



# Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism

HOME ANNOUNCEMENTS CURRENT ARCHIVES ABOUT AUTHOR'S GUIDELINES

Home / Archives / Vol 11 No 8 (2020):JEMT Volume XI Issue 8(48) Winter 2020

DOI: [https://doi.org/10.14505/jemt.v11.8.48\).00](https://doi.org/10.14505/jemt.v11.8.48).00) Published: 2020-12-31

Full Issue

- PDF

Article

- The Role of Emotional Factors in Developing Consumer and Brand Relations in the Medical Tourism Industry. Case Study: Hospitals of Shiraz City**  
Hossein AZMI 1893-1901  
pdf
- Analysis of the Functioning of the Tourist and Recreational Industry in Conditions of Restrictions**  
Diana BURKALTSEVA, Svetlana TSOHLA, Anna YANOVSKEYA, Olga GUK, Amina ZHAROVA, Svetlana POLSKAYA 1902-1914  
pdf

Journal of Environmental Management and Tourism

HOME ANNOUNCEMENTS CURRENT ARCHIVES ABOUT AUTHOR'S GUIDELINES

- Effect of Tourism Supply Chain Practice on Marketing Performance: SMEs Cases**  
Usep SUTEJA, Dyah SUGANDINI, Yuni Istanto 1924-1930  
pdf
- The Intention to Repeat Visit Tourist on the Geotourism Object of Cave Bentar, Tangjursari, Yogyakarta**  
Itiliana RAHATMAWATI, Sari BAHAGIARTI, Bambang PRASTISTHO, Tuti SETYANINGRUM, Muhammad Faizal ZAKARIA, Nadia PRIYANDHITA 1931-1937  
pdf
- The Effect of Coronavirus SARS-CoV-2 in the Tourism Industry in Africa**  
Nurkhodza AKBULAEV, Vsevolod ALIYEV 1938-1947  
pdf
- Natural Tourism Empowerment Construction through Brand Strategy based Online Marketplace to Accelerate the Development and Enhancement of Industrial Competitiveness 4.0 in Undeveloped Areas of the Coast of East Java**  
SOEHARDJOEPRIO SOEHARDJOEPRIO, Manak BALAFFI, Anak Agung Sagung Abi WIDYASTUTY, Muslichah Erma WIDIANA 1948-1959  
pdf
- Efficiency of Tourism Operators' and Tourism Agents' Activities in the Market of Tourist Services of Ukraine**  
Volodymyr SAIENKO, Inna MEZENTSEVA, Hanna TOLCHIEVA, Iryna SALKOVA 1960-1966  
pdf
- Economic and Legal Aspects of Consumer Right Protection in Tourism**  
Alia Petrovna ADAMENKO, Anna Anatolyevna ANANYEVA, Lidia Vladimirovna ZARAPINA, Irina Yuryevna TSELOVALNIKOVA, 1967-1972  
Julia Alexandrovna SEMENOVA  
pdf
- Innovative Activities in the Field of Hotel Business and Tourism**  
Aigul TLESOVA, Saule PRIMBETOVA, Menslu SULTANOVA, Saltanat YESSENGALIYEVA, Zhanar YERZHANOVA 1973-1987  
pdf

Check whether you can access Scopus remotely through your institution. [Check Access](#) [Got it](#)

### Source details

[Feedback](#) [Compare sources](#)

#### Journal of Environmental Management and Tourism

Open Access [Open Access](#)

Scopus coverage years: from 2013 to Present

Publisher: ASERS Publishing House

E-ISSN: 2068-7729

Subject area: [Economics, Econometrics and Finance: Economics and Econometrics](#)  
[Business, Management and Accounting: Tourism, Leisure and Hospitality Management](#) [Environmental Science: Management, Monitoring, Policy and Law](#)

Source type: Journal

[View all documents](#) [Set document alert](#) [Save to source list](#) [Source Homepage](#)

CiteScore 2019	1.6
SJR 2019	0.192
SNIP 2019	0.755

CiteScore CiteScore rank & trend Scopus content coverage

**Improved CiteScore methodology**

CiteScore 2019 counts the citations received in 2016-2019 to articles, reviews, conference papers, book chapters and data papers published in 2016-2019, and divides this by the number of publications published in 2016-2019. [Learn more](#)

CiteScore 2019	1.6	1.005 Citations 2016 - 2019	613 Documents 2016 - 2019
CiteScoreTracker 2020	2.1	1.547 Citations to date	751 Documents to date

Activate Windows. Go to Settings to activate Windows.

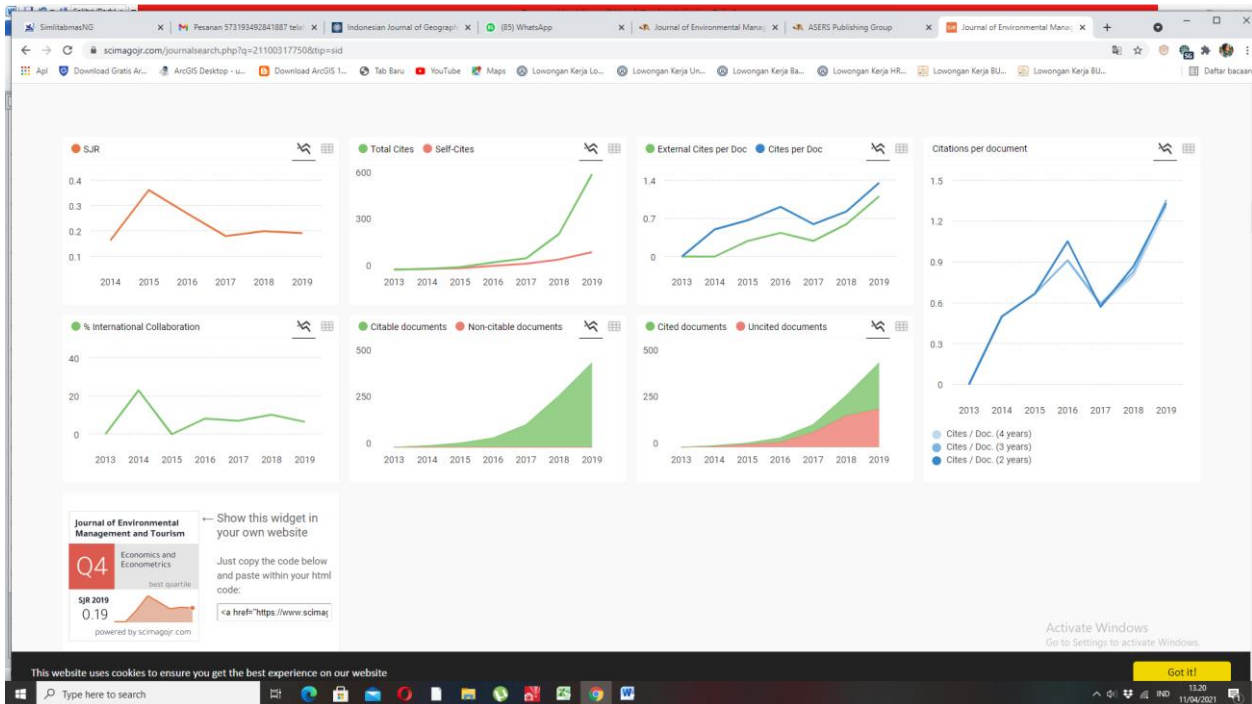
### Journal of Environmental Management and Tourism

COUNTRY	SUBJECT AREA AND CATEGORY	PUBLISHER	H-INDEX
Germany <a href="#">Universities and research institutions in Germany</a>	<a href="#">Business, Management and Accounting</a> └ <a href="#">Tourism, Leisure and Hospitality Management</a>  <a href="#">Economics, Econometrics and Finance</a> └ <a href="#">Economics and Econometrics</a>  <a href="#">Environmental Science</a> └ <a href="#">Management, Monitoring, Policy and Law</a>	ASERS Publishing	11

Ads by Google  
[Stop seeing this ad](#)  
[Why this ad?](#)

This website uses cookies to ensure you get the best experience on our website. [Got it!](#)

Activate Windows. Go to Settings to activate Windows.



## The Intention to Repeat Visit Tourist Visits on The Geotourism Object of Cave Bentar, Tanjungsari, Gunungkidul, Yogyakarta, Indonesia

Istiana RAHATMAWATI

Management, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia  
Corresponding author: [rahاتمawati@gmail.com](mailto:rahاتمawati@gmail.com)

Sari Bahagiarti KUSUMAYUDHA

Geological Engineering, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia

Bambang PRASTISTHO

Geological Engineering, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia

Tuti SETYANINGRUM

Agrotechnology, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia

Muhammad Faizal ZAKARIA

Geophysical Engineering, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia

Nadia PRIYANDHITA

Management, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia  
[nad.priyandhita@gmail.com](mailto:nad.priyandhita@gmail.com)

## Abstract

This study aims to determine the effect of motivation, experience, attractiveness, and reputation on the intention to return visits tourists to the Cave Bentar geotourism object, Hargosari Village, Tanjungsari District, Gunungkidul Regency, Yogyakarta Special Region, Indonesia in 2020. This research was conducted on Cave Bentar geotourism tourists. The variables used in this study were independent variables consisting of motivation, experience, attractiveness, and reputation. Meanwhile, the dependent variable in this study is the intention of returning tourists. This research includes in a survey type, using partial least square analysis. The sampling method used in this study was convenience sampling.

The results of this study indicate that (1) motivation, experience, attractiveness, and reputation have a positive and significant effect simultaneously on the intention of returning tourists to the object of Bentar Cave Geotourism. (2) motivation, experience, attractiveness, and reputation have a positive and significant effect partially on the intention of returning tourists to the object of Bentar Cave Geotourism.

**Keywords:** Intention to repeat visit; geo-tourism, partial least square analysis, Cave Bentar.

## Introduction

The Yogyakarta Special Region Tourism Statistics (2015), in 2014, shows that Gunungkidul Regency is one of the three mainstay tourist destinations in Yogyakarta province after Yogyakarta City and Sleman Regency. Part of this area is in the form of hills and limestone mountains which are included in the Gunungsewu Mountains karst topography. As it is known, Gunungsewu karst area belongs to the Global Geopark Network of UNESCO. This barren area has a lot of uniqueness and tourism potential, from natural, cultural, artificial, to special interest tours. This is evidenced by the number of tourist visits that are always increasing every year.

Cave Bentar geotourism object (Figure 1) is included in the Gunungsewu UNESCO Global Geopark Area, which is recognized as a unique karst area in the world. A positive tourism destination reputation has the possibility to reduce customer perceptions of risk and lead to a higher level of customer commitment to tourism objects (Bartikowski & Walsh, 2011) and greater loyalty intentions (Walsh et al., 2009). Walsh et al. (2009) argue that companies with good reputations will stimulate word of mouth positive, while companies with bad reputations can stimulate word of mouth negative.



Figure 1. The mouth of Cave Bentar (left), the windows to get direct sunlight (right)

From the results of the initial survey conducted by researchers in February 2020, holding



interviews with several tourists, it could be stated that, on average, they visited Cave Bentar more than once. The reason for their return visit is the desire to get the best photos in a cave that gets direct sunlight at a certain time, to enjoy the comfortable rural atmosphere, local culture, and special culinary delights. As an effort to increase the number of tourists visiting Cave Bentar, it is necessary to understand the attractiveness, motivation, experience, and reputation of the intention to repeat visits to Cave Bentar geotourism object.

The desire of tourists to release boredom and look for new things in Gunungkidul raises motivation for tourists to visit tourist objects, including tours to Cave Bentar, because motivation is a need that encourages someone to act in a certain way to achieve the desired satisfaction (Beerli & Martin, 2004). Tourist motivation is also very influential for tourists to make the intention to repeat visit tours that have been previously visited.

The services and infrastructure in Cave Bentar geotourism object give an impression to tourists. Tourists will not forget the experience they have gained. According to Rageh (2013), the experience is an incident that tourists get, either directly or indirectly, regarding service processes, tourism objects, facilities, and how they interact with tourism object managers and other tourists.

According to Gunn (1998), tourist attraction, namely that without tourist attraction, there will be no tourism, and Lew (1987) adds that the opposite also applies; that is, without tourism, there will be no tourist attraction. Although these two statements are clear, they are important because they underline tourist attraction as a prerequisite for tourism development in the destination. The attractions of Cave Bentar geotourism object are the beauty of natural panoramas, sports activities, and supporting attractions with rides outbound and the arts of *reog*, *jathilan*, *campursari*, hadron / tambourine. *Reog* is a traditional dance that very spectacular with several dancers wearing bright colorful costumes accompanied by merry gamelan music. *Jathilan* is also a traditional Javanese trance dance, described as a horse dance for the horse effigies made of woven bamboo are the hallmark props used by the performers. Meanwhile *campursari* is a kind of music, a genre of original Indonesian music. It is a mixture of traditional and modern music.

Based on the explanation above, the authors are interested in analyzing the influence of motivation, experience, attractiveness, and reputation on the intention of returning tourists to Cave Bentar geotourism object.

## 1. Literature Review

### Intention to Repeat Visit

Revisit From the perspective of the consumption process, and visitor behavior is divided into three stages, namely: pre-visit, during the visit, and post-visit (William & Buswell, 2003). Chen & Tsai (2007) stated that the behavior of tourists includes visiting choices, subsequent evaluations, and future intentions of visitor behavior. The next evaluation is the travel experience or the overall value and satisfaction received by the visitor, while the intention of future behavior refers to the visitor's judgment about the suitability of returning to the same destination and the willingness to recommend it to others. The concept of repurchase intention is derived from behavioral intention. Crompton (1979) explains that the intention to revisit is the possibility of tourists to repeat activities or revisit a destination. Huang & Hsu (2009) stated that there are four indicators, namely: Travel Motivation, Past Experience, Perceived Constraint, Attitude.

### Tourist Motivation

Huang and Hsu (2009) explored the relationship between tourists' motivation to revisit and their intention to visit Hong Kong. As a result, they found that the motivation spending dimension had a significant effect on the intention to return to visit. Also, Yoon & Uysal (2005) explored the motivation of tourists to visit destinations in North Cyprus and discussed the relationship between drive and motivation, satisfaction, and goal fidelity. As a result, they suggest that destination marketers should consider the practical implications of the motivational variable as it can be a basic factor in increasing satisfaction with destination services and increasing destination loyalty. Thus, the hypothesis in this study:

H1: Tourist motivation has a positive effect on the intention of repeat visit.

### **Tourist Experience**

In tourism research, the experience of tourists during the trip is mainly related to visiting, seeing, learning, enjoying, and living a different lifestyle (Stamboulis & Skayannis, 2003). As shown by McIntosh & Siggs (2005), tourist experiences are in the form of unique and emotional human thoughts with high personal value. Reviewing the current literature, experience has played a major construct in travel and tourism (Oh et al., 2007). Since the 1970s, the tourist experience has been a popular academic topic. Particularly since Pine & Gilmore (1998) coined the term "experiential economy," there is an ongoing amount of research exploring the issue of the tourist experience. Previous studies have shown that tourist experiences have a direct relationship with return goals (Cole & Chancellor, 2009; Hosany & Witham, 2010; Hsu & Crotts, 2006; Oh et al., 2007).

Most of them found that the tourist experience and the purpose of their visit were positively related. In other words, tourists' purpose for revisiting is believed to influence their positive evaluation of experiences (Um et al., 2006). Like Petrick et al. (2001) showed that if people are satisfied and have positive experiences during an activity, they tend to repeat it. Lee et al. (2005) said that individuals with a favorable goal image would experience their place in a positive way, which can lead to higher levels of satisfaction and behavior for visiting these sites. Thus, the hypothesis in this study is:

H2: Tourist experience has a positive effect on the intention to repeat visit.

### **Destination Attractiveness**

Product attractiveness (Fandy Tjiptono, 1997) is everything that traders/sellers can offer to be noticed, requested, sought, purchased, consumed market as the fulfillment of the needs or desires of the relevant market. Basiya R and Hasan AR (2012), in his research, concluded that the quality of natural attractions, the quality of tourist attraction in the form of the architecture of the building, cultural attractions, and attraction of social has a direct and positive relationship to the interest in revisiting visitors. Thus the hypothesis obtained is:

H3: Destination attraction has a positive effect on the intention to repeat visit.

### **Destination Reputation**

Walsh and Beatty (2007) see the reputation of customer-based tourist destinations, which is defined as the overall evaluation of customers towards tourist destinations based on their reactions to tourism objects, services, activities communication, interaction with the company and / or its representatives or constituents (such as employees, management, or other customers). A positive tourist destination reputation has the possibility to reduce customer perceptions of risk and lead to higher levels of customer commitment to tourist destinations (Bartikowski and Walsh, 2011) and greater loyalty intentions (Walsh et al., 2009). In addition, an organization with a positive reputation can generate goodwill for itself, resulting in customers functioning as organizational activists. We agree with Walsh et al. (2009), arguing

that "a company with a good reputation will stimulate positive word of mouth, while a company with a bad reputation can stimulate negative word of mouth." Thus the hypothesis obtained in this study is:

H4: Destination reputation of a tourist attraction has a positive effect on the interest in repeat visit.

## **2. Research Method**

### **Research Type**

This research uses quantitative methods. The quantitative approach aims to explain existing phenomena or symptoms using numerical or statistical data as the main material for conducting the analysis (Suharsaputra, 2014). This research was conducted using a survey method.

### **Validity and Reliability Test**

The data analysis technique uses the path analysis technique Partial Least Square version 3.2.8. This consists of 3 components, namely the outer model or measurement model, the inner model or structural model, and the model scheme (Ghozali, 2014). The outer model is also called the indicator test, where the outer model with reflective indicators is evaluated through composite reliability ( $> 0.6$ ), AVE ( $> 0.5$ ), Cronbach alpha ( $> 0.7$ ), convergent validity ( $> 0.7$ ), and discriminant validity. Discriminant validity is measured by comparing the value loading of the target variable, which must be greater than the value loading with other variables. An outer model or indicator test is conducted to assess the reliability and validity of the model. In this measurement model, each variable and indicator has a value that can be declared reliable and valid. The following is the model scheme for the Smart PLS 3.0 program tested in this study:

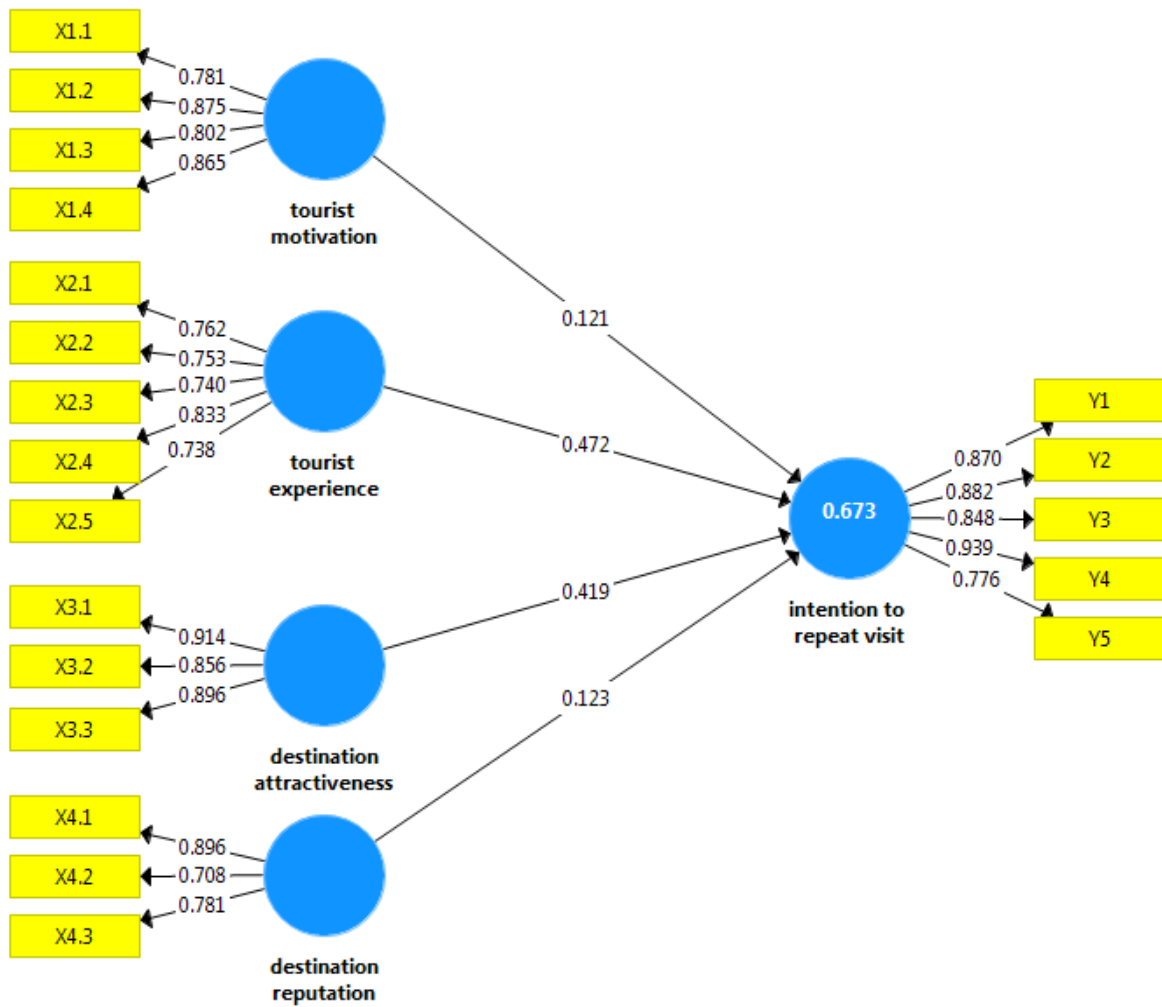


Figure 2. Outer Model

Table 2: Construct Reliability and Validity

Variables	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Tourist Motivation	X1.1	0,875	0,781	0.919	0.791
	X1.2	0,802			
	X1.3	0,865			
	X1.4	0.869			
Tourist Experience	X2.1	0,753	0,762	0.900	0.692
	X2.2	0,740			
	X2.3	0,833			
	X2.4	0,738			
	X2.5	0.852			
Destination	X3.1	0914	0.915	0.937	0.748



<b>Attractiveness</b>	X3.2	0856			
	X3.3	0896			
<b>Destination Reputation</b>	X4.1	0,708	0.824	0.876	0.587
	X4.2	0,781			
	X4.3	0,896			
<b>Intention to Repeat Visit</b>	Y1	0,882	0.762	0.840	0,870
	Y2	0,848			
	Y3	0,939			
	Y4	0,776			
	Y5	0.638			

### 3. Results

#### The Characteristics of Respondent

The population in this study were tourists who had completed a visit to the object of geotourism in Cave Bentar in Hargosari Village, Tanjungsari District, Gunungkidul Regency, Yogyakarta Special Region. The following data are respondents in this study:

**Table 4: Profile of Respondents**

<b>Respondents</b>	<b>Total</b>	<b>Percentage of</b>
<b>Gender:</b>		
Male -	61	59.2%
Female	42	40.8%
<b>Age:</b>		
<20 years	27	26.2%
20 - 30 years	51	49.5%
> 30 years	25	24.3%
<b>Occupation:</b>		
Students	30	29.1%
Servants Civil	22	21.4%
Private employees / BUMN	31	30.1%
Others	20	19.4%
<b>Regional Origin:</b>		
Yogyakarta	51	49.5%
Outside Yogyakarta	52	50.5%

<b>Tourism Information Source:</b>		
<b>Friends of</b>	<b>41</b>	<b>39.8%</b>
<b>Ads</b>	<b>9</b>	<b>8.7%</b>
<b>Family</b>	<b>17</b>	<b>16.5%</b>
<b>Your Own</b>	<b>36</b>	<b>35.0%</b>

### Model fit test results

The results of testing the intention to repeat visit model using Partial Least Square can be seen in table 3.

**Table 3: Results Calculation Boostrapping**

<b>Hypothesis</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics (  O / STDEV  )</b>	<b>P Values</b>
<b>Tourist Motivation → Intention to Repeat Visit</b>	0.321	0.144	0.127	2.953	<b>0.004</b>
<b>Tourist Experience → Intention to Repeat Visit</b>	0.472	0.454	0.123	3.831	<b>0.000</b>
<b>Destination Attractiveness → Intention to Repeat Visit</b>	0.419	0.416	0.134	3.126	<b>0.002</b>
<b>Destination Reputation → Intention to Repeat Visit</b>	0.323	0.106	0.081	2.515	<b>0.001</b>

Sign at  $p \leq 0.05$ .

Hypothesis testing is done by comparing the probability value (P), significant if  $p \leq 0.05$ . Based on the results of data analysis all proposed hypotheses are supported.

## 4. Discussion

The results of the analysis of the inner workings of the model showed a positive influence and significance of the variables tourist motivation, tourist experience, a tourist attraction, and reputation simultaneously on the intention to come back to Cave Bentar geotourism object. The significance can be seen from each hypothesis's value, which has a p-value smaller than the significance value of 5%, and the t statistic is greater than 1.960.

Consistent with Huang and Hsu's (2009) research exploring the relationship between tourists' motivation to revisit and their intention to visit Hong Kong. The calculation value bootstrapping of hypothesis one has a positive value of 0.321 in Table 3, indicating that the motivation spending dimension has a significant effect on the intention to return to visit. Also,

Yoon and Uysal (2005) explored the motivation of tourists to visit destinations in North Cyprus and discussed the relationship between drive and motivation, satisfaction, and goal fidelity. As a result, they suggest that destination marketers should consider the practical implications of the motivational variable as it can be a basic factor in increasing satisfaction with destination services and increasing destination loyalty.

Supporting the research of Um et al. (2006), which found that tourist experiences and the purpose of their visit were positively related. The calculation value bootstrapping of hypothesis two has a positive value of 0.472 in Table 3, indicating that tourists' purpose for revisiting is believed to influence their positive evaluation of experiences. The results also support the research of Petrick et al. (2001), which shows, if people are satisfied and have positive experiences during an activity, then they tend to repeat it.

The results of the values calculated by bootstrapping from a hypothetical three have a positive value of 0.419 in Table 3, consistent with the research Basiya R & Hasan AR (2012) who found that the quality of the natural attractions, the quality of tourist attraction in the form of the architecture of the building, power cultural attractions, and social tourist attraction has a direct and positive correlation to interest been repeated visitors.

The results of the assessment of the bootstrapping calculation from hypothesis three have a positive value of 0.323 in Table 3 in accordance with Walsh et al. (2009), who found that companies with good reputations will trigger positive word of mouth, while companies with a bad reputation can stimulate negative word of mouth.

## 5. Conclusion and Practical Contribution\

This research shows the positive and significant influence of the variables of tourist motivation, tourist experience, tourist attraction, and reputation simultaneously on the intention to repeat visit tourism objects. Furthermore, suggestions can be proposed, which are expected to be useful for managers of Cave Bentar geotourism object. First, to increase tourists' motivation, especially on items to see the arts that are rated the lowest by tourists. For this reason, it is necessary to have good cooperation between the manager and the tourism office in order to be able to work together to improve entertainment facilities for visitors, for example, by utilizing the potential of existing arts in the Tanjungsari area and its surroundings, for example, *jatilan* art, or other arts.

Second, in terms of experience, indicators of feeling comfortable and relaxed, cool mountain air are still rated the lowest. For this reason, good park management is needed, for example, by increasing the number of shady plants around the parking lot or other locations so that it can cool the air in the tourist area.

Third, the influence of the tourist attraction on the intention to visit, it is better if Cave Bentar geotourism object can compete with other tourist objects, of course, Cave Bentar geotourism object must continue to develop every tourism potential contained in Cave Bentar geotourism object but so that the development of existing tourism potential going well, of course, every one must pay attention to several things such as maintaining originality/authenticity.

Fourth, to improve reputation can be done by adding professional tour guides, especially those related to high-risk tourism activities such as outbound and cave treks. This is done to provide security and safety for visitors so that the perception of the reputation of this tourist attraction will be better.

## References

- [1] Bartikowski, B. and Walsh, G. (2011), "Investigating mediators between corporate reputation and customer citizenship behaviors", *Journal of Business Research*, Vol. 64 No. 1, pp. 39-44.
- [2] Bartikowski, B. and Walsh, G. (2011), "Investigating mediators between corporate reputation and customer citizenship behaviors", *Journal of Business Research*, Vol. 64 No. 1, pp. 39-44.
- [3] Beerli, A., Martín, JD (2004). Factors influencing destination image. *Annals of Tourism Research*, 31 (3), 657-681
- [4] Chen, CF, & Tsai, DC (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management*, 28 (4), 1115-1122. <http://dx.doi.org/10.1016/j.tourman.2006.07.007>
- [5] Crompton, JL (1979), "Motivations for pleasure vacation", *Annals of Tourism Research*, Vol. 6 No. 4, pp. 408-424.
- [6] Fandy Tjiptono, 1997, Marketing Strategy, 1st Edition, Andi Publisher, Yogyakarta.
- [7] Ghozali, I. (2014). "Structural Equation Modeling-Alternative Methods with Partial Least Squares (PLS)". Semarang: Diponegoro University, 39.
- [8] Gunn, CA (1979, 1988). *Vacationscape: Designing Tourist Regions*. New York: Van Nostrand Reinhold.
- [9] Hosany, S. and Witham, M. (2010), "Dimensions of cruisers' experiences, satisfaction, and intention to recommend", *Journal of Travel Research*, Vol. 49 No. 3, pp. 351-364.
- [10] Hsu, C. and Crotts, JC (2006), "Segmenting mainland Chinese residents based on experience, intention and desire to visit Hong Kong", *International Journal of Tourism Research*, Vol. 8 No. 4, pp. 279-287.
- [11] Lee, CK, Lee, YK and Lee, BK (2005), "Korea's destination image formed by the 2002 world cup", *Annals of Tourism Research*, Vol. 32 No. 4, pp. 839-858.
- [12] Lew, AA (1987). A Framework of tourist attraction research. *Annals of Tourism Research*, 14 (4), 553-575.
- [13] McIntosh, AJ and Siggs, A. (2005), "An exploration of the experiential nature of boutique accommodation", *Journal of Travel Research*, Vol. 44 No. 1, pp. 74-81.
- [14] Oh, H., Fiore, AM and Jeung, M. (2007), "Measuring experience economy concepts: tourism applications", *Journal of Travel Research*, Vol. 46 No. 2, pp. 119-132.
- [15] Petrick, JF, Morais, DD and Norman, WC (2001), "An examination of the determinants of entertainment vacationers' intentions to revisit", *Journal of Travel Research*, Vol. 40 No. 1, pp. 41-48.
- [16] Pine, BJ and Gilmore, JH (1998), "Welcome to the experience economy", *Harvard Business Review*, Vol. 76 No. 4, pp. 97-105.
- [17] R., Basiya. & Hasan AdulRozak. 2012. *Quality, Power, Attraction, Tour, Satisfaction, and Intention of Revisiting Tourists Mancanegar in Central Java*. Semarang.
- [18] Rageh, Ahmed, TC Melbourne and Arch Woodside. 2013. *Using Netnography Research Method to Reveal the Underlying Dimension of the Customer / Tourist Experience*. Qualitative Market Research: An International Journal Vol. 16 No. 2, pp. 126-149
- [19] Songshan (Sam) Huang and Cathy HC Hsu. 2009. *Effect of Travel Motivation, Past Experience, Perceived Constraints, and Attitude on Revisit Intention*

- [20] Stamboulis, Y. and Skayannis, P. (2003), "Innovation strategies and technology for experience-based tourism", *Tourism Management*, Vol. 24 No. 1, pp. 35-43.
- [21] Suharsaputra, Uhar. 2014. *Research Methods of Quantitative Approaches, Qualitative and Action*. Bandung: Refika Aditama
- [22] Um, S., Chon, K. and Ro, YH (2006), "Antecedents of revisit intention", *Annals of Tourism Research*, Vol. 33 No. 4, pp. 1141-1158.
- [23] Walsh, G. and Beatty, SE (2007), "Customer-based corporate reputation of a service firm: scale development and validation", *Journal of the Academy of Marketing Science*, Vol. 35 No. 1, pp. 127-143.
- [24] Walsh, G., Mitchell, V.-W., Jackson, PR and Beatty, SE (2009), "Examining the antecedents and consequences of corporate reputation: a customer perspective", *British Journal of Management*, Vol. 20 No. 2, pp. 187-203.
- [25] William, Christine, and John Buswell, 2003, *Service Quality in Leisure And Tourism*, CABI Publishing, Chambridge.
- [26] Yoon, Y. and Uysal, M. (2005), "An examination of the effects of motivation and satisfaction on destination loyalty: a structural model", *Tourism Management*, Vol. 26 No. 1, pp. 45-56.