



## Factors that Influencing Tourists Revisit Intention

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### Abstract

The results of previous research indicate that novelty-seeking through travel is one of the keys to tourist satisfaction. In the context of tourism, destination image and tourist satisfaction are usually used to predict the revisit intention to certain tourist destinations. This research is designed to study the formation of tourist satisfaction and their motivation to return to Pontianak City based on experiences on previous visits. Novelty-seeking, destination image, and quality of culinary experience are proposed to be predictors of tourist satisfaction and intention to return. The results of the study using SEM-PLS show that basically tourist satisfaction and intention to return are determined by the quality of previous travel experiences and the image of tourist destinations. The coefficient of determination of the quality of the tourist's culinary experience and the image of the destination in the research model is quite small, therefore it is necessary to carry out further research to identify the factors that influence tourist satisfaction and the intention of returning to visit in the context of tourism.

## Faktor-faktor yang Mempengaruhi Niat Berkunjung Kembali

### Abstrak

Hasil penelitian terdahulu menunjukkan bahwa pencarian kebaruan melalui perjalanan wisata adalah salah satu kunci kepuasan wisatawan. Dalam konteks pariwisata, citra destinasi dan kepuasan wisatawan biasanya digunakan untuk memprediksi niat berkunjung kembali ke destinasi wisata tertentu. Penelitian ini dirancang untuk mengkaji pembentukan kepuasan wisatawan dan motivasi mereka untuk berkunjung kembali ke Kota Pontianak berdasarkan pengalaman pada kunjungan sebelumnya. Pencarian kebaruan, citra destinasi, dan kualitas pengalaman kuliner diusulkan untuk menjadi prediktor kepuasan wisatawan dan niat berkunjung kembali. Hasil penelitian menggunakan SEM-PLS menunjukkan bahwa pada dasarnya kepuasan wisatawan dan niat berkunjung kembali ditentukan oleh kualitas pengalaman perjalanan sebelumnya dan citra destinasi wisata. Koefisien determinasi kualitas pengalaman kuliner wisatawan dan citra destinasi dalam model penelitian cukup kecil, oleh karena itu perlu dilakukan penelitian lebih lanjut untuk mengidentifikasi faktor-faktor yang memengaruhi kepuasan wisatawan dan niat berkunjung kembali dalam konteks pariwisata.

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## INTRODUCTION

In the consumer behavior literature, it is explained that motivation and the need to travel are interrelated. This means that a tourist may decide to go on vacation to satisfy their psychological needs such as food, health, and study (Kara & Mkwizu, 2020). In recent years, several researchers have investigated the factors that motivate tourists to return to tourist destinations. The results showed that the revisit intention could be predicted by tourists satisfaction (Hasan et al., 2019), food quality (Mannan et al., 2019), past vacation experience (Sahijan et al., 2019), destination image (Assaker et al., 2011), and cultural differences (Chen and Gursoy, 2001).

Pontianak was founded in 1771. This city is also known as the City of the Equator because Pontianak is one of the areas in the world that is crossed by the imaginary line of the Equator which divides the Earth into two parts, north and south. In Pontianak City, we can find a monument called Tugu Khatulistiwa that is thought to be the centerline of the Earth. The best time to visit this monument is on March 21-23 and September 21-23. At that time, there was a natural phenomenon where the sun was directly above the equator so that all objects above this line would not have a shadow.

According to the Ministry of Tourism and Creative Economy of the Republic of Indonesia, West Kalimantan Province and Pontianak are not yet the main tourist destinations in Indonesia, however, the Provincial Governments of West Kalimantan and Pontianak through vario-

us communities have made efforts to increase tourist arrivals, both domestic and foreign. The number of tourist arrivals to Pontianak from 2014-2018 is shown in Table 1.

Based on Table 1, it can be explained that the number of domestic and foreign tourist arrivals visiting Pontianak is experiencing an increasing trend. This can be caused by several factors, including the development of Pontianak as a city of trade and services, as well as the increasing number of promotions about the city's tourism both in the offline and online media. Economic development is also closely related to the development of the regional tourism sector because it includes regional income and opening up jobs around tourist destinations. Furthermore, changes in the socio-economic and demographic fields have increased the competition and interest of policymakers to develop specific strategies for the tourism sector. Business actors in the tourism sector believe that the growth of the tourism sector will benefit their business and can provide many choices of tourist destinations.

On the other hand, the arrival of domestic tourists to tourist destinations in Pontianak City is not as many as tourists from international markets. This occurs due to various factors, including the low public interest in visiting regional tourist destinations, low levels of income, lack of information, and limited promotional media used in marketing regional tourist destinations. Also, the biggest challenge lies in the quality of services available in regional tourist destinations, such as poorly maintained infrastructure and less alert tour officers or guides. In this regard, the local government has taken several initiatives, such as establishing vocational schools in the field of tourism and introducing various marketing techniques to create public awareness of the existence of regional tourist destinations.

According to the World Tourism Organization, tourism is a human activity that travels to and lives in destinations outside of their daily environment. The classification of tourism according to the United Nations World Tou-

**Table 1.** Number of Tourist Arrival to Pontianak

Year	Domestic Tourist	Foreign Tourist	Total
2014	932.070	24.955	957.025
2015	878.712	42.450	921.172
2016	939.149	30.458	969.617
2017	957.059	32.532	989.591
2018	1.077.356	47.681	1.125.037

Source: Disporapar Kota Pontianak, 2019

rism Organization (UNWTO, 2015) consists of cultural tourism, ecotourism, rural tourism, adventure tourism, health tourism, wellness tourism, medical tourism, business tourism, and gastronomy tourism. Pontianak City is also famous for culinary tourism. The types of culinary in Pontianak City show the ethnic diversity in West Borneo.

There are three major ethnic groups in West Borneo, namely Malay, Dayak, and Chinese. The existence of these three ethnicities plays a very important role in shaping regional culinary characteristics. A large number of coffee shops in Pontianak City reflects the culture of drinking coffee owned by the Malay ethnicity. Several traditional coffee shops become favorite destinations for tourists when visiting Pontianak City. Over time, these traditional coffee shops not only serve coffee, but also collaborate with other traders around the shop to sell various snacks that are generally eaten at breakfast, such as fried bananas, chicken porridge, chicken satay, various fried foods, and so on. The high interest of tourists to visit traditional coffee shops in the city of Pontianak has made their owners change their business system into a franchise system with a more modern concept. Currently, the traditional coffee shop already has several branches that are spread not only in Pontianak City but also in DKI Jakarta.

Tourist travels based on the “driving force” of themselves, for example, to eliminate fatigue and boredom, looking for new life experiences, and as a result of the “attraction” of the tourist attraction itself. The management of tourism businesses and the government always try to increase the attractiveness of tourism objects to encourage tourist visits and then increase the willingness of tourists to come back (revisit intention). The desire to return to the same tourist attraction (revisit intention) is influenced by tourist satisfaction on previous visits (Kim & Kim, 2015; Nafisah & Suhud, 2016; Sahin & Ieker, 2018), novelty-seeking, and destination image (Assaker et al., 2011).

Until now, some researchers are still identifying the factors that motivate tourists to

return to tourist destinations. Novelty-seeking theory provides a stronger theoretical basis for explaining destination choice behavior. It is often defined as the degree of contrast between current perception and experience, making it the opposite of familiarity (Pearson, 1970). The search for novelty is often seen as an innate quality in tourists (Cohen, 1979). Indeed, travelers looking for a high level of novelty rarely return to previously visited destinations, whereas those looking for a high level of familiarity (or a low level of recency) tend to return to the same place frequently (Assaker et al., 2011).

Apart from being novelty-seeking, the image of a destination also has a positive effect on tourist satisfaction. An evaluation of the experience of a tourist destination can affect the image of tourists towards that destination (Assaker et al., 2011). Some researchers argue that tourist destinations with a more positive image are more likely to be included and selected in the decision-making process (Milman & Pizam, 1995). Destination image has also been shown to influence tourist behavioral intentions. For example, a positive image of a destination positively influences tourists' intention to revisit that location in the future (Court & Lupton, 1997).

The tourist experience involves a variety of constituents (such as accommodation, restaurants, and attractions) and while tourists can evaluate each element separately, dissatisfaction with one component leads to an overall negative evaluation of the destination as a whole. Besides being influenced by tourist satisfaction, revisit intention is also influenced by the experience of tourists in enjoying culinary delights in the areas they visit. The better quality the culinary tourism experience can offer, the satisfaction of tourists will increase. A person's culinary experience can have an impact on the overall experience of a tourist visit. Some research results show that the experience of enjoying local food in a tourist destination is an important source of satisfaction for tourists (Kristanti et al., 2018).

Gitelson and Crompton (1984) stated that the experience of seeking novelty through

travel is one of the keys to tourist satisfaction. In the context of tourism, destination image and satisfaction are usually used as determinants of tourists' intention to revisit a tourist destination, including coastal and inland-based tourism (Kim et al., 2013). Providing impressive experiences related to tourist activities can have a significant impact on outcome variables such as tourist satisfaction and loyalty. From a marketing perspective, experiences are valuable, as long as they are stored in an individual's memory system (Kim, 2010). The relationship between food tourism and memory has not been widely explored in the scientific literature.

The majority of contributions on novelty is consider gastronomy as a unique travel resource refers to its memory (Lin & Mao, 2015). Along with customer satisfaction, the intention of revisiting received special attention from both academics and practitioners. Based on the background described, researchers are interested in examining the role of novelty-seeking, the quality of culinary experiences and the image of destinations in shaping tourist satisfaction, and their influence on the intention to revisit Pontianak City.

## Hypothesis Development

### Novelty-Seeking

Pearson (1970) defines novelty as the result of a comparison between perceptions and current experiences. The concept of novelty-seeking was first introduced by Berlyne (1950) in the psychology literature which explains that the search for novelty helps to recognize complex relationships in individual motives. Lee and Crompton (1992) view novelty as a multifaceted concept that includes elements of sensation, change from routine, eliminating boredom, and surprises. Besides, the characteristics of seeking novelty can influence perceptions of recreational experiences because tourists tend to expect diverse and different travel experiences (Duman & Mattila, 2005).

According to Gitelson and Crompton (1984), the experience of novelty-seeking through travel is one of the keys to the formati-

on of tourist satisfaction. Fornell (1992) argues that satisfaction is the overall assessment of the customer experience when buying a product or service. Oliver (1997) emphasizes that satisfaction includes customer feelings and psychological reactions to consumption stimuli. When traveling, satisfaction is the emotion of tourists after experiencing certain experiences (Williams & Soutar, 2009). As a result, satisfaction is a measure of the psychological and emotional state of tourists after experiencing an activity and is caused by interactions between individuals and tourist destinations (Baker & Crompton, 2000). When a traveler's new search is satisfied, their satisfaction with the travel experience can be increased (Oliver, 1997).

Satisfaction has been recognized as an emotional response to experience. The experience of travelers is a collection of satisfaction/dissatisfaction obtained by the individual characteristics of services and products (Shahijan et al., 2018). Positive experiences make tourists more satisfied, therefore tourists will revisit these destinations in the future (Cole & Chancellor, 2009). Based on this explanation, this study proposes the following hypothesis:

H1: Novelty-seeking has a positive and significant effect on satisfaction

H2: Novelty-seeking has a positive and significant effect on revisit intention

### Culinary Experience Quality

Experience trends that challenge the modern tourism industry encourage business actors in the tourism sector to seek new strategies and products to create customer satisfaction and loyalty with new experiences (Di-Clemente et al., 2019). Food is a resource that is very likely to provide multi-sensory experiences; not only includes experience and nutritional needs but also relates to ritual and symbolism (Ellis et al., 2018). Smelling and tasting local food is considered an experiential practice that is increasingly being used by travel agencies to offer the most authentic aspects of local culture, through participatory encounters with distinctive foods and drinks.

Culinary tourism activities are exploratory and direct tourists to gain in-depth knowledge of local culinary specialties which in turn can determine the special bond between tourists and tourist destinations (Lin, 2014). Taste and special dishes can generate positive feelings in the mind of tourists, and memories of their experiences can encourage loyal behavior in the future, which can benefit tourism destinations in terms of intention to visit again (Kim, 2018). Local food has been identified as an important element for tourism attraction (Robinson & Getz, 2014). Previous literature reports that local food plays an important role in determining the overall experience of tourists about the destination. Many suggest that food quality, destination image, service quality, heritage, and atmospheric environment are considered significant predictors of tourist satisfaction (Wang et al., 2017).

Consumers are more eager to explore foods with a variety of flavors and culturally advanced foods to satisfy their cravings (Ting et al., 2016). In tourism literature, satisfaction becomes more complex when it comes to tourists' food choices. Breiby and Slåtten (2018) call tourist satisfaction a multifaceted concept. Similarly, Phillips et al. (2013) stated that satisfaction is an evaluation of a person's subjective consumption associated with various factors, namely attractions, accommodation, experience, food, and activities. Therefore, many destinations are starting to offer food-based experience products, such as cooking classes, local market tours, food tours, multi-day courses, to help tourists participate in unforgettable experiences based on local specialties.

Some previous researchers agreed that the quality of tourist experience is an important predictor of experience satisfaction. This finding explains that the quality of experience positively influences other important aspects, such as satisfaction, positive recommendations, and the intention to return to certain destinations (Chen & Chen, 2010). Hence, this study proposes the following hypothesis:

H3: Culinary experience quality has a positive and significant effect on satisfaction

H4: Culinary experience quality has a positive and significant effect on revisit intention

### **Destination Image**

In the early literature related to tourism, the destination image is defined as human behavior that is more susceptible to perceived images than objective reality (Boulding, 1956; Martineau, 1958). Destination images can be seen as a compilation of beliefs, ideas, expectations, and impressions that are accumulated as a result of evaluating individual attributes in a destination (Crompton, 1979). In general, the destination image is defined as the impression of the overall perception of tourists towards a destination which influences their attitude towards tourist destinations and the decision-making process at each stage of the trip (Jalilvand et al., 2012).

The positive image of tourists about tourist destinations can affect their satisfaction, and in the end, it will have an impact on their intention to visit again (Kim et al., 2013). Higher levels of satisfaction lead to positive customer attitudes which will then result in higher consumer behavioral intentions and loyalty (Choi & Choo, 2016). In line with this, destination image can also affect tourist satisfaction, which in turn affects their behavioral intentions and loyalty (Assaker et al., 2011).

Several previous studies show a positive relationship between the destination image and tourist satisfaction. Wang and Hsu (2010) propose an integrative model that describes the relationship between destination image, satisfaction, and behavioral intentions, and the destination image that is realized is closely related to satisfaction. Meanwhile, Prayag and Ryan (2012) explored the relationship between destination image, place attachment, personal involvement, visitor satisfaction, and loyalty and emphasized that a more positive destination image resulted in a higher level of visitor satisfaction. Furthermore, Chiu et al. (2016) investigated the effect of destination image and tourist satisfaction on loyalty in a case study of Chinese tourists in Korea and destination image is the

main antecedent of satisfaction. Hence, this study proposes the following hypothesis:

H5: Destination image has a positive and significant effect on satisfaction

H6: Destination image has a positive and significant effect on revisit intention

**Satisfaction and Revisit Intention**

Satisfaction has been recognized as an emotional response to experience. Recent trends consider that individual experience is a determining factor in creating tourist satisfaction. The experience of tourists is a collection of satisfaction/dissatisfaction obtained from the individual characteristics of services and products. According to Cole and Chancellor (2009), positive experiences make tourists more satisfied, therefore they will revisit these destinations in the future. Also, Maunier and Camelis (2013) explained that tourism experience is determined by the interaction of the physical and human environment that is valued by tourists so that it will have an impact on satisfaction. Likewise, by provoking tourists to rate a destination as pleasant or unpleasant, tourism aesthetics can have a tremendous impact on the tourist experience, attributing it to overall satisfaction (Shahijan et al., 2018).

Also, the determinants of customer satisfaction and revisit intention vary from region to region. Customer satisfaction has a great influence on any organization. Satisfied customers always tend to come back, in particular, in the hotel industry (Cha & Borchgrevink, 2019). The intention to revisit is a sign of loyalty and an indication of customer satisfaction. So, in an industry like tourism, where customers have many choices, this is very important for tourism destination managers and the government to comprehend what ticks customers' revisit intention. Hence, this study proposes the following hypothesis:

H7: Tourist satisfaction has a positive and significant effect on revisit intention

Based on the proposed hypothesis beforehand, the proposed model in Figure 1.

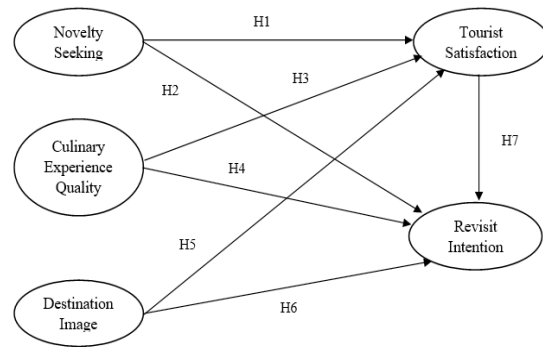


Figure 1. Proposed Research Model

**METHOD**

This study was designed as explanatory research which will explain causal relationships between novelty-seeking, culinary experience quality, destination image, satisfaction, and revisit intention. The population of this study was a tourist with a minimum age of 17 years old. The purposive sampling technique was chosen to select the respondents with the following criteria including have been visiting Pontianak City in the last 12 months and have been visiting some destinations in Pontianak City.

Data collection was carried out using a questionnaire survey method with a span of approximately two months between June and July 2019 by distributing questionnaires to the tourists in several tourist destinations that were visited. The number of samples required is using the advice from Hair et al. (2014) which the number of paths multiplied by 10. Thus, the minimum recommended sample size is 100 respondents. The number of samples obtained in this study was 120 respondents, so it has met the minimum requirement of the suggested sample.

All measures in the study were adopted from previously published scales with demonstrated validity and reliability. For each measure, respondents were asked to rate items using a five-point Likert scale that ranged from 1 (strongly disagree) to 5 (strongly agree). The analysis technique used in this research is the structural equation model (SEM) by using partial least squares or PLS. According to Hair et

al. (2014), the reason for using PLS is because it can work effectively with a small number of samples and complex models. PLS can work on nominal and ordinal scale measurements and can perform path analysis with mediation and moderation within the model.

The PLS-SEM analysis consists of two sub-models namely the measurement model or often called the outer model and the structural or often called the inner model. The measurement model shows how variable manifest or observed variables represent latent variables to be measured. While the structural model shows the strength of estimation between latent variables or constructs.

## RESULT AND DISCUSSION

Evaluation of measurement models using reflective construct items consists of convergent validity, discriminant validity, and reliability (composite reliability). Testing of convergent validity can be seen from loading factor that should be more than 0.7 and AVE values greater than 0.5 (Hair et al. (2014)). Based on conver-

gence testing results in Table 2, all the variables in this study have fulfilled the convergent validity requirement.

The next test is the discriminant validity test. Discriminant validity is related to the principle that different constructs should not be highly correlated (Hair et al., 2014). Discriminant validity is fulfilled if the AVE square root value is higher than other variables (Hair et al., 2014). The discriminant validity testing results showed in Table 3 explain that the AVE square root value of a variable is higher than other variables, so it can be concluded that the variables in the research model already meet the discriminant validity.

The next testing for the measurement model is to see the value of composite reliability to see the reliability of the studied variables. Reliability testing is performed to ensure the accuracy, precision, and consistency of a measuring instrument. Reliability testing in SEM-PLS can use the composite reliability method, where the criterion of a variable meets reliability if its value is greater than 0.7 (Hair et al., 2014). The test results show that all variables have a composi-

**Table 2.** Convergent Validity Testing Results

Variables	Number of Items	Convergent Validity		Conclusion
		Loading Factor	AVE	
Novelty Seeking	3	.773-.830	.898	Valid
Culinary Experience Quality	3	.620-.816	.911	Valid
Destination Image	7	.735-.877	.770	Valid
Tourists Satisfaction	4	.620-.816	.837	Valid
Revisit Intention	3	.880-.990	.936	Valid

**Table 3.** Discriminant Validity Testing Results

	NS	CEQ	DI	TS	RI	Conclusion
NS	.947					Valid
CEQ	.840	.955				Valid
DI	.890	.905	.878			Valid
TS	.794	.808	.850	.915		Valid
RI	.862	.874	.819	.855	.967	Valid

te reliability value higher than 0.7, so it can be concluded that all variables are reliable. Table 4 displays the variables' composite reliability testing results.

**Table 4.** Composite Reliability Coefficients

Variables	Composite Reliability	Conclusion
Novelty Seeking	.963	Reliable
Culinary Experience Quality	.968	Reliable
Destination Image	.959	Reliable
Tourists Satisfaction	.953	Reliable
Revisit Intention	.978	Reliable

After testing the measurement model, the next is testing the structural model. Structural model testing is used to see the strength of estimation between latent variables or constructs. The evaluation of the structural model can be seen from the coefficient of determination ( $R^2$ ) and path coefficient (Hair et al., 2014). Accord-

ing to Hair et al. (2014:175), for behavioral research, values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak. There are two dependent variables in this research, namely satisfaction and revisit intention. Coefficient determination test results can be viewed in Table 5.

The attitude variables (tourist satisfaction) in this research model are explained by novelty-seeking, culinary experience quality, and destination image. The coefficient determination value of the three variables on attitude is 0.793 or can be interpreted that the proportion of these three variables in explaining the attitude variable is 79.32%. The variable of revisit intention is explained by novelty-seeking, culinary experience quality, destination image, and tourist satisfaction. Variable revisit intention has a coefficient of determination value of 0.865.

Table 6 provides the results of hypothesis testing. From the table below, it can be explained that H1, H2, and H3 are not supported. Meanwhile, the following hypothesis consists of H4, H5, H6, and H7 are supported with p-value

**Table 5.** Coefficient Determination ( $R^2$ )

Dependent Variable	Independent Variable	R Squared	Level of Prediction
Tourist Satisfaction	Novelty Seeking, Culinary Experience Quality, Destination Image	.793	High
Revisit Intention	Novelty Seeking, Culinary Experience Quality, Destination Image, Tourist Satisfaction	.865	High

**Table 6.** Hypothesis Testing Results

Hypothesis	Path Coefficient	p-value	Hypothesis Decision
H1 Novelty seeking → Tourist satisfaction	.136	.091	Not Supported
H2 Novelty seeking → Revisit Intention	.089	.196	Not Supported
H3 Culinary experience quality → Tourist Satisfaction	.050	.315	Not Supported
H4 Culinary experience quality → Revisit Intention	.186	.033	Supported
H5 Destination Image → Tourist Satisfaction	.609	< .001	Supported
H6 Destination Image → Revisit Intention	.425	< .001	Supported
H7 Tourist Satisfaction → Revisit Intention	.202	.023	Supported



smaller than 0.05 and 0.01 which fulfill the hypothesis testing criteria. The result of full model analysis is shown in Figure 2.

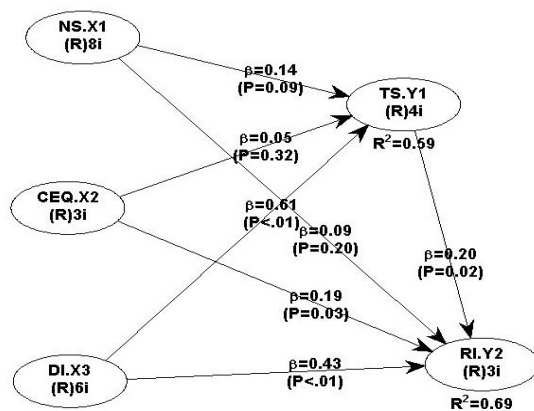


Figure 2. The Results of Full Model Analysis

## CONCLUSION AND RECOMMENDATION

The structural relationship analysis carried out in this study indicates that destination image appears to have the most important effect on satisfaction and revisit intention. These findings are consistent with previous studies (e.g., Assaker et al., 2011; Kim et al., 2013; Hasan et al., 2019). The results of this study indicate that improving the image of a tourist destination is an important way of increasing the revisit intention in the future, even though tourists are not satisfied or have a bad experience. A positive image can suggest that a traveler's bad experience is a rare exception. Therefore, efforts to build or improve the image of a destination can increase the revisit intention, thereby helping the success of the destination and tourism development. Therefore, tourist destination managers must act based on internal aspects which are the main aspects in the destination image, such as advertising, promotional instruments, and new attractions as a means of enhancing the image of the destination.

This study's limitation is only measuring the tourists' intention to revisit Pontianak City with the limited choice of tourist destinations that being observed and uneven distribution of respondents.

The suggestions that can be given for further research are: first, further research should test the actual behavior of the tourist, for example with a longitudinal research method. Testing another factor beyond the novelty-seeking, culinary experience quality and destination image which can predict tourist's satisfaction, thus ultimately forming the behavioral intention. Second, the future study could test another relationship between the variables, for example, the mediating and moderating effect between the dependent and independent variables. Third, testing the influence of variables on the intentions or behavior of other hospitality products in Pontianak City, such as local restaurants or cultural heritage. Last, there are several other popular tourist destinations in West Borneo, so further research can make these destinations a research context. Some of the popular tourist destinations include City Singkawang, Danau Sentarum, and some natural tourism in another district in West Borneo.

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