



The Determinants of Revisit Intention and Recommendation Intention for Domestic Tourists

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ABSTRACT

This study aims to examine and analyze the effect of destination image and tourist facilities on Revisit Intention and Recommendation Intention through Domestic Tourist Satisfaction at Lake Toba Tourism Destinations. The population in this study is domestic tourists. This study will be tested on tourists visiting tourist destinations on Lake Toba during the Covid-19 pandemic. The sample size in this study was calculated from the size of the indicator multiplied by 5 to 10. Because this study used 4 construct variables with a total of 55 indicators, the sample required in this study was at least $55 \times 5 = 275$, people. The types of data collected to support the variables studied are primary data and secondary data. Data collection techniques used were interviews, questionnaires, and documentation studies. The data analysis method used is the Structural Equation Model from the LISREL 8.80 statistical software package. The results of the study show that the image of tourist destinations and facilities has a significant positive effect on tourist satisfaction. Tourism facilities have a significant positive effect on Recommended Intention. Destination Image and Tourist Satisfaction have a significant positive effect on Revisit Intention. Tourist satisfaction has a positive effect on recommended intention significantly. Satisfaction can positively mediate the effect of Destination Image on Revisit Intention and tourist satisfaction can positively mediate the influence of tourist facilities on the Revisit Intention of Domestic Tourists at Lake Toba Tourism Destinations.

Keywords: Revisit Intention, Recommendation Intention, Satisfaction, Facilities, Destination Image

DOI: <https://doi.org/10.30596/ijbe.v4i2.13747>

JEL Classification: F43, L60, O10

Cite this article as:

Purnama, N. I., Siswadi, Y., Mujiatun, S., & Jufrizen, J. (2023). The Determinants of Revisit Intention and Recommendation Intention for Domestic Tourists. *International Journal of Business Economics (IJBE)*, 4(2), 194-208.



INTRODUCTION

The tourism business is one of the largest service businesses in the world and has a significant impact on the economy of the surrounding population. Tourism is not only about natural scenic attractions, but can also take the form of artistic and cultural, and historical attractions (Ursache, 2015). Introducing local cultural wisdom is hoped that can enhance the positive image of tourists towards the Lake Toba area. Of course, the participation of the Government through the Tourism Office is needed to make policies, regulations, and programs that can make it easier for tourism businesses and the participation of cultural galleries to carry out arts and cultural performances as well as the participation of tour and travel agents to ensure that the show will be attended by domestic tourists.

With the improving economy in a country, it will support its citizens to make tourist visits. Besides that, the convenience in the field of technology also makes a big contribution for tourists in facilitating their tour trips. Online networks also play an important role in boosting the world tourism industry. There have been many online sites from airline companies, hotels, and transportation service providers that can assist tourists in planning tourist visits to certain areas (Nguyen, 2021).

As a tourist destination, Lake Toba also has the goal of getting loyal tourists. In the process of achieving consumer loyalty, tourist destinations on Lake Toba are trying to focus on the characteristics of this loyalty, one of which is by increasing the intention to return and the intention to recommend tourists. Intention to revisit and intention to recommend which in this study is called Revisit Intention and Recommendation Intention. The loyalty of visitors (tourists) is strongly influenced by the infrastructure, facilities, and services provided by business people. This potential has not been fully exploited either by the local government or by the tourism community itself, but in reality, the number of visits by domestic tourists and domestic tourists continues to increase (Chi et al., 2020).

Furthermore, in attracting tourists to visit a recreational area and increasing tourist visits, this can be done by providing even greater satisfaction to the visitors who come to visit. Creating customer satisfaction can provide several benefits too, company and consumer relations be harmonious, provide a good basis for repeat purchases, can encourage the creation of consumer loyalty, form word-of-mouth recommendations that benefit the company, the profit earned increases (Khasbulloh & Suparna, 2022).

This shows that visitor satisfaction will greatly determine the success of a tourist attraction business. Consumer satisfaction can be fulfilled if a tourist attraction can see the factors that influence consumer satisfaction, one of which is facilities. According to Daryanto (2006), etymologically (meaning of the word) facilities consist of facilities and infrastructure, and facilities are direct tools to achieve certain goals, for example, locations/places, buildings, and others, while infrastructure is an indirect tool to achieve certain goals. From this understanding, we can conclude that facilities are facilities and infrastructure that are used to support and facilitate activities to be carried out in a certain place (Fafurida et al., 2018).

A good tourist destination must be able to provide tourist facilities that suit the needs of visitors to provide convenience and fulfill their needs during their visit. When tourist facilities can provide maximum satisfaction to visitors, it will be a good basis for them to make return visits in the future and their willingness to tell positive things to others, in other words creating loyalty (Revisit Intention and Recommendation Intention) (Putri et al., 2015).

Apart from facilities, another important factor in maintaining visitor satisfaction is the image of the destination. Visitor satisfaction will be realized if the perception of the destination image obtained is following what is expected. The definition of destination image (Almas, 2013) states that: "This image is an impression obtained following one's knowledge and understanding of something. Image formation before the trip is the most important phase in the process of selecting a tourist destination. Meanwhile, the perceived image after a tourist visit will also affect consumer satisfaction and the intensity to make a return visit in the future, depending on the ability of the tourist destination to provide an experience that suits the needs and image that tourists have of the tourist area (Jebbouri et al., 2022). Therefore, to be able to produce a positive image or impression in the eyes of tourists, the things that must be repaired and improved are in terms of the facilities provided. So thus a business engaged in tourism objects must be able to give a positive impression to visitors so that the business is run will run as expected. Destination image makes it easier for tourists when make decisions about their trips and determine whether their travel experience will be very satisfying (Alcocer & Ruiz, 2020).

Thus the destination's image and tourism facilities affect tourist satisfaction, revisit intention, and recommended intention (Gultom, 2017; Le & Le, 2020); Jeong & Kim, 2020; Muis et al., 2020; Putri et al., 2015; Bahar et al., 2020; Qonitah et al., 2021; Listyawati, 2019; Kyriakaki et al., 2017; Scarpi et al., 2022; Noerhanifati et al., 2020 and Asiku et al., 2020). Previous research has focused on tourist satisfaction (Gultom, 2017; Le & Le, 2020); Jeong & Kim, 2020; Muis et al., 2020) and tourist loyalty (Çoban, 2012; Jeong & Kim, 2020; Kanwel et al., 2019). However, studies on the influence of destination image and tourism facilities on tourist satisfaction, revisit intention, and recommended intention at tourist destinations are very minimal, especially in Lake Toba.

Using previous research and the explanation above, it can be used to describe the destination image and tourism facilities on tourist satisfaction on revisit intention and recommended intention in the following ways:

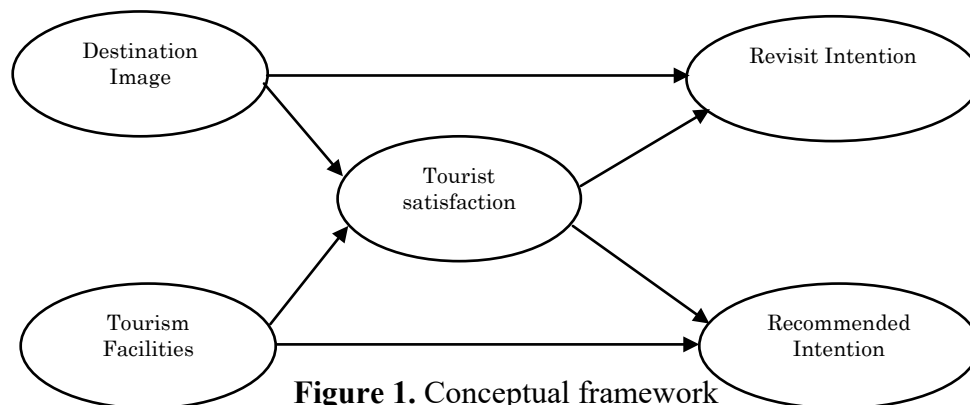


Figure 1. Conceptual framework

METHOD

This study uses an explanatory research approach, which aims to explain the causal relationship between the research variables and the testing hypothesis (Nasution, et al., 2020). Following the scope of the research explanation, it can be distinguished into causality research and comparative non-causality research (Ferdinand, 2006). This research is a type of causality research. Causality research is research that seeks explanations in the form of causal relationships between several concepts or variables developed in management (Ferdinand, 2014).

The population in this study is domestic tourists. This study will be tested on tourists visiting tourist destinations in the Lake Toba Region. The sample size in this study refers to opinions (Ghozali, 2014) which states that the number of samples can be calculated from the size of the indicator multiplied by 5 to 10. Because this study uses 4 construct variables with a total number of indicators of 55, the sample required in this study is at least $55 \times 5 = 275$, people. Sampling uses non-probability sampling, allowing the opportunity for someone to become a respondent that is not known. In this study, the sampling technique was accidental sampling. Sampling was carried out at places or activity centers for tourists, namely in the Lake Toba area which were found on any day, whether on holidays or not on holidays. The data collected to support the variables studied are primary data and secondary data. Data collection techniques used are interviews and questionnaires. The data analysis method used is Structural Equation Model from the LISREL 8.80 statistical software package in modeling and hypothesis assessment. A structural equation model, Structural Equation Model (SEM) is a set of statistical techniques that allow testing a series of relatively "complicated" relationships simultaneously (Hair et al., 2014).

RESULTS AND DISCUSSION

Research results, data management, and discussion are described in this chapter. As stated in the previous chapter, this research was conducted using a survey method with the Structural Equation Modeling (SEM) technique. To obtain data, the authors distributed questionnaires containing 42 statement items to 150 respondents who were relevant to support this research who were the respondents. Of the 150 sets of research questionnaires distributed, 142 sets were returned and two (2) sets were disabled. So there were only 140 sets of questionnaires that could be used to conduct data analysis. The questionnaire was used in internal data collection, which was then sorted using the Likert Scale instrument, and processed using SEM. Evaluation of the SEM model was also analyzed to obtain and evaluate the suitability of the proposed model.

Characteristics of Respondents

To find out the identity of the respondent, it can be seen the following characteristics of the respondent:

Table 1. Characteristics of Respondents

No.	Characteristics	Description	freq	%
1	Gender	Man	69	49%
		Woman	71	51%
2	Age	20 - 30 Years	46	33%
		31 – 40 Years	43	31%
		41 – 50 Years	31	22%
		50 years and over	20	14%
3	Work	Student / Student	33	24%
		Employees	35	25%
		Self-employed	15	11%
		Housewife	57	40%
4.	Origin	Nanggroe Aceh Darussalam	25	18%
		North Sumatra	35	25%
		West Sumatra	26	19%
		Riau	27	19%
		Jambi	17	12%
		DKI Jakarta	10	7%

Characteristics of respondents based on gender can be seen that the respondents each consisted of 69 men (49%) and 71 women (51%). A large number of female respondents compared to the number of male respondents because when the researchers distributed the questionnaires found more female respondents. Characteristics of respondents by group Age shows that the number of respondents in the age group of 20-30 years is 46 people (33%), 31-40 years are 43 people (31%), 41-50 years are 31 people (22%) and those aged 50 years and over as many as 20 people (14%). Characteristics of respondents based on work show that 33 respondents have work backgrounds as students (24%), 35 private employees/state civil servants (25%), 15 entrepreneurs (11%), and 57 housewives (40%). Characteristics of respondents based on regional origin, show that 25 respondents came from Nanggroe Aceh Darussalam (18%), 35 people from North Sumatra (25%), 26 people from West Sumatra (19%), 27 people from Riau (19%), 17 people from Jambi (12%) and 10 respondents came from DKI Jakarta (7%).

Measurement Model Analysis

1. Exogenous Latent Variables

a. Measurement Model Validity Analysis

1) Checking the t-value of the standardized loading factor (λ)

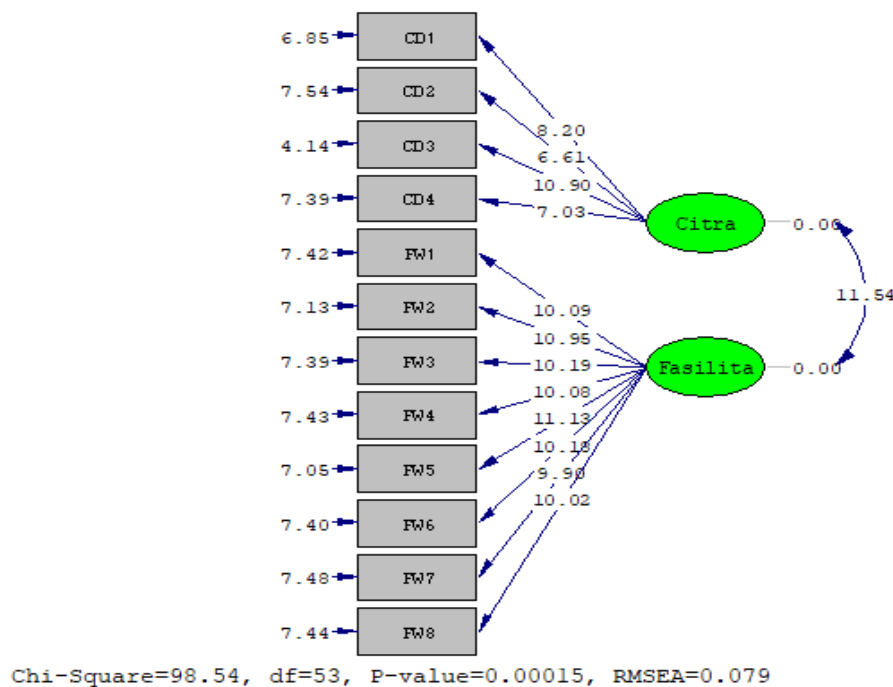
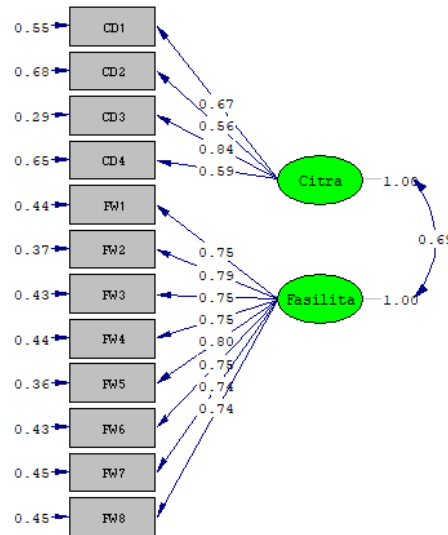


Figure 2. Exogenous Variable Path (t-value)

Based on the LISREL 8.80 output above, it can be seen that the measurement equation for the Exogenous coefficient of each indicator has a t-value ≥ 1.96 , which means that the Exogenous indicators are all valid and statistically significant with a significance level of 5%. and there is no need for disposing of indicators.

2) Check the value of the standardized loading factor (λ)



Chi-Square=98.54, df=53, P-value=0.00015, RMSEA=0.079

Figure 3. Exogenous Variable Path (standardized Solution)

Based on the figure above, it can be seen that the standardized loading factor (λ) of the most dominant indicator variable is found in the Destination Image Exogenous variable, namely CD3 or the indicator "Lake Toba has unique regional arts.", this can be seen from the standardized loading factor which is greater than the others, which is equal to 0.84. while the most dominant indicator variable is found in the Exogenous Tourism Facilities variable, namely in FW5 or in the indicator "All tourist facilities and rides at the Lake Toba Tourism Object are still functioning", this can be seen from the standardized loading factor which is larger than the others, which is equal to 0.80.

b. Model Reliability Analysis

Table 2. Exogenous Variable Reliability

Indicator	SLF	Error	Construct Reliability					
			SLF	(SSLF) 2	SSLF 2	Serro r	CR value	VE value
Tourism Facilities								
FW	0.75	0.44						
FW2	0.79	0.38						
FW3	0.75	0.44						
FW4	0.75	0.44	6.07	36.84	4.61	3.39	0.92	0.58
FW5	0.8	0.36						
FW6	0.75	0.44						
FW7	0.74	0.45						
FW8	0.74	0.45						
Destination Image								
CD1	0.67	0.55						
CD2	0.56	0.69	2.66	7.08	1.82	2.18	0.76	0.45
CD3	0.84	0.29						
CD4	0.59	0.65						

According to Hair et al., (2014), a good reliability requirement is if it has a Construct Reliability value ≥ 0.60 . From the calculations in table 4.11 above, it can be seen that the value of the overall construct reliability on Exogenous is above 0.70. while the variance extracted is optional in determining the level of reliability of the latent variables each exceeding 30% on exogenous variables. This shows that the reliability of this measurement model is an exogenous construct (image of tourist destinations and facilities) supported by the data obtained.

Endogenous Latent Variables

a. Measurement Model Validity Analysis

1) Checking the t-value of the standardized loading factor (λ)

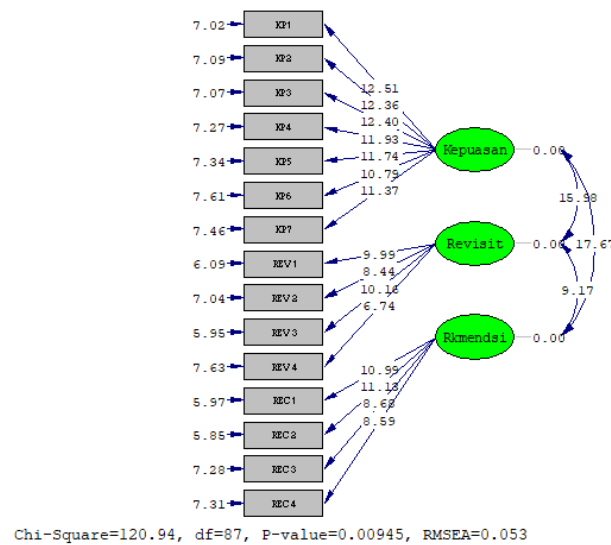


Figure 4. Endogenous Variable Path (t-value)

Based on the results of the LISREL 8.80 output above, it can be seen that the measurement equation for the Endogenous coefficient of each indicator has a t-value ≥ 1.96 , which means that the Endogenous indicators are all valid and statistically significant with a significance level of 5%.

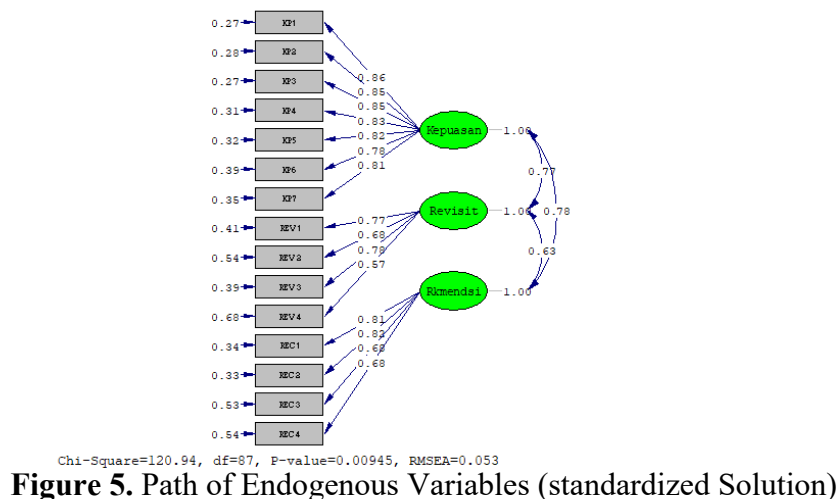


Figure 5. Path of Endogenous Variables (standardized Solution)

2) Check the value of the standardized loading factor (λ)

Based on the figure above, it can be seen that the standardized loading factor (λ) indicator variable is the most dominant in the endogenous variable Satisfaction, namely in KP2, namely "I am satisfied with the facilities for providing food and beverages in Lake Toba" and KP3, namely "I am satisfied with the facilities transportation in Lake Toba." This can be seen from the standardized loading factor which is larger than the others, which is 0.85. The most dominant indicator in the Endogenous Revisit Intention variable is REV3 or "I consider Lake Toba as the main choice of tourist destination compared to other places". This can be seen from the standardized loading factor which is greater than the others, which is equal to 0.78. The most dominant indicator on the Endogenous Recommended Intention variable is REC2 or "I will suggest Lake Toba Tourism Object to my relatives". This can be seen from the standardized loading factor which is greater than the others, which is equal to 0.82.

b. Model Reliability Analysis

Table 3. Endogen Variable Reliability

Indicator	SLF	Error	Construct Reliability			Serror	SLF	VE value
			SLF	(SSLF) ₂	SSLF ₂			
Tourist Satisfaction								
KP1	0.86	0.26						
KP2	0.85	0.28						
KP3	0.85	0.28						
KP4	0.83	0.31	5.80	33.64	4.81	2.19	0.94	0.69
KP5	0.82	0.33						
KP6	0.78	0.39						
KP7	0.81	0.34						
Revisit Intention								
REV1	0.77	0.41						
REV2	0.68	0.54	2.80	7.84	1.99	2.01	0.80	0.50
REV3	0.78	0.39						
REV4	0.57	0.68						
Recommended Intentions								
REC1	0.81	0.34						
REC2	0.82	0.33	2.99	8.94	2.25	1.75	0.84	0.56
REC3	0.68	0.54						
REC4	0.68	0.54						

According to Hair et al., (2014), a good reliability requirement is if it has a Construct Reliability value ≥ 0.60 . From the calculations in table 4.11 above, it can be seen that the overall construct reliability value for Endogen is more than 0.70. while the variance extracted is optional in determining the level of reliability of latent variables, each

of which is more than 30% in Endogenous variables. This shows that the reliability of this measurement model is an endogenous construct supported by the data obtained.

Structural Model Analysis

After performing calculations and analysis on Confirmatory Factor Analysis (CFA), it is possible to measure the variable latent score (LVS) for each dimension to be reduced to an indicator for each variable. Analysis of the structural model includes several things, namely:

1. Overall Model Fit Test

Table 4. The goodness of the Fit Structural Equation Model (SEM)

GoF size	Value	Match Level
χ^2/df	1.78	GoodFit
Root Mean Square Error of Approximation (RMSEA)	0.075	Good Fit
Non-Normed Fit Index (NNFI)	0.97	Good Fit
Normal Fit Index (NFI)	0.94	Good Fit
Relative Fit Index (RFI)	0.94	GoodFit
Incremental Fit Index (IFI)	0.97	Good Fit
Comparative Fit Index (CFI)	0.97	Good Fit

In Table 5 above we can see the χ^2/df value of 1.78 which is in the good fit category because it is still below 5. The RMSEA, NFI, and RFI NNFI, IFI, and CFI values all fall into the good fit category. So it can be concluded that the overall fit of the model is good.

Causal Relationship Analysis

ResultsEstimates of all causal relationships in this study can be seen in the following LISREL 8.80 Output:

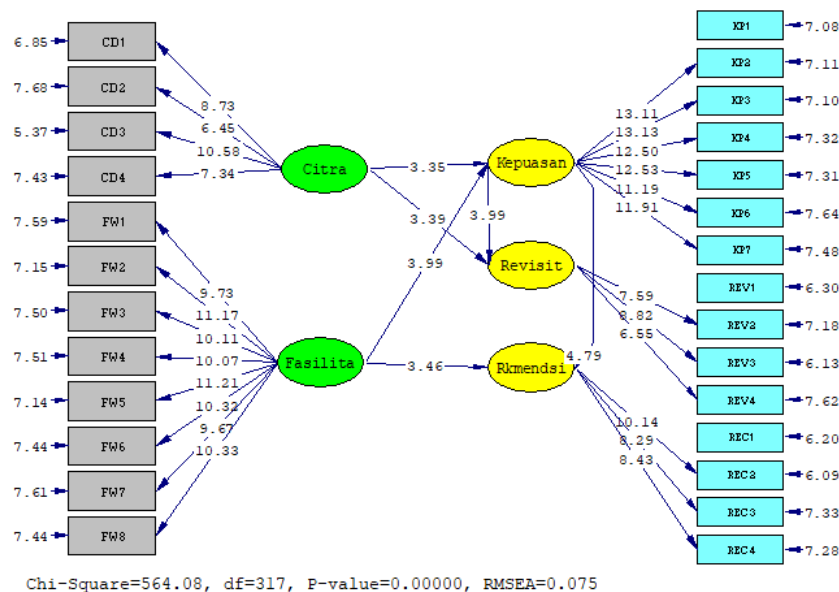


Figure 6. Structural Model (t-values)

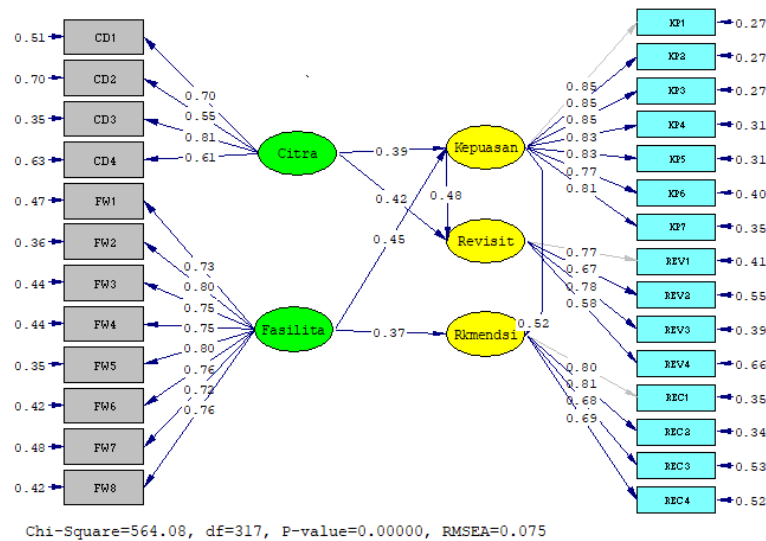


Figure 7. Structural Model (standardized Solution)

Hypothesis Test Results

1. Direct Effect

The following is a table of hypothesis testing to answer all research questions:

Table 5. Direct Effect

Hypothesis	Statement	T-test	T-Table	Result
H1	Destination Image → tourist satisfaction	3.35		Significant
H2	Tourism facilities →tourist satisfaction	3.99		Significant
H3	Tourism Facilities → Recommended Intention	3.46	1.96	Significant
H4	Destination Image → Revisit Intention	3.39		Significant
H5	Tourist satisfaction → Revisit Intention	3.99		Significant
H6	Tourist satisfaction → Recommended Intention	4.79		Significant

Indirect Effect

The following is a table of hypothesis testing to answer indirect effects.

Table 6. Indirect Effect

Hypothesis	Intervening
Effect of Indirect Variables (t count)	Tourist Satisfaction
Destination Image → Revisit Intention	2.84
Tourism Facilities →Revisit Intention	2.70
Destination Image → Recommended Intention	2.87
Tourism Facilities → the Recommended Intention	3.19

DISCUSSION

Based on the research results, it is known that the destination image variable has a significant positive effect on tourist satisfaction. This means that the better the Destination Image perceived by Respondents, the better tourist satisfaction will be. Destination image has important and many roles in the decision-making process because all decision-making factors such as money, time, and family are based on the image of each destination as a motivation for decision-makers. The results of research conducted by (Tavitiyaman et al., 2012) found that destination image has a positive relationship with satisfaction. Khuong & Tien, (2013) in research found tourist satisfaction is a result of the destination image. Zeng et al., (2009) explore the cognitive and affective image of the destination to see the relationship between the influence of the destination image through both aspects on the level of tourist satisfaction and loyalty. The results of this study also strengthen the results of the study (Gultom, 2017); (Le & Le, 2020); (Jeong & Kim, 2020) and (Muis et al., 2020) which shows that the Destination Image variable has a positive and significant effect on tourist satisfaction.

Based on the research results, it is known that Tourism Facilities have a positive effect on tourist satisfaction significantly. This means that the better the tourist facilities perceived by respondents, the better tourist satisfaction will be. Facilities are a service provided by a tourist attraction to support the activities of tourists visiting there. If a tourist attraction has adequate facilities and meets service standards and can satisfy tourists, it has the opportunity to attract more tourists through good impressions from tourists who have visited before, and vice versa when a tourist attraction has poor facilities, the level of satisfaction tourists are also very less. These facilities can be in the form of cleanliness and tidiness of the facilities offered, the ease of using the facilities offered as well as the presence of toilets, the existence of parking lots, and places of worship. The results of this study are in line with the results of the study (Putri et al., 2015); (Bahar et al., 2020) and (Qonitah et al., 2021) which shows that the Tourism Facilities variable has a positive and significant effect on Satisfaction.

Based on the research results, it is known that the Tourism Facilities variable has a significant positive effect on Recommended Intention. This means that the better the Tourism Facilities are perceived by Respondents, the more Recommended Intention will be even better. In this case, it means that the availability of facilities that are adequate, clean, functioning, and in good condition can affect the comfort of tourists which then impacts their interest in visiting the tour again. The results of this study are in line with the results of the study (Listyawati, 2019); (Kyriakaki et al., 2017) and (Scarpi et al., 2022) which shows that the Tourism Facilities variable has a positive and significant effect on Recommended Intention.

Based on the research results, it is known that the Destination Image variable has a significant positive effect on Revisit Intention. This means that the better the Destination Image perceived by Respondents, the better the Revisit Intention will be. Tourist perceptions of the image of a destination can influence the intention to revisit (Hallmann et al., 2015). A good image that appears in the minds of visitors about a tourist destination is very beneficial for tourism managers because it can make visitors have the intention to visit again. The results of this study are in line with the results of the study (Noerhanifati et al., 2020) and (Asiku et al., 2020) which shows that the Destination Image variable has a positive and significant effect on Revisit Intention.

Based on the research results, it is known that the tourist satisfaction has a significant positive effect on Revisit Intention. This means that the higher the satisfaction felt by

tourists, the better the Revisit Intention will be. So it can be concluded that, the higher the level of tourist satisfaction, the higher the desire of the visitors to revisit (Revisit Intention). The results of this study are in line with the results of the study(Kadi et al., 2021); (Foster & Sidhartha, 2019) and(Asiku et al., 2020) which shows that variable Satisfaction has a positive and significant effect on Revisit Intention.

Based on the research results, it is known that the tourist satisfaction has a significant positive effect on recommended intention. The results of this study prove that a person's high satisfaction which is manifested in the form of E-WOM through his posts (in the form of reviews about these tourist attractions) on social media will be a determining factor for tourists to make tourist visits. So it can be concluded that the higher the level of tourist satisfaction, the higher someone's reviews and recommendations on social media about Lake Toba tourist destinations. The results of this study are in line with the results of the study(Kadi et al., 2021); (Alegre & Cladera, 2009) and (Battour et al., 2022)which shows that the satisfaction variable has a positive and significant effect on Recommended Intention.

Based on the research results, it is known that satisfaction can positively mediate the effect of Destination Image on Revisit Intention and Recommended Intention. These results illustrate that the destination image variable affects tourists' Revisit Intention and Recommended Intention through the variable satisfaction felt by tourists. Tourists who have a positive assessment of Lake Toba then feel satisfaction when making a visit which can result in these tourists becoming loyal to related tourism destinations, namely by recommending it to others, saying positive things, and/or making repeat visits. Destination image has important and many roles in the decision-making process because all decision-making factors such as money, time, and family are based on the image of each destination as a motivation for decision-makers. Artuğer et al., (2013) explain that the image of the destination influences tourist behavior such as intending to revisit, recommend it to others, or return to a tourist destination

Based on the research results, it is known that satisfaction can positively mediate the influence of tourist facilities on Revisit Intention and Recommended Intention. The results of this study also corroborate the findings made(Marpaung, 2019) who researched to determine the effect of tourist facilities on tourist satisfaction as an intervening variable on tourist intention to revisit. The results show that indirectly there is an influence of tourist facilities through tourist satisfaction as an intervening variable on tourists' repeat visit intentions. While the research results (Adinegara et al., 2017) show that tourist facilities influence Recommended Intention through tourist satisfaction.

CONCLUSION

Based on the analysis and discussion, it can be concluded that Destination Image and Tourism Facilities have a significant positive effect on tourist satisfaction. Tourism facilities have a significant positive effect on Recommended Intention. Destination Image and Tourist Satisfaction have a significant positive effect on Revisit Intention. The tourist satisfaction variable has a significant positive effect on recommended intention. Tourist satisfaction can positively mediate the effect of Destination Image on Revisit Intention and tourist satisfaction can positively mediate the influence of tourist facilities on the Revisit Intention of Domestic Tourists at Lake Toba Tourism Destinations.

Academics can use the results of this study as a reference for future researchers to develop further research using other variables. The government should assist in the form of financial support in the process of developing the Lake Toba area and promoting Lake

Toba to all local and international communities. In addition to assisting tourism managers specifically to assess all needs that have not been resolved so far in the Lake Toba Region.

This research certainly has some limitations, for example, the research sample is only domestic tourists. This is because, in this study, researchers were constrained by language with foreign tourists. It is recommended for further research, the researcher makes a questionnaire in a language that can accommodate several foreign (foreign) tourists. With the increasing diversity of citizens, respondents are expected to reflect more on the factors that make foreign tourists return and recommend Lake Toba as a tourist destination.

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