

Determinants of Revisit Intention. Study on Local Tourist at Timor Tengah Selatan Regency

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Abstract: This study aims to analyze and determine the factors that influence the intention of tourists to make repeat visits to tourist objects in the Timor Tengah Selatan (TTS) district. The data analysis method used is descriptive statistical analysis and multiple linear regression analysis, using the SPSS application.

This study took place in Timor Tengah Selatan (TTS) Regency, with the consideration that TTS Regency has a variety of potential tourism objects, which still need to be developed. For this reason, it is necessary to know in advance what factors can influence the intention of tourists to visit tourist objects in the area. Thus, appropriate marketing strategies can be formulated in order to increase the number of tourist visits in the future. The results showed that the average scores for the variables of service quality, facilities, attractiveness, destination image and revisit intentions were in the good or high category. Service quality has no significant effect on the intention to return. Meanwhile, the facilities, attractiveness, and image of the destination have a significant effect on the intention to visit again. Simultaneously these four variables have a significant effect on the intention to revisit. The results of the research are expected to provide input to local stakeholders in formulating tourism development policies as one of the supporting sectors for the regional economy.

Keywords: revisitintention, facilities, attractiveness, image.

I. INTRODUCTION

The Covid 19 virus pandemic that has hit various regions of the earth over the past year has destroyed various economic sectors in almost all countries. The tourism sector is one of the sectors that is also affected by the pandemic. This is because during the pandemic there were many restrictions imposed by authorities in various countries which would directly hinder people from traveling. In addition, the decline in various economic activities has also exacerbated the development of the tourism sector. Behind it all, the tourism sector is actually one sector that can be a mainstay sector to spur economic growth.

Based on the above understanding, the local government of Timor Tengah Selatan (TTS) places the tourism sector as one of the mainstay sectors that need to be developed in order to improve the regional economy. This can be seen clearly in the description of the vision-mission that has been formulated.

The success of developing the tourism sector will be reflected in how much the number of tourist visits increases. To increase the number of tourist visits, it is necessary to know what factors can influence the intention of tourists to return to visit, because by knowing these factors, stakeholders can formulate appropriate marketing strategies.

Many expert opinions state that a tourist will have the intention to return to visit the same place or destination he has visited if on his previous visit he received satisfactory service, got a good impression about the image of the tourist destination visited, all needs during the trip can be met. because of the availability of adequate facilities, and the tourist destinations visited have a strong appeal to him. Thus, it will create a strong desire to return to visit, and also tell or invite family and other people to visit the same tourist destination. Based on these references, in this study, we want to know what are the factors that cause a tourist to have the intention to return to visit tourist destinations in TTS Regency.

II. LITERATURE REVIEW AND HYPOTHESES

2.1. Tourist

According to Law NO. 10 of 2009 concerning Tourism, it can be concluded that tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development or studying the uniqueness of tourist attractions visited in a temporary period. various kinds of tourism activities and supported by various facilities and services provided by the community, businessmen, government, and local governments.

Meanwhile, according to^[1] tourism is the temporary departure of people in a short period of time to destinations outside their homes and daily work and their activities while in these destinations, their departure in various ways. purposes include day trips or excursions. Traveling is a process of temporary departure from a person to another place outside his place of residence. And the impetus for his departure was due to various interests, whether due to economic, social, cultural, religious, health or other interests such as adding experience or learning.

Tourism is a very multidimensional concept like the notion of tourists. It is inevitable that several definitions of tourism are used by practitioners with different goals and prospects according to the goals to be achieved. all definitions of tourism that are put forward always contain several main elements, namely: There is an element of travel, namely the movement of people from one place to another. There is an element of "temporary living" in a place that is not the usual place of residence. The main purpose of the human movement is not to make a living or work at the destination.

Tourism is various forms of tourism activities as a basic human need which is manifested in various kinds of activities carried out by tourists, supported by various facilities and services provided by the community, entrepreneurs and the government.

Tourism is a journey from one place to another, temporary in nature, carried out individually or in groups as an effort to find balance and happiness with the environment in the social, cultural, natural and scientific dimensions.

2.2 Revisit Intention

The intention to return to visit is the willingness of a tourist to repeat a tourist visit to a tourist destination that has been visited before^[2]. They argue that the intention to revisit is the willingness of tourists to revisit the same destination. Meanwhile, Cole and Scott (2004) in^[3] define revisit intention as the desire to visit the same destination for the second time within a certain period of time.

Intention to revisit is derived from the concept of purchase intention (intention to repurchase). Purchases intention in relation to tourist visits in purchasing tourism services is referred to as behavior intention to visit. The development of a conceptualization model of the relationship between perceived service quality, service value, and satisfaction as well as its relative influence on purchase intention behavior as stated by^[4] which states that perceived service quality and satisfaction have been shown to be good predictors of tourist revisit intentions. (visitors future behavioral intention). The perceived service quality is a cognitive response to the services offered, while overall satisfaction is an emotional response based on the overall view of the phenomenon. This is also corroborated by^[5] who provide empirical support for the relationship between perceived quality and value. Their findings suggest that perceived service quality explains most of the variance in service value, and perceived value is a good measure of a traveler's overall evaluation of service quality rather than perceived service quality. The relationship between tourists' perceptions of price, quality and value was tested by^[6], who reported that service quality will increase perceptions of perceived service value, and will also elicit repurchase intentions. The specific benefits of customer satisfaction are stated to have a positive relationship with repurchase intentions, and have the potential to be a source of future income, especially through repeat purchases, both cross-selling and up-selling^[7]. Customer satisfaction can provide several benefits, including harmonious relations between the company and its customers, providing a good basis for repeat purchases and creating customer loyalty, as well as forming a word-of-mouth recommendation that is profitable for the company. Customer satisfaction also strengthens behavior towards the brand and most likely will lead to purchases of the same brand^[8].

2.3. Facility

Facilities are a set of facilities and infrastructure that support the presence of tourists at a tourist attraction. According to^[9],

facilities are everything that is intentionally provided by service providers to be used and enjoyed by visiting consumers which aims to provide the maximum level of satisfaction. One of the important things to develop tourism is through the provision of adequate facilities. Tourist facilities can affect consumer perceptions and expectations. Therefore, companies need to pay close attention to this aspect so as to create satisfaction for consumers.

Facilities in the world of tourism include a number of facilities that make it easier for tourists to meet their needs when visiting tourist destinations, for example the availability of parking lots, toilets, souvenir shops, food stalls and others.

2.4. Tourist attraction

The attractiveness of tourist destinations is the main motivation for tourists to make tourist visits. According to him, tourist destinations are grouped into four attractions, namely: 1). Natural tourist attractions (natural attractions) which include natural landscapes of land, natural views of the ocean, beaches, climate or weather. 2). Tourist attraction in the form of building architecture (building attraction) which includes historic buildings and architecture, modern buildings and architecture, archeology. 3). Specially managed visitor attractions, which include industrial heritage sites such as those in England, Theme Parks in America, etc. 4). Cultural tourism attractions (cultural attractions) which include theaters, museums, places of worship, customs, religious places, special events such as festivals and historical dramas (pageants), and heritage such as cultural heritage. Social tourism attraction is like the lifestyle of residents in tourist destinations. The total tourism product is a package or packaging that includes components of tangible and intangible goods, which are used for activities at tourist destinations and the packages and packages are perceived by tourists as an experience that can be purchased at a certain price. . The elements of attraction of tourist destinations are the choices of tourists and which encourage tourists to make tourist visits. The attractions of this tourist destination consist of:

- 1) Natural tourist attraction which includes natural landscapes of land), natural views of the ocean, beaches, climate, and other geographical characteristics of tourist destinations.
- 2) Tourist attractions in the form of buildings which include buildings with modern architecture, historic architecture, monuments, promenades, parks and gardens, convention centers, archeology, manage visitor attractions generally, golf courses, specialty shops, and themed retail areas.
- 3) Cultural tourism attractions which include history and folklore, religion and art, theater, music, dances and other entertainment, museums, and special events such as festivals and historical dramas (pageants).
- 4) Social tourism attractions such as lifestyle, language of residents at tourist destinations, as well as daily activities. Service products are said to be of quality or not of quality depending on the perception of individuals (consumers) in interpreting the services purchased or consumed. The results of the interpretation of each individual (consumer) can be different even though the type of

service sold is the same. Consumers will perceive the product as a quality product depending on the consumer's individual attitudes, expectations and experiences, as well as the benefits derived from the purchase. Quality is the customer's perception of the evaluation of product attributes, performance attributes, and efforts to improve the facilities used to achieve good customers in various situations. Meanwhile, perception is defined as the process by which individuals select, organize, and interpret stimuli in a reasonable and meaningful picture of the world^[10]. So if consumers perceive low quality, then the quality is low, whether in reality it is good or really bad. Therefore, consumers in making decisions are not based on quality in reality, but rather based on perception. Tourism products that many consumers consider when deciding to travel (buying tourism products) one of which is the decision to choose a destination is the attractiveness of the tourist destination to be visited. Furthermore, according to the World Tourism Organization that the factors that influence the demand for international tourism (global tourism) include the choice of attractiveness of tourist destinations and other factors from the tourism industry. The choice of tourist destination attraction is an attribute of tourism services that is often used as an indicator in determining the quality of tourism. As stated by^[10] that in determining the quality of service by consumers is based on the attributes associated with the product. Some of these attributes are intrinsic and extrinsic of goods or services.

2.5. Destination Image

The image of the destination describes the impression of a tourist attraction that has been visited by tourists. Therefore, the image of the destination has the same concept of meaning as the image of the company. Corporate image is defined as the net result of the interaction of the overall experiences, impressions, beliefs, feelings and knowledge that people have about the company^[11]. Corporate image also describes the overall public impression of the company^[12].

Previous studies have indicated that in the context of intense competition, consumers with low satisfaction may cross over and switch to competing companies that offer more satisfying alternatives^[13]. Therefore, corporate image becomes an important tool for management in strengthening position, retaining customers, and maximizing profit^[14].

Previous studies found that corporate image has an influence on customer satisfaction through perceived quality^[14]. Meanwhile, other research states that perceived quality is a determinant of company image. For example^[15] stated that both technical quality (i.e. what the customer receives from the experience of obtaining the service) and functional quality (i.e. the way in which the service is provided) have a contribution in building a company's image. This concept is supported by^[16] through an empirical study of the mobile phone industry in South Korea. In line with this, consider the company's image as a collection of constructs that evolve over time following the customer's experience of service^[17].

From some of the opinions referred to, it can be seen that there are slight differences between one author and another. This is possible because the formulation of the definitions put forward are in different contexts and times. Corporate image is the consumer's response to the overall service offered, which is the sum of the beliefs, ideas, and impressions of the public on the organization. Corporate image relates to the company name, architecture, variety of products and services, traditions, ideology and impressions about the quality of communication of everyone who interacts with the organization. A company's image can be formed, as an accumulation of previous buying or using experiences.

2.6. Hypotheses

H1 = It is suspected that the facility has a significant effect on revisit intention

H2 = It is suspected that attractiveness has a significant effect on revisit intention

H3 = It is suspected that the image of the destination has a significant effect on revisit intention

H4 = It is suspected that the facilities, attractiveness, and image of the destination have a significant effect on revisit intention

III. RESEARCH METHODS

3.1. Research sites

This research is located in South Central Timor (TTS) Regency, East Nusa Tenggara Province. The object of the research studied were 4 tourist destinations in TTS Regency, namely Buat Tourism Park, Oetune Beach, Oehala Waterfall, and NONE Fort. The selection of these 4 attractions is based on the highest number of visits.

3.2. Population and Sample

The population in this study are tourists or visitors who have visited several tourist objects studied in TTS district. The tourist objects studied were Create Tourism Park, Oetune Beach, Oehala Waterfall, and Fort None. The total population for the four attractions is 54,432 people^[18]. Based on these data, samples were drawn using the Slovin formula, as follows:

$$n = \frac{N}{1 + Nd^2}$$

Information:

n = number of samples

N= population size

d = precision error in sampling

By using the formula above, then the number of research samples is obtained as follows:

$$n = 54,432 / 1 + 54,432 (0.1)2$$

$$n = 54,432 / 545.32 = 99.81 \text{ rounded up to } 100$$

The number of samples mentioned above is distributed proportionally to the four tourist destinations as follows:

Table 1. Research Sampling Framework

No	Name of Tourism Object	Population	Sample
1	Buat Tourism Park	26.852	50
2	Oetune Beach	23.443	43
3	Oehala Waterfall	2.907	5
4	None Fort	1.230	2
Total		54.432	100

3.3. Operational Definitions of Variables and Indicators

The number of variables in this study were 4 variables, consisting of 3 independent variables (Facilities, Attractiveness, and Destination Image) and 1 dependent variable (Revisit Intention).

- Facilities are a number of supporting facilities needed by tourists when visiting places or tourist objects. The indicators are parking lots, restaurants, toilets, souvenir shops and lodging
- Attractiveness is the speciality of a tourist attraction that makes tourists want to visit the tourist attraction. The indicators are beauty, uniqueness, and authenticity.
- Destination Image is the overall impression that is in the minds of tourists about the tourist objects visited. This impression is obtained by tourists as a result of tourist visits to tourist objects. The indicators are; Attribute, Functional, and Psychological; (1) Attributes relate to the impression that customers get about an object, for example the appearance of a tourist attraction. (2) Functional related to the completeness of service support facilities and tourist security guarantees (3) Psychological indicators relate to the impression of a comfortable and pleasant atmosphere. For example, friendliness, politeness, good relations, and feeling valued.
- Revisit Intention is the willingness of tourists to make repeat visits to tourist attractions they have visited. The indicator is willing to visit again and willing to invite other people to visit.

3.4. Measurement scale

The questionnaire used in this study used a 5-point Likert scale where each question was given a score of 1 to 5, with the following details:

Strongly Disagree = 1

Disagree = 2

Indecisive = 3

Agree = 4

Strongly agree = 5

3.5. Test the Validity and Reliability of Research Instruments

Before the research instrument was used, a trial was conducted on 30 respondents who were considered relevant to this study to measure the validity and reliability of the research instrument (Noor, 2011). Testing the validity and reliability of the instrument before being used aims to determine whether the instrument can be understood and understood by the respondent or not. That way, it can be ascertained whether the statement based on the indicators of the existing research variables is able to measure the research variables accurately and reliably.

The validity test is intended to test the accuracy of an instrument in measuring the concept that must be measured. A measuring instrument is said to be valid if the instrument is able to measure what it should measure (Sugiyono, 2013). Testing the validity of the instrument is done by correlating each item score with the total score using the Pearson Correlation (Product Moment) technique. The test criteria state that if the correlation coefficient (riT) table correlation (rTable) means that the questionnaire item is declared valid or capable of measuring the variables it measures, so that it can be used as a data collection tool.

Reliability testing is aimed at testing the consistency of an instrument in measuring the concept that must be measured or performing its measuring function. Instruments are said to be reliable if used several times to measure the same object will produce the same measurement results (Sugiyono, 2013).

IV. RESULTS AND DISCUSSION

4.1. Regression Model

Multiple linear regression analysis was carried out for 100 samples of respondents using SPSS version 22, obtaining results as shown in table 2 below.

Table 2. Multiple Linear Regression Analysis Results

No	Variable	Regression Coefficient
1	constant	0,11
2	Facilities (X1)	0,19
3	Attraction (X2)	0,43
4	Destination Image (X3)	0,38

Based on the data in table 2 shows the regression coefficient of each variable studied, then it is arranged in the form of multiple linear regression equations as follows:

$$Y = 0.11 + 0.19X1 + 0.43X2 + 0.38X3.$$

The explanation of the regression model above is as follows:

A constant of 0.11 means that if the facilities, attractiveness and image of the destination are assumed to be equal to zero, the amount of intention to return to visit is equal to 0.11.

The facility regression coefficient value is 0.19, meaning that if the facility variable increases by one unit, the intention to return to visit will increase by 0.19. Assuming that the other variables are constant

The attractiveness regression coefficient value is 0.43 which means that if the attractiveness variable increases by one unit, the intention to return to visit will increase by 0.43. Assuming that the other variables are constant

The value of the destination image regression coefficient is 0.38, meaning that if the facility variable increases by one unit, the intention to return to visit will increase by 0.38. Assuming that the other variables are constant

4.2. Hypothesis test

Testing of hypothesis 1 to hypothesis 3 is done by comparing the value of t count and the value of t table. As shown in table 3.

Table 3. Partial Test Results

	Independent variable	t hitung	t tabel	Remarks
H1	Facility (X1)	8,096	1,65	Signifikan
H2	Attractive (X2)	17,433	1,65	Signifikan
H3	ImageB (X3)	13,409	1,65	Signifikan

The calculation results in table 3 show that Hypothesis 1 (H1) is accepted because the t-count value (8.096) is greater than the t-table value (1.65). This means that the facility has a significant effect on the intention to return to visit.

Hypothesis 2 (H2) is accepted because the t-count value (17.433) is greater than the t-table value (1.65). This means that attractiveness has a significant effect on the intention to return to visit.

Hypothesis 3 (H3) is accepted because the t-count value (13.409) is greater than the t-table value (1.65). This means that the image of the destination has a significant effect on the intention to return to visit.

Proof of the fourth hypothesis (H4) is done by comparing the calculated f value (447.96) and the f table value (2.47). Therefore, the fourth hypothesis (H4) is accepted, which means that the facilities, attractiveness, and image of the destination simultaneously have a significant effect on the intention of tourists to return to visit.

Discussion

The Influence of Facilities on Revisit Intention

The results of the multiple linear regression analysis in table 4 show that the facility has a significant effect on the revisit intention. (Regression coefficient is 0.19 and t value is 8.096). This finding explains that the more complete the facilities

available around the tourist attraction, the higher the intention of tourists to return to visit the same tourist attraction. This finding supports the theory that the availability of adequate facilities is one of the factors that determine tourists to make choices. Furthermore, this finding is different from the research results of^[19]

The Influence of Attraction on Intentions to Come Back

The results of multiple linear regression analysis in table 4 show that attractiveness has a significant effect on intention to return to visit. (Regression coefficient is 0.43 and t count is 17.433). This finding explains that the higher the attractiveness of a tourist attraction, the higher the intention of tourists to return to visit the tourist attraction. This finding supports the theory that attractiveness is one of the factors that determine tourists to make choices. Furthermore, these findings confirm the results of the research by^[20].

The Effect of Destination Image on Intention to Return

The results of multiple linear regression analysis in table 4 show that Destination Image has a significant effect on intention to return to visit. (Regression coefficient is 0.38 and t count is 13.049). This finding explains that the better the image of the tourist attraction, the higher the intention of tourists to return to visit the tourist attraction. This finding supports the theory that a good destination image is one of the factors that determine tourists to make a choice. Furthermore, this finding is different from the results of the research of^[19].

The Influence of Service Quality, Facilities, Attractiveness and Destination Image on Intention to Come Back

Based on the results of the analysis in table 5, the facilities, attractiveness and image of the destination simultaneously have a significant effect on the intention of tourists to return to visit. Thus, together these three variables have a significant effect on the intention to revisit. This is evident from the calculated F value of 447.961 which is greater than f table 2.47.

V. CONCLUSION AND RECOMENDATION

The results of descriptive statistical analysis showed that the respondents' assessment of the variables of facilities, tourist attractions, destination image and intention to return to visit was in the high or good category. The results of multiple linear regression analysis prove that hypothesis 1 is accepted, where the facility variable partially has a significant effect on tourists' intention to visit again. This is because every tourist needs supporting facilities when they are at a tourist attraction so that they can fulfill their needs during visitation. The facilities referred to include accommodation, places to eat, places to shop for necessities and souvenirs, as well as transportation facilities and infrastructure. These facilities are important points that tourists consider before making a decision to visit a particular tourist destination.

The results of the analysis show that hypothesis 2 is accepted, where the attractiveness variable has a significant effect on the

intention of tourists to visit again. This proves that in addition to facilities, the attractiveness of a tourist attraction is one of the factors that a tourist considers when deciding to visit a particular tourist attraction. Tourists will prefer attractions that have a strong appeal because they have a variety of uniqueness, beauty, friendliness and comfort in these tourist attractions.

The results of the analysis show that hypothesis 3 is accepted, where the destination image variable has a significant effect on tourists' intention to visit again. This proves that in addition to the facilities and attractiveness of a tourist attraction, the image of the destination is one of the factors that a tourist considers when deciding to visit a particular tourist attraction. Tourists will prefer attractions that have a positive image and are good to visit.

The results of the analysis show that hypothesis 4 is accepted, where the variables of facilities, attractiveness, and destination image simultaneously have a significant effect on tourists' intention to visit again.

Based on the conclusions above, the following suggestions can be given. Local governments, related agencies, and tourism object managers need to pay attention to facilities, attractiveness and image of the destination that have a significant effect on the intention of tourists to visit again. Therefore, to increase the intention of tourists to visit again, these three variables need to be improved. Inadequate facilities need to be equipped, tourist attractions are further enhanced with various interesting attractions, and a positive image of tourist objects needs to be maintained and improved. If sorted according to the variable with the most dominant influence, it starts from tourist attraction, destination image, and facilities. The results of this study can be used as a reference for further research. Future research is recommended to sort it out by type of tourist attraction, for example nature tourism, cultural tourism, and others. This relates to the interests or preferences of each different tourist.

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