Based on the background of the visitors who come work in the city has the financial ability to spend, so it is a great potential for shopping. Origin of most of the city visitors West Java, Jakarta and Banten, 90.62%. The amount of visitors who came from West Java, Jakarta and Banten shows that traveled destination is a place for close to the city of origin. Bandung has a relatively close distance, so that the top priority for the people of West Java, Jakarta and Banten to travel. While the number of visits during the past six months the most was more than 3 times.

The Bandung City uniqueness by respondents, culinary ranked first with 58.12% and ranked second fashion by 40%. This shows that the Bandung city tend to be synonymous with culinary tourism. Many unique products produced by the city, such as brownies cake, pancake, and Bolen were already known to the public. Besides the city of Bandung as well as Fashion where there are many places that sell fashion products with a variety of ways, so it has its own uniqueness. Fashion products are also offered a wide range so it has different characteristics compared to other places.

4.2. Results of Analysis

Results of the analysis carried out by looking at the model fit and structural models, the results of the analysis are described as follows (Table 4.2).

Table 4.2 Model Fit Results Analysis

Descriptions	Results
FIT	0.396
AFIT	0.386
GFI	0.979
SRMR	0.116
NPAR	41

Source: Data processed in 2012

Adjusted FIT (AFIT) is almost the same as the FIT, but due to the variables that affect the attractiveness (DT) is not only one, then it is better to use FIT that have been corrected or using AFIT. The results show the score of 0.386 AFIT, these results demonstrate that capability, value creation and competitive advantage is able to explain the model at 38.6%, while the remaining 61.4% can be explained by other variables . Unweighted least square (GFI) showed differences in the sample covariance, GFI number close to 1 indicates that the model is appropriate. GFI acquisition results of the scoring 0.979 are close to 1, it indicates that this model is appropriate. While the acquisition SRMR value of 0.116, greater than 0.08, these results indicate that the models are less appropriate. Based on the results of the scoring are both GFI and SRMR contradictory, since one of the GFI and SRMR indicate the model has been fit, it can be stated that this model is appropriate. After testing the model fit, hypothesis test research on the influence the relationship between research variable. Influence between the study variables Capability (uniqueness), value creation, competitive advantage on the appeal can be seen in Table 4.3 below.

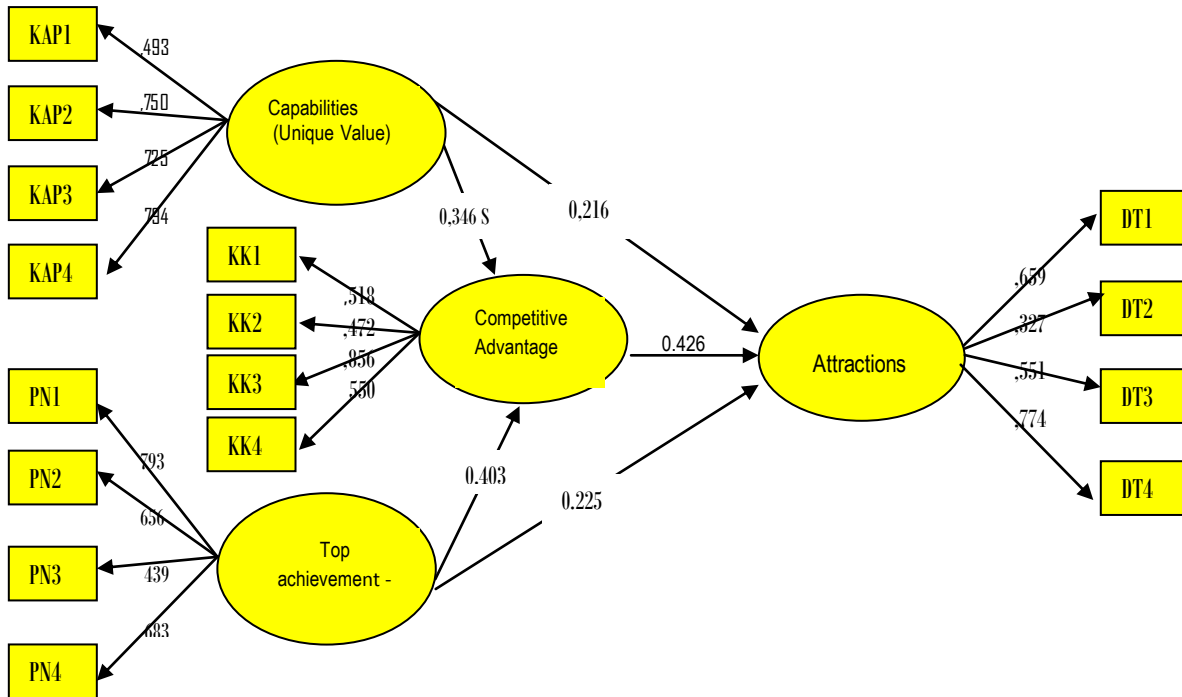
Table 4.3 Coefficient Path Analysis Results

Information	Estimate	SE	CR
Capabilities (Unique Value) -> Competitive Advantage	0.346	0.088	3.94*
capabilities (Unique Value) -> Attractions	0.216	0.074	2.94*
Top achievement -> Competitive Advantage	0.403	0.074	5.42*
Top achievement -> Attractions	0.426	0.083	5.11*
Competitive advantage -> Attractions	0.225	0.069	3.25*

CR* = significant at .05 level

As a whole showed a significant difference between the independent variables on the dependent variable, a significant effect between Capability (uniqueness) to Competitive advantage and competitive advantage on the appeal. There is significant effect value of creation with competitive advantage and influence competitive advantage to appeal, then the results are not a competitive advantage mediator variable. Model results can be described as follows (Figure 4.1)

Figure 4.1: Research Model



V. DISCUSSION

5.1. The Influence Capability (Uniqueness Value) on Competitive Advantage.

The analysis showed that capability (uniqueness) significantly affects to competitive advantage. Respondents Description of competitive advantage suggests an average 3.39, the scoring showed that competitive advantage is still in fairly criteria. While the description of the capabilities of the average respondent 3.41, which is still in fairly criteria. It is that capability (uniqueness) which is in the creative industries in the city still has not shown any capability (uniqueness) is high. Based on the empirical results show that the greatest role in the forming capability variables (uniqueness) is an indicator of how the acquisition with a loading factor of 0.794. These results indicate the existence of differences in outcomes between respondents' perceptions with empirical analysis. This hypothesis test results in this study support research Schiuma, Carlucci and Antonio Lerro (2012),

5.2. The Influence Capability (Uniqueness Value) on Fascination, the Competitive Advantage as a mediator variable

The results showed that the capability (unique) impact positive significant on the appeal. Acquisition of these results suggests that the capability held Bandung city as a creative city has been able to give a great concern for tourists, where the city of Bandung as creative has an attraction for tourists. However, with this acquisition to position variable competitive advantage cannot be called a mediator of the relationship unique capabilities to appeal. The results support the research Vorhies, Harker, and Rao (1999) which states that the capability of the organization will be able to increase the appeal.

5.3. The Influence Value of Creation for Competitive Advantage.

Results of the analysis value of creation significant positive effect on Competitive Advantage. The results support research by Huang and Zang (2007), that the value of creation has a role to generate a competitive advantage for the organization. . The empirical results are similar to those that most respondents perceived role in value of creation form is an indicator variable core offer, the main products offered to the

market as a potential exchange. The main products of the Bandung city in particular require special attention in order to increase competitive advantage.

5.4. The Influence Value Creation Fascination with Competitive Advantage as a mediator variable.

The analysis showed that the value of creation and a significant positive effect on the appeal. Means to value creation that has been done by the creative industries in the city is able to provide a special attraction for tourists. But the competitive advantage variables cannot be called a mediating variable for the relationship between value of creation significantly influence attractiveness. Results of this study support the results of research conducted McNaughton, Osborne and Imrie (2002), that competitive advantage and value for our customers resulting in loyalty and attractiveness

5.5. The Influence Competitive Advantage to Fascination

Hypothesis test results show that the competitive advantage and a significant positive effect on the appeal, it means that the competitive advantage generated by the creative industries have been able to influence the Bandung city of attraction for tourists. Results of this study support previous research conducted by the Corte's, Azori'n and Moliner (2007), competitive advantage is able to improve the condition of the company and attraction here is the resulting company so that consumers prefer product results.

VI. CONCLUSION

In this study, there are five hypotheses are built based on theories and empirical results related to variable Capabilities (Uniqueness Value), Creation Value, and Competitive Advantage Travel Attractions in Bandung city. The results showed that Capabilities (Uniqueness Value) significant positive impact on Competitive Advantage and also significant positive effect on attraction. Competitive advantage significant positive affect on the appeal, so that variables Competitive Advantage not a mediator of the relationship Capabilities (Uniqueness Value) on appeal. The uniqueness value of the study sites in the Bandung city, although there is no competitive advantage been able to attract the attention of the domestic tourists. Similarly, Creation Value significant positive impact on competitive advantage and Attractiveness, competitive advantage is not so variable mediating variables of the Creation Value Travel on Attractions in Bandung. Bandung is a city whose inhabitants lot creations.

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