

# Examining the Relationship between Tourist Motivation, Touristic Attractiveness, and Revisit Intention

Ella Anastasya Sinambela

Mayjen Sungkono University, Indonesia

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## ABSTRACT

The tourism industry is considered to be one of the largest and fastest growing industries in the world and greatly influences the economy. In this industry, development is determined by the decision to visit tourist attractions and the intensity of visits from tourists. In this study, tourist motivation and touristic attractiveness variables will be observed that contribute to the interest in revisiting tourist attractions. Tourist motivation is an integral part of travel behavior and has been widely researched and applied in tourism marketing strategies. While touristic attractiveness is seen as the main element to attract investors and visitors. For visitors, attraction is a reflection of the feelings, beliefs, and opinions an individual has about the ability of a given destination to meet that person's particular holiday needs. The sample of this study amounted to 100 respondents who were collected by convenience sampling method. This research uses multiple linear regression data analysis techniques. The results showed that tourist motivation had a significant effect on revisit intention. Touristic attractiveness has a significant effect on revisit intention. Touristic attractiveness is a variable that has a dominant influence and it becomes a tough task for managers to keep making tourist destinations amidst competition in the tourism industry.

## INTRODUCTION

Tourism is one of the important sectors in a region. Tourism is also considered a major industry in the world (Goeldner *et al.*, 2000; Yannopoulos & Rotenberg, 1999). According to the World Travel & Tourism Council (2013), this industry is considered capable of generating employment, increasing regional income and attracting investors. This is the rationale for regional managers to create tourist destinations to support economic improvement and development.

The development of tourism in an area is determined by the conditions, situations and trends of the tourism world and the potential to form a variety of tourism that attracts visitors. The managers of tourist attractions need to know the motivations of the visitors. According to Crompton (1979) and Fodness (1994), the main factor of tourists visiting tourist attractions is motivation. There are different reasons and motives that cause someone to visit tourist attractions. Dimensions of motivation can be based on cultural, social, personal, educational or utilitarian reasons, while other classifications refer to weather, relaxation,

adventure and self (Crompton, 1979; Fodness, 1994). According to Mak *et al.* (2009), the causal factors are friendship and kinship, health and beauty, self-satisfaction and pleasure, relaxation and relief, and escape. Yoon and Uysal (2005) assessed "push" factors such as emotion, relaxation, personal accomplishment, family time and escape. For tourists, one of the important motivations when visiting tourist attractions is to eliminate boredom from daily activities, try new activities, visit relatives or friends, visit tourist attractions, and relax (Wang & Leou, 2015). These various factors encourage someone to take an action or attitude to travel. The tourists will determine the place to be visited based on their needs (Pizam *et al.*, 1979). A better understanding of tourist motivations can help in the development of strategies and increase tourist visits. There are four indicators of motivation, namely 1) driving motivation; 2) interesting motivation; 3) intrinsic motivation; 4) entryistic motivation (Plangmarn, 2012; Dann, 1981).

The development of the world of tourism and the competition among tourist attractions has demanded that managers seek new innovations for their tourist attractions. One way to survive the competition is

\* Corresponding author, email address: [easinambela@gmail.com](mailto:easinambela@gmail.com)

to attract. Mill (1990) said that the thing that attracts tourists to visit is the attraction of the tourist spot. Armenski *et al.* (2018) stated that the attraction factor has been widely recognized to increase tourism which consists of the features offered and the tourist driving factors. Specifically, it is explained if the attractiveness of tourist attractions is needed to find out the factors that encourage tourists to come (Formica, 2002). There are those who rely on originality, diversity, innovation of attractions, scarcity and the integrity of tourist attractions that can influence the interest of tourist visits. The existence of a tourist attraction allows it to have the ability to reduce the level of saturation of tourists. Usually, tourist destinations that tend to be static will feel boring. This lowers the chance of being visited again, thus potentially lowering the rate of tourist arrivals. Cooper (1993) mentions that there are four attractiveness indicators, namely 1) attraction; 2) accessibility; 3) amenities; 4) ancillary. With everything that is offered by the manager of tourist attractions will bring up the phenomenon of returning (Sun *et al.*, 2013).

To be able to continue to grow, tourism managers must increase the number of visits. The more visitors it will provide a large income. Therefore, the interest in visiting tourists becomes the manager's attention, especially the interest in returning. In the tourism industry, the interest in returning is very important. The majority of tourist site managers rely on the interest of returning to stay in this business. Previous research has shown that return visits can save 10% of the cost of the tourism industry (Jacoby & Chesnut, 1978). The interest in returning is a reflection of tourists to come back in the future (Weaver & Lawton, 2011; Han & Kim, 2010). According to Gitelson and Crompton (1984), tourist destinations have a greater chance of being visited again than to attract first-time visits. Kozak and Rimmington (2000) confirm the results of this study. Huang and Hsu (2009) said it is necessary for the manager to know the factors that encourage tourists to visit again. The main factors of interest in returning are the level of tourist satisfaction, tourist motivation to determine the destination, tourist loyalty (Alegre & Cladera, 2009; Boit, 2013). According to Lin (2014), there are two indicators of interest in returning, namely 1) the desire to recommend to others; and (2) the desire to visit again.

This study is intended to observe and test the role of tourist motivation, and tourist attraction, to make the cause of the formation of revisit intentions. The basis for this is a study that shows that there is a role for motivation to form interest in returning visits to

tourist destinations. this is evidenced by Thammadee (2015); Ramli *et al.* (2020); Cheung *et al.* (2014); and the study of Quintal and Polczynski (2010). Determination of the attractiveness variable that has a role in forming revisit intentions based on the study of Celika *et al.* (2017); and Tektoz *et al.* (2012).

## RESEARCH METHOD

The population in this study are tourists who have visited at least once to tourist attractions. The sample of this study amounted to 100 respondents, namely tourists aged 17 years and over. The sampling method was carried out by non-probability sampling and convenience sampling. Sources of data obtained by conducting interviews and distributing questionnaires. The Likert scale has five ranges to capture respondents' opinions. The range is weighted from one to five from strongly disagree with the statement to strongly agree with the statement provided by the author based on variable indicators. The questionnaire uses google form media.

The first independent variable in this study is tourist motivation. The motivation variable is the driving force for tourists to travel. (Pizam *et al.*, 1979). In this study, it is defined as motivation for repeat visits. The indicators of motivational variables are 1) driving motivation, 2) attractive motivation, 3) intrinsic motivation, 4) entryistic motivation. (Plangmarn, 2012; Dann, 1981).

The second independent variable is touristic attractiveness. This variable is about the attractiveness of a tourist place which is a driving force for tourists to visit (Formica, 2002). According to Cooper (1993), indicators of attractiveness are 1) attractiveness; 2) accessibility; 3) amenities; 4) ancillary.

The dependent variable in this study is revisit intention. Return interest is a reflection of tourists to come back in the future (Weaver & Lawton, 2011; Han & Kim, 2010). The indicators of revisit intention used in this study are 1) the desire to recommend to others; and (2) desire to revisit (Lin, 2014).

Multiple linear regression with t-test and F-test became the analytical tool of this study to determine the role of each independent variable on the dependent variable. Classical assumptions as a test of the feasibility of the regression model.

## RESULT AND DISCUSSION

### Respondent Profile

The respondents of this study were relatively balanced with the male gender, namely 53 people and 47 women. The majority of respondents aged 18-25 years were 4 people, aged 26-35 years were 18 people, aged 36-45 years were 28 people, aged

45 years were 50 people. At the level of junior high school education equivalent to as many as 11 people, as many as 60 people have the last education of high school or equivalent, and as many as 29 people have the last education as a bachelor. Furthermore, based on income there are 45 people who have an income of less than Rp. 2,500,000.00, income Rp. 2,500,000.00 - Rp. 5,000,000.00 as many as 38 people, the next respondent with an income of Rp. 5,000,000.00 - Rp. 7,500,000.00 as many as 14 people and the last one with an income of more than Rp. 10,000,000.00 that is 3 people.

### Validity and Reliability Test

The validity test using SPSS software showed that all statement items had a corrected item-total correlation value exceeding 0.3 and declared valid because the corrected item-total correlation value exceeded 0.3. After the statement item is declared valid, the next step is to go through the reliability test process. Based on Table 2, it shows that Cronbach's Alpha is above 0.70, so each item of this research is declared reliable.

Table 1. Reliability Test

Variables	Alpha Cronbach	Result
Tourist motivation	0.712	Reliable
Touristic attractiveness	0.761	Reliable
Revisit intention	0.738	Reliable

Source: SPSS 25 output processed by the author, 2021

### Classic Assumption Test

The results of the normality test in this study are shown in Figure 1 and it can be seen that the points are spread out between the diagonal line and in the direction of the diagonal line so that the normality test is met.

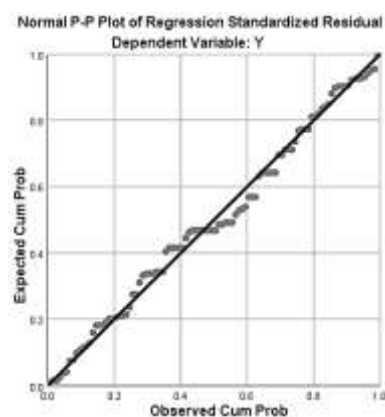


Figure 1 Normality Test  
Source: SPSS 25 output

The heteroscedasticity test is carried out by observing the scatter plot as shown in Figure 2, which does not show a clearly formed and spread pattern on the Y axis. This shows that there is no heteroscedasticity problem.

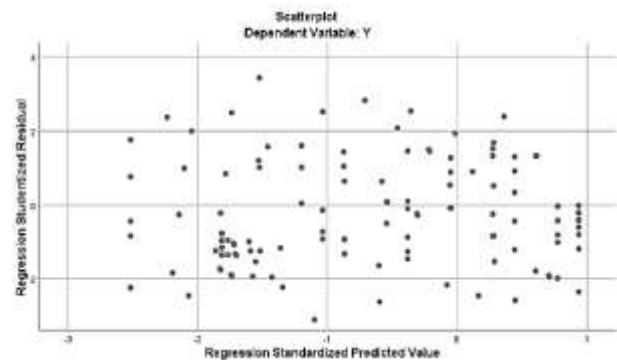


Figure 2 Heteroscedasticity Test  
Source: SPSS 25 output

Multicollinearity test obtained VIF value < 10 and tolerance value > 0.10 so that it is stated that there is no multicollinearity between independent variables. In addition, the Durbin Watson value obtained is 1.987, which means that there is no autocorrelation problem.

### t test

Based on Table 2, the data processing results obtained a constant coefficient value of 13,341, the regression coefficient for tourist motivation was 1,923 and the coefficient for tourist attraction was 3.922. From the results of these data, the regression equation can be formulated as follows:  $Y = 13.341 + 1.923X_1 + 0.3.922X_2$ .

Table 2. Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.341	1.670		7.988	.000
	X.1	1.923	.465	.331	4.138	.000
	X.2	3.922	.509	.616	7.700	.000

Source: SPSS 25 output processed by the author, 2021

### F test

Based on the results of statistical calculations using SPSS which can be seen in Table 3, the F value is 257.244 with a significant level of 0.000. The resulting significant value is smaller than 0.05. This shows that the variable of revisit intention can be explained simultaneously by tourist motivation and touristic attractiveness. Thus, the two variables simultaneously have a significant effect on revisit intention the interest in returning to tourist attractions.

Table 3. ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	13885.944	2	6942.972	257.244	.000 <sup>b</sup>
Residual	2618.016	97	26.990		
Total	16503.960	99			

Source: SPSS 25 output processed by the author, 2021

The results of the R value is 0.917 and the coefficient of determination is 0.841 so that 84.1 % of the formation of the variable revisit intention is determined by the tourist motivation and touristic attractiveness variables while other variables determine the contribution of 15.9%.

Table 4. Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917 <sup>a</sup>	.841	.838	5.19518

Source: SPSS 25 output processed by the author, 2021

## Discussion

Based on the results of data analysis, the researcher can determine the truth of this research hypothesis that has been determined previously. The first hypothesis shows that tourist motivation has a significant effect on revisit intention. These results are in accordance with the research of Thammadee (2015); Huang and Hsu (2009); Ramli *et al.* (2020); Cheung *et al.* (2014); Quintal and Polczynski (2010). An understanding of tourist motivation is an explanation of the reasons for traveling. The manager must know the segment assigned among tourists according to the perceived usefulness of the original destination. Having a better understanding of tourist motivations can help to develop better visit-attracting strategies. There are things that cause service users to repeat transactions (Padma *et al.*, 2018; Darmawan & Arifin, 2020). This is something that marketers must understand as input for preparing a marketing strategy (Hariani & Sinambela, 2020; Kemarauwana, 2020). Consumer behavior including their motivation is a reference that can predict subsequent behavior (Wahab *et al.*, 2017; Mardikaningsih *et al.*, 2020; Kurniawan *et al.*, 2021). Thus, the strategy to adjust to the motivation of tourists is one of the important factors that make tourists to make an interest in visiting a tourist place again.

The second hypothesis shows that the touristic attractiveness has a significant effect on revisit intention. These results are in accordance with the research conducted by elika *et al.* (2017); Textoz *et al.* (2012). The attractiveness that is known from

the respondents shows that several things are needed to shape it, such as easy access to tourist sites, support for accommodation and facilities with pleasant, safe and complete conditions. In addition, the experience on the first visit will determine the interest of a return visit. If all the factors of the attraction can be developed for the better, it will provide opportunities for visits with more intensity. The attractiveness attached to a market offer is a determining factor in the midst of the diversity of similar offers (Darmawan, 2010; Masitoh, 2017; Mardikaningsih, 2017). Properly managed attractiveness is one of the competitive advantages of market offerings other than in the form of goods (Ferrinadewi, 2004; Darmawan, 2019). This shows that the touristic attractiveness is a driving force for tourists to make repeat visits to these tourist attractions in the future. Repeat visits mean that there is trust for consumers (Darmawan, 2018). Furthermore, it will form a good image (Darmawan, 2019; Irfan & Putra, 2020). When that is achieved, consumer behavior can be more easily predicted with indications of responses to product offers such as attractiveness (Hidayat *et al.*, 2015). Managers must continuously monitor the dynamics of the attributes of a tourist attraction or a distinctive advantage over other tourist attractions.

## CONCLUSION

Studies have proven that the motivation attached to tourists is able to cause continued behavior in the form of an intention to visit again. This role occurs significantly. The attractiveness of a tourist offer has a significant influence on continued behavior in the form of revisiting intentions.

The study of motivation is very important for designing policies to promote tourism aimed at certain market segments. Based on these results, managers need to know the reasons that encourage tourists to come to these tourist attractions for the first time. Managers also need to listen to tourist complaints in order to provide improvements. With that the manager can develop tourist attractions in accordance with the wishes of the tourists. Furthermore, the managers of tourist attractions need to create a unique attraction for managed tourist attractions as well as the creation of new products and tourist attractions in order to have certain characteristics. This distinctive form of attraction will increase the interest of returning tourists because they are looking for the uniqueness offered that other wizard places may not have.



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