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Revisit Intention: The Study of Community Based Tourism

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Abstract

This research aims to test the relationship between variables in a model that explains factors influencing revisit intention. Factors influencing revisit intention are explained by motivation, perceived destination quality, site image, and satisfaction. This research used survey respondents, and respondents in this research are domestic tourists and international tourists visiting community-based tourism (CBT) in Special Region of Yogyakarta. Sampling technique is convenience. The total number of respondents is 235 people. SEM is used as data analysis technique. The result of this research shows that revisit intention model is accepted, means that there are relations between motivation, perceived destination quality, site image, and satisfaction and revisit intention. This research uses the setting of CBT that is still seldom to be researched for tourism in Indonesia, and explores revisit intention model in relation to motivation, perceived destination quality, destination image, and satisfaction variables in a model that has never been studied by other researchers.

Keywords: motivation; satisfaction; image; quality and revisit intention.

1. Introduction

Trend of tourism sector development can be seen by seriousness of various countries both in Asia and other parts of the world in managing tourism sector with the aim of being an international tourism destination and being able to absorb labor from communities. In Southeast Asia region, Indonesia placed fourth below Thailand, Malaysia, and Singapore in terms of the number of tourists and tourism sector revenue. Tourism sector, as one strategic sector in national development for the past decade keeps showing significant contribution to support national economy, especially in obtaining foreign exchange. The number of tourist visits to Special Region of Yogyakarta increases significantly since 2012-2017. Unfortunately, the enhancement of number of tourist visits has not been able to attract tourists to be loyal. Yogyakarta has not been a single destination, and tourist visits to Yogyakarta has not been done repeatedly. Tourists who have been visited Yogyakarta seldom to come back visiting Yogyakarta (Sugandini et al., 2018). Tourist loyalty towards Yogyakarta is still low, whereas loyalty is very important because an increase by 5% in consumer loyalty can increase profit by 25% to 85%. Besides that, an increase by 60% in selling to new consumers is the result of recommendations from previous consumers, and this is an indicator of consumer loyalty (Reicheld and Sasser, 1990).

This research aims to (1) test revisit intention model, (2) analyze factors influencing behavioral loyalty that proxied by revisit intention on community based tourism (CBT). Factors influencing revisit intention submitted in this research are motivation, perceived destination quality, site image, and satisfaction. Revisit intention according to Barret (2009), can be explained as strong probability to revisit tourism destination with or without positive attitude towards service provider. Repeat

visitor is the stable market for a tourism destination because they provide free advertisement in the form of mouth-to-mouth recommendations from family members and friends (Lau and McKercher, 2004). Studies conducted by Alegre and Cladera (2006), Yoon and Uysal (2005) show that tourist satisfaction has positive effect on revisit probability to a tourism destination. Previous researches have shown that contribution of different aspects of a destination have different satisfaction rate (Kozak and Rimmington, 2000, Alegre and Cladera, 2006). So it is right to explain tourist satisfaction with a complex concept, based on tourism perception from various aspects of tourism destination. Bigne et al., (2001) show that there is a relation between quality, satisfaction, and tourist's intention to revisit and willingness to recommend the destination to other people. Repeat visitors expected to have an adjusted image of a destination than first-timers, so repeat visitors usually have small probability of their experiences and expectations happen to be different. If the number of previous visits influence site image (Fakaye and Crompton, 1991), this will also influence satisfaction and their intention to come back.

Satisfaction and revisit intention can be influenced by tourist motivation as well (Mannel and Iso Ahola, 1987; Fielding et al., 2008). Yoon and Uysal (2005) stated that motivation might have direct effect towards revisit intention. Motivation can be considered important to tourism development because without interest or needs then tourism journey will never exist. Tourism motivation research becomes important and considered to be one of the most complex tourism research fields and motivation represents main influence of the patterns of tourism demand (Bonera, 2008). Furthermore, recent studies show that site image is another determinant from loyalty. Influence of site image towards loyalty was explained by Fredericks and Salter II (1995).

The first theoretical contribution in this research refers to finding by Um et al., (2006) which stated that a lot of theoretical and empirical evidence exploring what becomes tourism antecedent and how antecedent from different tourist visits influence visit intention on tourism destination still show different results. This is caused by tourist behavior that is aggregate and satisfaction on every destination has different attribute (Chen and Tsai, 2007, Susilowati and Sugandini (2018). Analysis result that has been done by Zahorik and Rust (1993) also stated that unsatisfied customers are evidently still loyal to the company, this is because there is no or less availability of another alternative service provider, and vice versa, satisfied customers can also move to another company because they wish to be more satisfied with service offered by that company. Sugandini et al., (2018), stated that even though consumer satisfaction is a pre-condition to consumer loyalty but this role is not so obvious. Because either satisfied or unsatisfied consumers can be disloyal to the company, and vice versa they can be loyal to the company as well. The result of this research is expected to strengthen previous study about the influence of satisfaction towards loyalty, and also the influence of motivation, perceived destination quality, and image on revisit intention. So it can enhance the generalization of revisit intention model that has been established.

The second theoretical contribution in this research associated with motivation as a factor influencing destination image, perceived destination quality, and satisfaction. Although several researches have concerned on exploring the influence of pre-visit factor on revisit intention, (Baloglu and McCleary, 1999), the influence of pre-visit motivation and post-visit satisfaction toward tourist visit intention is less satisfactory (Baloglu and McCleary, 1999; Huang and Hsu, 2009). (Huang and Hsu, 2009) shows lack of study concerned on exploring relation between pre-visit motivation and post-visit satisfaction. This research designed to fill this gap and analyze the influence of motivation towards destination image, perceived destination quality, and satisfaction on community-based tourism.

Practical contribution from this research is: the result of this research gives the right marketing strategy referrals for tourism manager, government, and communities about how to increase tourist loyalty especially on community-based tourism (CBT). This caused by CBT that is based on the participation of local communities and a Pro-Poor Tourism, so it has different strategy with tourism managed professionally by the government. CBT becomes important to be analyzed because it is a part of tourism product, with good management, then local communities can adapt to change easily, and CBT can help community to be open-minded (Manyara and Jones, 2007).

2. Literature Review

2.1. Revisit Intention

Many behavior literatures have used "intention" as a proxy to actual behavior and continuity of using product as well as service (Zaltman and Wallendorf, 1979). The concept of revisit intention comes from behavioral intention. Behavioral intention is the intention from visitor to revisit the tourism destination in a year and the intention to frequently revisit the destination. Oliver, 1997 defined intention as the probability that is expressed to be engaged in behavior. Intention is an individual subjective probability that he/she will do certain behavior. Intention has a better predictive technique and explanation about revisit intention from tourists can help us understand future behavior of tourists.

Revisit intention is a consumer loyalty from the behavioral side. Dimensions of behavior from consumer loyalty according to Zeithaml et al. (1996) consist of: talking positive things about the company, revisit intention, recommend the destination to other people; push other people to have business with that company; consider that company as the first choice in the future.

Other factor involved in behavioral intention evaluation including the willingness to recommend to other people and positive words (Bigne, 2001). One of the most important factors influencing revisit intention from customer might be satisfaction (Bigne et al., 2001; Kozak, 2002; Kozak and Rimmington, 2000). Site image is another determinant factor of loyalty (Fredericks and Salter II, 1995).

2.2. Satisfaction

Consumer satisfaction is one of the goals of marketing activities which links purchasing and consumption process with post-sales phenomena. The basic argument to satisfy consumers is to improve profitability by splitting the business, gaining a higher market share, and getting repeat business and referrals. Tse and Wilton (1998) defined consumer satisfaction as: consumer response toward perceived discrepancy/non-conformity evaluation between the previous expectation (or some other performance norm) and actual performance of the product as perceived after consumption. Satisfaction has a central position in business practice because of the benefit it generates for the company. The consequences or benefits that can be obtained by company from consumer satisfaction are quite a lot.

First, most researchers agree that satisfied consumers are conducive to consumer loyalty (Anderson, Fornell and Lehmann, 1994; Fornell et al., 1996). Consumers who feel satisfied with a product or service are likely to repurchase if they have a chance to buy it again (Fornell et al., 1996). Second, consumer satisfaction is possible to have a result of positive referral or word-of-mouth communication (Heskett et al., 1994). Positive word-of-mouth communication is effective to affect potential consumers; therefore companies that have the ability to satisfy their consumers will get benefit from the next increase of market share. Third, satisfied consumers will be willing to pay more for the benefits they receive and it is possible that they are more tolerant of price increases (Anderson, Fornell and Lehmann, 1994 and Fornell et al., 1996). Therefore, a company that can satisfy its consumers will be able to reduce price elasticity from consumers and potentially get a higher profit margin. Fourth, consumer satisfaction lower costs that involved in the future transaction of company and in handling consumer complaint (Anderson, Fornell and Lehmann, 1994). Since consumer satisfaction is directed to repurchase and referrals, a company that is able to satisfy its consumers is more likely to spend less on promotions to attract new customers. Furthermore, with satisfied consumers the company will receive fewer complaints (Fornell et al., 1996) and it means lower costs to deal with failures. Kozak and Rimmington (2000) stated that tourist satisfaction has a positive effect on the possibility of revisit intention. Thus, tourist satisfaction and revisit intention have become key indicators for the success of the regional tourism industry (Kozak, 2002; Kozak and Rimmington, 2000).

H1: Satisfaction has a positive influence toward revisit intention.

2.3. Destination Image

Norman (1991) defined image as a model that expresses beliefs and understanding of a phenomenon or situation. Image is a common idea or perception of a company, unit, or product. Therefore, image can be interpreted as perceptions of phenomenon, or an impression stored in memory. The image of the destination is the impression of tourists on tourism destinations. McIntosh et al. (1995) stated that every tourism destination has its own destination image that contains beliefs, impressions, and perceptions. Mathison and Wall, (1982) stated that image is an expression of knowledge, impressions, prejudices, imaginations, and emotional outlook that a person or group has for particular object or place. Calantone, et al., (2002) mentioned that destination image is a perception from potential

tourists to a certain destination. Gartner (2003) added that destination image is a combination of complex perception from many products and attributes.

Destination image is also a reflection of the tourist attraction that felt by consumers. Destination image is an important concept in consumer behavior research because it also affects consumer personality, subjective perception, consumer value, satisfaction, and revisit intention (Dobni and Zinkhan, 1990). Destination images used as an important factor in assessing consumer perception, quality, satisfaction, and revisit intention (Chen and Tsai, 2008). Li, Cai, Lehto, and Huang (2010) showed that consumer who satisfied with the image they perceived from pedestrian tourism is possible to come back to visit the site. Destination image plays an important role in understanding tourists' behavior. Besides, destination image that perceived after the visit will affect the satisfaction and consumer intensity to revisit in the future.

H2: Destination Image has a positive influence toward satisfaction.

H3: Destination Image has a positive influence toward perceived destination quality.

2.4. Perceived Destination Quality

Destination is defined as a location of attractions, tourists' facilities and services and combination of these tourism features in the destination level. Zabkar et al., (2010), grouped two destination attributes, which is four As (Attractions, Access, Amenities and Ancillary Services) and six As (Attractions, Access, Amenities, Available Packages, Activities and Ancillary Services). Perceived quality is defined as consumer perception about high quality or superior product (Zeithaml, 1988), quality consists of two main elements: (1) How far a product or service can fulfill consumers' needs, and (2) How far a product or service is free from deficiencies (imperfect/poor). Service quality is often used by researcher and practitioners to evaluate consumer satisfaction. Generally, it is stated that consumer satisfaction depends on offered product/service quality (Anderson and Sullivan, 1993). Many researchers have emphasized the importance of perceived service quality in its relation with consumer satisfaction and loyalty. Chen and Chen, (2010) is also stated that there is a relationship between image, consumer expectations, perceived quality, perceived value, consumer satisfaction, and loyalty. In tourism context, quality is the attribute of service performance, where it refers to psychological outcomes from visitor participation in tourism activities (Chen and Chen, 2010; Cole and Scott, 2004; Crompton and MacKay, 1988). Tourism activities are naturally hedonistic, and based on consumer experience (Otto and Ritchie, 1996; Ryan, 1997) and research about perceived quality, tourism industry is usually for practical and theoretical interests. Generally, the quality perceived by visitors tends to be related with their experience while on visit process than the service offered by tourism site itself.

Jin et al., (2013) and Kao et al., (2008) stated that destination quality consists of program, facility, and attraction. Quality occurs because it is made of immersion, surprise, participation, and fun. Lemke, Clark, and Wilson (2011) showed that quality measurement must be based on product category of hedonism, involvement, product complexity, and connectivity. DeRojas and Camerero (2008) stated that experience quality perceived by visitors consists of quality of interaction, physical environment, and output. Therefore, some researchers (Jin et al., 2013; Kao et al., 2008) stated that quality must be measured based on hierarchy multidimension model in order to accurately measure the quality perceived by visitors in the tourism site. Marketing literature shows that satisfaction has positive influence toward post-purchase behavior (Anderson and Sullivan, 1993). According to the theory, perceived quality refers to consumer satisfaction, which will produce intentions such as word-of-mouth recommendations and further on the revisit

intention (Brady and Robertson, 2011). Kozak (2002) stated that the impact of the entire quality or satisfaction with its own aspects on tourism destination have an influence toward tourists' intention to revisit or recommend to other people.

H4: Perceived destination quality has an influence toward satisfaction.

H5: Perceived destination quality has an influence toward revisit intention.

2.5. Motivation

Tourist motivation represents what encourages someone or a group of people to have a trip, either they are aware or unaware, and either stable or transitional needs. Motivation has been identified as a significant determinant of behavior intention in visiting tourism destination. Baloglu (2000) tested a model to test the organization of information construction, motivation, and mental in the visit intention. The empirical study conducted by Baloglu, 2000; Huang and Hsu, 2009) showed that trip motivation is a predictor of revisit intention. Crompton (1979) showed that motivation is the one of many variables that can contribute in explaining tourist behavior. Everyone who is involved in the behavior has many reasons to feel satisfied, for example they have many different needs that have to be fulfilled while planning their behavior.

Tourist motivation which is related with the reason why people go on a trip is still become an important and tough issue in tourism research. There are some researches that explore people motivation and behavioral diversity. Baloglu, 2000; Huang and Hsu, 2009) showed that motivation is not only can be used to explain tourist behavior, but also for a predictor of revisit intention (Li et al., 2010). Huang and Hsu (2009) explored the relationship of tourist motivation to revisit intention in Hong Kong. The result shows that shopping motivation has significant influence toward revisit intention. Yoon and Uysal (2005) also explored tourist motivation to visit Northern Cyprus. The research result suggested to the marketer of tourism destination to consider practical implication of motivation because motivation is the basic factor in increasing satisfaction toward destination image and increasing tourist loyalty. Motivation can be seen as the important antecedent of revisit intention through satisfaction in the tourism destination.

H6: Motivation has positive influence toward destination image

H7: Motivation has positive influence toward perceived destination quality

H8: Motivation has positive influence toward satisfaction.

3. Research Method

The research is conducted through survey using explanatory research approach, which is a research that explains causal relationship between variables through hypothesis test (Sekaran, 1999), and with survey sample, which is a sample taken from a population and using questionnaire as the main data collecting tools and the analysis unit is individual. Convenience sampling is used because there are no certain limitations in the sample that taken. Range of sample in this research includes all tourists who visit community based tourism in Special Region of Yogyakarta without considering their length of stay, tourism destination, origin of tourists, gender, and age during the period of data collecting. The number of sample in this research is 235. All 5 constructs are measured using 5 point Likert scale. The data analysis technique is using SEM with AMOS (*Analysis of Moment Structure*) program. The direct influence (path coefficient) is seen from standardized regression weight, with comparative significance test of CR (Critical Ratio) value which equal to t value. From the output of AMOS program will be observed the causal relationship between variables by looking at the direct and indirect effects and the total effects. The significance

assessment is based on probability (p) value, and the limit of significance used is the value of $p \leq 0.05$. Test on developed model is done through many criteria of Goodness of Fit, which is Chi-square, probability, RMSEA, GFI, and TLI.

4. Result

4.1. Descriptive Characteristic of Respondents

Respondent characteristic is an image of respondents existence in the research region, and in this research, the region is CBT in Special Region of Yogyakarta and the respondents are domestic or foreign tourists. This respondent characteristic is based on gender, age, type of desired CBT, origin of tourists, visit purpose, and source of travel information. The data about respondents characteristic can be seen on Table 1.

Demography		Origin of tourists	
Gender	Man 51%, Woman 49%		Domestic tourists 52% Foreign tourists 48%
Age	≤ 20 years old 51% ≥ 20 years old 49%	Purpose of tour	Visiting family 26% Holiday 57% Education 17%
Education	JHS, SHS 41% Diploma, Bachelor 29% Others 30%	Tourism Attraction	Ease of access 29% Supporting facilities 22% Popularity 11% Affordable price 16% New tourism 9% Special event 4%
Job	Student 33% Private 30% Government employee 37%	Source of travel information	Friends/Family (20%) Brochures (5%) Internet (22%) Social media (21%) Travel agent (32%)
Type of desired CBT	Special interest, mountain, forest 47% Cultural/Historical, Religious Tourism, museum 33% Nautical tourism/beach 20%		

Table 1. Respondent Characteristic

4.2. Validity and Reliability Test Result

This research is using data cross sectional that collected from 235 CBT tourists which spread in Special Region of Yogyakarta. This data is conducted using instrument which equipped with Indepth Interview. The analysis result of confirmatory factor analysis that done by researcher shows that all five constructs (motivation, destination image, perceived destination, satisfaction and revisit intention) which consists of 21 questions has a good validity because it has standardized factor loadings ≥ 0.3 and reliable, which showed from construct reliability value over 0.7 and variance extracted is recommended in 0.50 level (Hair et al., 1998).

4.3. Data Normality Test Result

Test of distribution normality is conducted using Skewness Value from the data that used which usually presented in descriptive statistic. Statistic value to test the normality is z-value. If

the z-value is larger than critical value, then it can be concluded that data distribution is abnormal. Critical value can be determined based on the significance level 0.01 (1%) of ± 2.58 . The result is the CR value are mostly on ± 2.58 and it means that the assumption of normality is fulfilled and the data is feasible to use in subsequent estimation.

4.4. Multicollinearity, Singularity and Outlier Test

Test of multicollinearity symptoms between independent variables shows that there is no multicollinearity symptoms that damaging model which is seen from determinant of sample covariance matrix value of $8.64E+20$ and this value is far from zero. Therefore, it can be concluded that there is no multicollinearity or singularity. Data outlier test result is done by two ways, which are detection toward univariate outliers by observing z score value, all cases that have z score $\geq \pm 3.0$ means that outlier is occur. From the collected data, there are 5 univariate outliers or multivariate outliers.

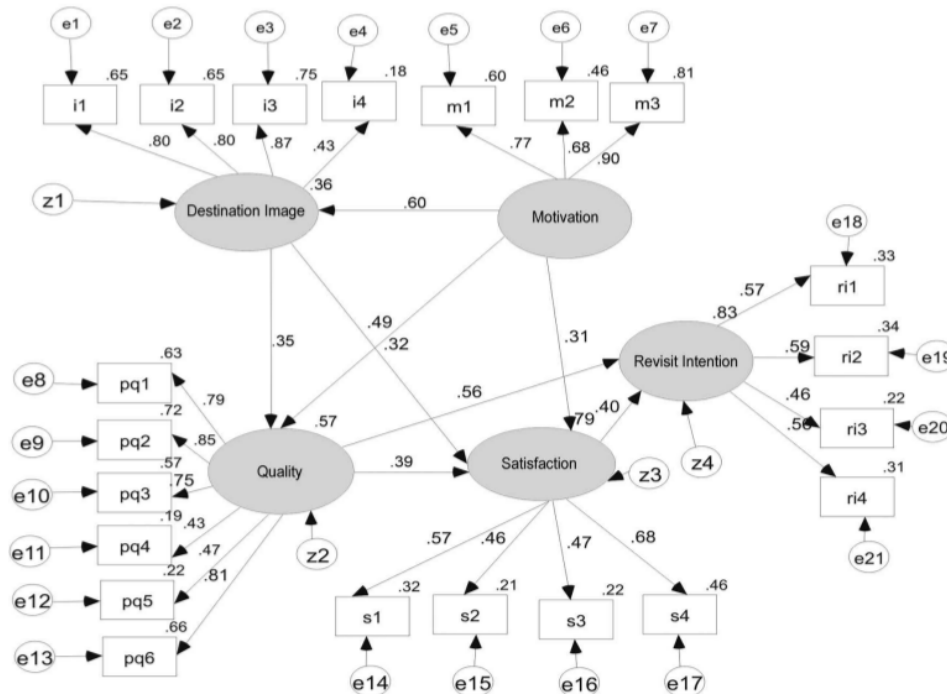


Figure 1. SEM of Revisit Intention

4.5. Test Result of Revisit Intention Model using SEM

Test result of SEM Model of consumer loyalty by using AMOS 4.01 can be seen on Figure 1, and evaluation toward the model test result can be seen on Table 2.

Criteria	Result	Critical Value*)	Model Evaluation
Cmin/DF	4.370	1 ≤ Cmin/DF ≤ 5.00	Good
Probability	0.000	≥ 0.05	Moderate
RMSEA	0.072	≤ 0.08	Good
GFI	0.970	≥ 0.90	Good
TLI	0.987	≥ 0.95	Good
CFI	0.930	≥ 0.94	Good

Table 2. Criteria Evaluation of Goodness of Fit Indices
Source: *) Hair et al., (1998)

From Table 2, it can be seen that the model can be accepted. In order to test the hypothesis of causal relationship between motivation, destination image, perceived destination quality, satisfaction and revisit intention, it is presented path coefficient that shows causal relationship between variables. The relationship is presented on Table 3.

Table 3. Path Coefficient (Standardized Regression) between Variables

Path	Path Coefficient	CR	Probability (p)	Information
Satisfaction → Revisit Intention	0.403	2.437	0.015	Supported
Destination image → Satisfaction	0.316	3.411	0.001	Supported
Destination image → Perceived Destination quality	0.347	4.539	0.000	Supported
Perceived Destination quality → Satisfaction	0.386	3.569	0.000	Supported
Perceived Destination quality → Revisit Intention	0.555	3.357	0.001	Supported
Motivation → Destination image	0.604	8.506	0.000	Supported
Motivation → Perceived Destination quality	0.494	6.173	0.000	Supported
Motivation → Satisfaction	0.308	3.004	0.003	Supported

Dependent variable	Motivation			Image			Quality			Satisfaction		
	SDE	SIDE	STE	SDE	SIDE	STE	SDE	SIDE	STE	SDE	SIDE	STE
Image	0.604	0.000	0.604	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Quality	0.494	0.210	0.704	0.347	0.000	0.347	0.000	0.000	0.000	0.000	0.000	0.000
Satisfaction	0.308	0.463	0.771	0.316	0.134	0.450	0.386	0.000	0.386	0.000	0.000	0.000
Revisit_intention	0.000	0.701	0.701	0.000	0.374	0.374	0.555	0.156	0.711	0.403	0.000	0.403

Table 4. Recapitulation of Direct Effect, Indirect Effect, and Total Effect between Variable

The test result is conducted by comparing probability (p) value which is significant if the p value ≤ 0.05. By using that criterion, it can be seen that all path is significant. Satisfaction has significant positive effect toward revisit intention of 40.3%. Destination image has significant positive toward satisfaction of 31.6%. Destination image has significant positive toward perceived destination quality of 34.7%. Perceived destination quality has significant positive toward Satisfaction of 38.6%. Perceived destination quality has significant positive toward revisit intention of 55.5%. Motivation has significant positive toward destination image of 60.4%. Motivation has significant positive toward perceived destination quality of 49.4%. Motivation has significant positive toward satisfaction of 30.8%. The influence of motivation toward quality which mediated by image is 21%. The influence of motivation toward quality which mediated by image and quality is 46.3%. The influence of motivation toward revisit intention which mediated by image, quality and satisfaction is 70.1%. The influence of image toward satisfaction which mediated by quality is 13.4%. The influence of image toward revisit intention which mediated by quality and satisfaction is 37.4%. The influence of quality toward revisit intention which mediated by satisfaction is 15.6%. The standardized direct effect (SDE), standardized indirect effect (SIE) and standardized total effect (STE) can be seen on Table 4.

5. Discussion

The result of this research shows the evidence that revisit intention antecedent such as motivation, destination image, perceived destination quality, and satisfaction are supported. Revisit intention model testing using SEM also shows the result of a fit model. Tourist motivation as dependent variable influences revisit intention through the mediation of image, quality, and satisfaction. The influence of motivation in this research positioned to be indirectly influencing revisit intention, because many findings of previous researches still show inconsistent results (Um et al., 2006). This research supports research finding done by Baloglu, (2000); Huang and Hsu (2009) stated that journey motivation is the predictor of revisit intention. Crompton (1979), Li et al., (2010); Huang and Hsu (2009); Yoon and Uysal (2005), also show that motivation is the only one from many variables that contribute to tourist behavior. The influence of image towards quality and satisfaction are accepted, so the finding of this research supports the findings of Mathison and Wall, (1982) Calantone, et al. (2002) who stated that destination image is an important factor in evaluating customer perception, quality, satisfaction, and revisit intention (Chen and Tsai, 2008; Li, et al., 2010). The influence of quality towards satisfaction and revisit intention found in this research supports research findings done by Chen and Chen, (2010). Jin et al., (2013), stated that quality must be measured based on hierarchical model and multidimensional model to be able to measure accurately on quality felt by the visitors at tourism destination and also the finding of Kozak (2002) which stated that the overall quality

influence towards satisfaction with various aspects on tourism destination influenced on tourist intention to revisit or recommend it to other people. This research also shows that the influence of satisfaction towards revisit intention is significant positive. So the finding of this research strengthens the result of previous researches on CBT setting about the relation between satisfaction and revisit intention. The result of this research supports Anderson, Fornell and Lehmann, (1994); Fornell et al., (1996) who stated that consumer satisfaction will effect on revisit intention if there is a chance to come back (Fornell et al., 1996). This research also supports the research results that have been done by Heskett et al., (1994); Anderson, Fornell and Lehmann, (1994) and Fornell et al., (1996) which stated that satisfied consumers will lead to repeat purchases, furthermore, with the existence of tourist satisfaction has positive effect on revisit intention (Kozak, 2002; Kozak and Rimmington, 2000).

6. Limitations and Future Research Directions

This research concerns about antecedent influencing revisit intention on only CBT. Tourism industry has a different characteristic from one to another. So this research has limitation in terms of generalizing its finding, and the result of this research is not easy to be generalized into different tourism products, because there are different consumer characteristics on every tourism destination. Also, this research just measures behavioral loyalty, while for attitudinal loyalty is not analyzed in this research, it would be better if future research analyzes attitudinal loyalty as well in predicting loyalty. The dimension of

attitudinal loyalty that should be researched including (1) willingness to repurchase and/or but additional product or service from the same company, (2) willingness to recommend the company to other people, and (3) commitment to the company not to move to competitors. This research only explores the relation between motivation, destination image, perceived destination quality and satisfaction variables in predicting revisit intention, perceived value, complaint intention, reputation and experience variables should be added in future researches, so a more complete finding will be obtained.

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