Tourist's Re-visit Intention from Perspective of Value Perception, Destination Image and Satisfaction

Dudi Permana[1]

Abstract:

This paper aims to identify the relationship between value perception, destination image and satisfaction in order to achieve tourists re-visit intention.

Data was collected from the respondents via survey questionnaires developed from related literature. The data collected was then analyzed using structural equation modeling via Smart PLS.

Research has found that value perception has a positive, significant impact on satisfaction and satisfaction also has a positive significant impact on re-visit intention. On the other hand, there is no impact between destination images and satisfaction.

The implications of these findings are further elaborated.

Keywords: Value perception, destination image, re-visit and tourists.

[1]*Faculty of Economics and Business, Universitas Mercubuana, Jakarta, Indonesia*
e-mail: dudi.permana@mercubuana.ac.id and dudipermana.77@gmail.com

1. Introduction

Tourism is a human activity in term of travels to and stays in some destination place that is detached of daily routines (World Tourism Organization, 2010). Koen and Meyers (2009) define tourism as temporary travel that start from a residence to destination places not to earn money or settle in but satisfy curiosity alone, spend free time for leisure or having a vacation and other purposes. In addition, the definition of tourism can be perused in Law No. 10/2009 about Tourism, as various kinds of tour activities endorsed through diversity of facilities and services provided by some communities, businessmen, national and local government.

Based on data from Central Bureau of Statistics, in December 2015 it was noted that Bali Island is one of the most visited islands by tourists. Its popularity as an attractive destination is well known worldwide since Bali Island has millions of people in fascination. Jakarta as the capital city of Indonesia is reasonably visited by worldwide tourists around the world. By slogan "Enjoy Jakarta", it delivers a message that Jakarta is described as a favorite destination both for domestic and non-domestic tourists. It is supported by modern urban infrastructure, as a result you can easily find out various Jakarta's attractions, such as natural and digital tours, historical destinations, and a variety of modern entertainment and hangouts. Jakarta will indulge you with the best entertainment and leisure locations even though the city is well known as a hot and jammed one. Few people are conscious that Jakarta has maritime tours. Amid of the crowded city, there is one interesting place to be visited, which is Kepulauan Seribu. It is a group of islands in the bay of Jakarta and has 108,000 hectares. Kepulauan Seribu is located 45 km next to north Jakarta, it is the only marine tourism area protected by Jakarta's Government Province.

Additionally, Kepulauan Seribu has own characteristics and natural potential that is different from other areas in DKI Jakarta, since basically it has a cluster of coral formed and constructed by coral biota and its association with natural dynamics process helping. In accordance to these characteristics and development policies of DKI Jakarta 2009, Kepulauan Seribu development is directed in particularly for; 1) to increase tourism activities, 2) to improve fishermen communities' quality of life through marine aquaculture, and 3) the utilization of fishery resources by conserving coral reef ecosystem and mangrove. The development area division of Kepulauan Seribu is included in one of the development areas arranged by Regulation No. 6 of 2009 on Spatial Planning (RTRW) DKI Jakarta. This division is based on the physical characteristics and development of each zone by following:

1. The northern development area is based on Kepulauan Seribu and North Coast renovation.
2. Central development area is comprised of central, western and east development.
3. Southern development area consists of northern and southern development.

To boost development in Kepulauan Seribu in all aspects, such as environmental sustainability, natural resources conservation, economic, socio-cultural and people's welfare under North Jakarta Municipality, its status should be elevated to be a district. This provision is regulated in Law No. 34 of 1999 dated 31 August 1999 on Special Province Government of Capital State, Jakarta. Through this elevated status it follows that there is a splitting of sub-districts from one into two sub-districts and from four urban villages to six urban villages, as well as name the center of district capital on Pramuka Island. As for spatial planning, Regional Spatial Planning (RTRW) in Kepulauan Seribu District Administration has been established which refers to Spatial Planning (RTRW) of DKI Jakarta Province.

The decision of the government was to develop the tourist industry intensively. However, in 2015 the number of visitors to Kepulauan Seribu Island decreased by 58%. Tourists' satisfaction is one of the aspects which should be scrutinized to create a solution to the tourism issues in Kepulauan Seribu, due to the decrease in the number of visits. The Head of Tourism and Culture for Kepulauan Seribu, Irfan Guci, said that the number of tourists who visit Kepulauan Seribu has decreased drastically and this is in line with data owned by the Tourism and Culture Sub-Department of Kepulauan Seribu from January to August 2014 which noted that local tourists amounted to 1.352.923 people, and foreigners amounted to 9.570 people. Meanwhile, from January to August 2015, local tourists amounted to 615.684 people and foreigners amounted 7.118 people. Transportation was one of the main problems in the decreasing number of tourists to visit Kepulauan Seribu. On the other hand, it was aggravated by bad weather reports.

Research findings point out that satisfaction is the determinant factor for tourists to come back (Alegre and Cladera, 2008). This is in line with Munhurrun, Seebauck and Naidoo (2014) research findings which revealed that the higher the tourists' satisfaction level to a tour destination, this will affect their wish and availability to review and recommend it to others. Similarly, research findings by Wang *et al.* (2015) proposed that satisfaction has a positive effect on tourists to re-visit. Ample studies scrutinized and analyzed tourists' satisfaction having an effect on tourist's intention to re-visit a tour destination. Som and Badarneh (2011) explained that a strong destination image is needed to tempt tourists to visit that destination.

Tourists' perception will impart judgement to the conditions in tour destination. This is very important for the administrator to understand and to incite them in developing tourism. Safe, comfortable, and orderly conditions attract tourists who have already come there and re-visit it. Consequently, they will share a positive perception of their visit. Based on Kepulauan Seribu's Association Service, they released a report saying that mostly tourists complained on the dock condition which serves sea transport from Jakarta to Kepulauan Seribu and vice versa. Tourists complained that it has a lot of garbage, it is dirty and there is a lack of inter-island liaison transport equipment.

Prior researchers elaborated that tourists' perception value and satisfaction are the best predictors of tourists' behavior to re-visit. A positive causality relationship was stated by prior researchers because tourists' value has an impact to their satisfaction. As a result, the high value is felt, the higher tourists' satisfaction then tourist intention behavior getting mount up as well to re-visiting. Som and Badarneh (2011), and Luo and Hsieh (2013) agreed that value perception has an effect on tourists' satisfaction behavior. This is in line with Thiumsak dan Ruangkanjanases's (2016) research showing that perception has an effect on satisfaction to re-visit. This research aims to identify value perception and image destination effect on tourists' satisfaction. Also, it analyzes satisfaction effect on tourists' intention to re-visit.

2. Literature Review

2.1 Re-visit Intention

Based on the novel tourism literature, research on tourists' intention to re-visit different types of destinations has been a focus for some time (Lam and Hsu, 2006). It is a concept continuously studied by researchers, some of them being Som and Badarneh (2012), Hsieh (2013), Chang (2013), Munhurrun *et al.* (2014), Li (2014), Ayoun *et al.* (2014), Wang *et al.* (2015) and Thimusak and Rungkanjanases (2016) who have predicted and explained it in different types of destinations. Those researchers' overview pointed out that tourists' intention in re-visiting is being homologated as worth concept in predicting the future.

2.2 Satisfaction

Satisfaction has been a central concept in marketing theory and practice, and one of the essential purposes of business activity. Edvardsson (2000) argued that tourists' satisfaction has a contribution on crucial aspects to create customer loyalty. Meanwhile, Engel *et al.* (1994) reckoned that customer's satisfaction is an evaluation after buying. It is chosen at least by sharing or beyond customer's expectation, while dissatisfaction is experienced if the destination does not meet customer's expectation. Referring to experts' definitions, it can be concluded that tourists' satisfaction comes from a comparison between product performances and experienced. If the experience is less than expected, then they are dissatisfied. On the contrary, if the experience exceeds their expectations, they are satisfied.

2.3 Destination Image

Broadly speaking, image concept has been presumed as being constructed attitudes which consist of individuals' mental representation (beliefs), feeling, and global impression in term of an object or destination (Baloglu and McCleary, 1999). Image is a set of beliefs, ideas, and impressions owned by somebody about an object (Som and Baderneh (2011; 2013). To form an image is not easy since this not only relates to good and bad, but it must also be specific. In one side, the good image allows

destination to be successful, but it engenders failure on the other because of high expectations. If a destination image is positive, then, tourists are going to re-visit the destination. Otherwise, if it is negative, then they are going to rethink before deciding to visit it again.

2.4 Value Perception

Value perception is defined as overall consumer ratings of products or services used, based on what have been experienced (Zeithaml, 2013). From a tourism perspective, it is a cognitive evaluation of time and money invested in traveling to be compared to what has been experienced (Murphy, 2000). Based on those definitions, it can be inferred that value perception is an assessment of overall customer evaluation in product benefits related to what have been taken and given.

3. The Relationship between Destination Image and Customer's Satisfaction

A lot of researches have reported on the relationship between destination image and customer's satisfaction. Som and Baderneh (2011) denoted that destination image is a salient factor towards customer's satisfaction. Moreover, Pratminingsih *et al.* (2014) declared that destination image has a positive effect on customer's satisfaction. Furthermore, Cam (2011), Hui-Chuan and Hua (2014) and Munhurrun *et al.* (2014) in their research acknowledged that destination image has a significant effect on customer's satisfaction. Based on these findings, this research hypothesis is:

H1: Destination image has a significant effect on customer's satisfaction.

4. The Relationship between Value Perception and Customer's Satisfaction

In reviewing some new tourism literature, the relationship between value perception and customer's satisfaction has been explored exhaustively. Most of them recognize positive effects of value perception on customer's satisfaction in the future. Value perception plays an important role in affecting tourists' satisfaction level (Ramsook-Munhurrun *et al.,* 2014). Echtner and Brent (2003) in their research indicated that value perception significantly effects tourists' intention to re-visit when they are satisfied. Satisfaction in value perception has an effect generating tourists' intention to re-visit. This is in line with researchers, such as Sweeney and Souter (2010), Chang (2013) and Li (2014) who asserted that value perception has a significant effect on customer's satisfaction. Based on these findings, this research hypothesis is:

H2: Value perception has a significant effect on customer's satisfaction.

5. The Relationship between Customer's Satisfaction and Re-visiting Intention

In tourism, tour satisfaction denoted as a positive feeling that activates good experience for the destination (Kim *et al.,* 2016). Tourists' satisfaction is induced by two factors: First, it relates to tourists' expectations before travelling, and the second relates to after travelling depending on the tourists' real experiences (Sadeh *et al.,* 2012). When experience compares well with expectation, it generates satisfaction and tourists will be satisfied as well. On the contrary, when their experience is not satisfactory, they will be disappointed. Previous research has shown empirical reports that tourists' satisfaction is a significant indicator for their motivation to re-visit a destination and it is acknowledged by Pratminingsih *et al.* (2014), Hui-Chuan and Hua (2014), Dayour and Andogo (2015) who asserted that tourists' satisfaction is influenced by their intention in re-visiting. Based on these findings, this research hypothesis is:

H3: Satisfaction has a significant effect on tourists' intention to re-visit.

6. The Relationship between Destination Image and Customer's Satisfaction

Plenty of research indicates that there is a relationship between the destination image and customer's satisfaction. Som and Baderneh (2011) claim that destination image is a significant factor in customer satisfaction. Meanwhile, Pratminingsih, Rudatin, and Rimenta (2014) implied that destination image has a positive effect on customer's satisfaction. Moreover, Cam (2011), Hui-Chuan and Hua (2014) and Ramseook-Munhurrun *et al.* (2014) in their research pointed out that destination image has a significant effect on customer's satisfaction. Based on these findings, this research hypothesis is:

H4: Destination image has a significant effect on customer's satisfaction.

7. The relationship between Value Perception and Customer's Satisfaction

In recent tourism literature, the relationship between value perception and customer's satisfaction has been investigated by some researchers. Some of them argued there is a positive impact between value perception and customer's satisfaction in the future. Value perception has a crucial role in effecting tourists' satisfaction (Munhurrun *et al.,* 2014). Echtner and Brent (2003) state that value perception has a significant effect on tourists' intention to re-visit only when they are satisfied. Satisfaction in value perception effects tourists' intention to re-visit. This is in line with research by Sweeney and Souter (2010), Chang (2013) and Li (2014) who stated that value perception has a significant effect on customer's satisfaction. Based on these findings, this research hypothesis is:

H5: Value perception has a significant effect on customer's satisfaction.

## 8. The Relationship between Customers' Satisfaction and Their Intention to Re-visit

When experiences are compared to expectation, they generate satisfaction and tourists are satisfied as well. Otherwise, when they engender uncomfortable atmosphere, tourists are dissatisfied. The prior research proposed empirical report that tourists' satisfaction is significant indicator comes up from their intension to re-visit in a destination and it is acknowledged by Pratminingsih *et al.* (2014), Hui-Chuan and Hua (2014), Dayour and Andogo (2015) who implied that tourists' satisfaction effects on their Intention to re-visit. Based on these findings, this research hypothesis is:

H6: Satisfaction has a significant effect on tourists' intention to re-visit.

9. Research Framework

Theoretical framework in this research is shown as follows:

Figure 1. *Research Framework*
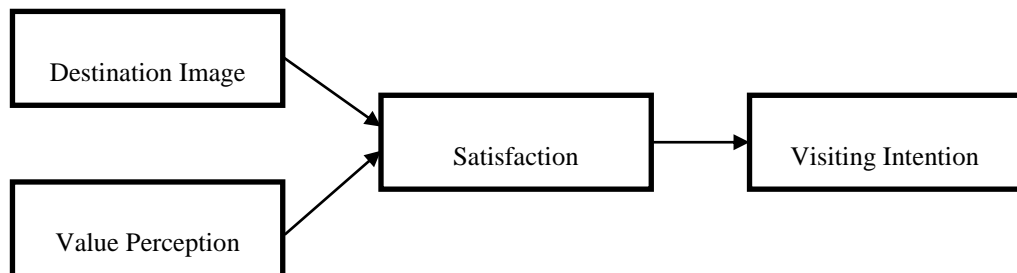
10. Research Methodology

This research uses a survey approach through a questionnaire method by using *Partial Least Square (*PLS*) methodology.* PLS stays on the assumption of a free distribution meaning that data does not refer to a particular distribution. The population in this research is the tourists who have ever visited Tidung Island. PLS is used as an analysis tool to determine a representative minimum sample in accordance with Hair (2011). It is depending on the number of indicators multiplied by five to ten. Referring to the stipulation the number of samples in this research is 53 indicators, multiplied by five then the number of samples are being 265 respondents. The sample collection uses *Purposive Sampling* method, is a collecting method through particular stipulation in determining specific criteria on samples

(Sekaran, 2013). The criteria in this research are tourists who have ever visited tour destination in Tidung Island and they revisited it within five years.

Based on data processing results, it indicates that from 265 respondents, 95 respondents (35.8%) are women and 170 respondents (64.2%) are men. So, most respondents who visit Kepulauan Seribu are men. On the other hand, based on age, 136 respondents (51.3%) fell within the range of 21-38 years old ; 105 respondents (39.6%) were less than 20 years old; 19 respondents (7.2%) fell within the range of 39-50 years old; and respondents between 51-69 years of age amounted to 1.9%. So, the majority of respondents who visit to Kepulauan Seribu are in the 21-38 range. The majority of them have completed high school.

11. Results

The Smart PLS 3.0 and two–step analysis approach as suggested by Gerbing and Anderson (1988) were adopted to analyze the data. Following the suggestions of some studies (Chin, 1998; Gil-Garcia, 2008) the bootstrapping method (500 resample) was also carried out to determine the significance levels for the loadings, weight and path coefficients. Figure 2 illustrates the research model.

Figure 2. Research Model

11.1 Measurement model

Discriminant validity
Discriminant validity is the extent to which the measures do not reflect other variables and it is indicated by low correlations between the measure of intention and the measures of other constructs (Cheung and Lee, 2010).

Table1. Factor loadings and reliability

	AVE	CR	CA
Destination Image	0.546	0.828	0.723
Value Perception	0.611	0.925	0.907
Satisfaction	0.667	0.923	0.898
Re-visit Intention	0.866	0.928	0.845

CR composite reliability, AVE average variance extracted
[a] *Standardized loading*

Table 2. *Discriminant validity of construct Fornell-Larcker criterion*

Discriminant Validity (Fornell Lacker Criterium)

	Destination Image	Satisfaction	Re-visit Intention	Value Perception
Destination Image	0.739			
Satisfaction	0.505	0.817		
Re-visit Intention	0.413	0.560	0.931	
Value Perception	0.563	0.771	0.527	0.782

Discriminant validity can be examined by comparing the squared correlations between the constructs and the variance extracted for construct (Fornell and Larcker, 1981). As shown in Table 2, the squared correlations for each construct are less than the square root of the average variance extracted by measuring indicators that construct, indicating adequate discriminant validity. Thus, the measurement model demonstrated adequate convergent and discriminant validity.

11.2 Structural Model

The estimated value for path relationship in structural model must be significant. It can be obtained through the *bootstrapping procedure* by discerning it in hypothesis and examining parameter coefficients and T-statistics. To find out whether parameters are significant or no, it can be seen in a T-table of alpha 0.05 (5%) = 1.96. Then, T-table is compared to T-count (T-statistic).

Table 3. *Summary Structural Model*

	Original Sample	*Standard Deviation*	*T-Statistics*	Keterangan
DI -> SF	0.103	0.059	1,755	Not Supported
VP -> SF	0.713	0.046	15,611	Supported
SF -> RI	0.560	0.075	7,499	Supported

Table 3 above indicates that the value of *T-statistic* result in this research is 1,755 and *original sample* is 0,103. *T-statistic* is more than *T-table* value, 1,96 and *original sample* points out positive value. The result signifies that destination image has a positive effect and is not significant on tourists' satisfaction. Additionally, *T-statistic* obtained in this research is 15,611 and *original sample* value is 0,731. *T-statistic* has a value more than *T-table,* so the *original sample* is positive. This result indicates that value perception has a positive effect and significant effect on tourists' satisfaction. Ultimately,

based on the hypothesis testing *T-statistic* value obtained is 7,499 and *original sample* is 0,560. *T-statistic* value is more than *T-table,* 1,96 and *original sample* has positive value. It means that tourists' satisfaction has positive and significant effect on their Intention to re-visit.

12. Discussion and implications

The research analysed variables in term of image destination and value perception on tourists' satisfaction and its implication on their intention to re-visit. The findings are obtained from research done on visitors of Kepulauan Seribu. Based on the research findings obtained, destination image has a positive effect and is not significant on tourists' satisfaction. Meanwhile, value perception has a positive effect and is significant on tourists' satisfaction. Furthermore, satisfaction has a positive effect and is significant on their intention to-revisit.

Most of respondents feel that festivals, local festivities, and entertainment in the evening for visitors are lacking since those kinds of activities have been initiated by local people only and they are available on gala day or holiday. Therefore, suggestions can be shared and examined for Kepulauan Seribu District Government Administration and helped by people, to augment entertainment in the evening and arrange for events or festivals in the area. In this stance, they are not only attracting a number of tourists to visit to Kepulauan Seribu, but they are also conserving and promoting the uniqueness of Kepuluan Seribu's culture to the world.

Additionally, the propagated activities should boost resource and potential for local people, either forming "Citizenship Forum (Forum Rembuk Warga)", or other forums to entice local people to participate in the development. The lowest index variable in value perception is on the 10th statement – "Kepuluan Seribu is well organized" indicating that "Kepuluan Seribu is not well organized" in some respect either in the arrangement between inn location, restaurant, and souvenir center which are inclined to be overcrowded, so that they look like dense and slums. A suggestion that can be taken into consideration, therefore, is to reform and reorganize surrounding areas in Kepulauan seribu, so as a result, visitors feel more comfortable. The tour development in Kepuluan Seribu should be not concentrated on some particular areas since this may postpone development in the tourism sector there. Refinement in transportation, particularly the schedule and affordable sea transport modes which can reach out to overall tour destinations should be developed.

The lowest index variable on Tourists' Satisfaction is on the 12th statement – "Public facilities are always clean" and it indicates that "Public facilities are not always clean". Therefore, suggestion can be taken to consideration in tour development in Kepulauan Seribu in the future should be oriented on tourists' comfort and satisfaction. The existence of Kepulauan Seribu is not only satisfying domestic

tourists but also for international tourists. Consequently, services and facilities should satisfy international standards.

13. Limitations and future research

For future research, it can be suggested to extend the research variables which would not only include destination image and value perception in quantifying tourists' satisfaction, but also other variables such as recreation benefit, recreation experience, and motivation. Furthermore, the research method can be augmented, for instance, observation on location, interviews and observation in different places that are not concerned with only one island, but also it can be conducted in other islands. As a result, a comparison could be obtained between islands. Finally, future research could be conducted in both qualitative and quantitative methods to present comprehensive research findings and effective suggestions for authorities in managing Kepulauan Seribu.

References:

Alegre, J., and Cladera, M. 2008. Analysing the effect of satisfaction and previous vists on tourist intentions to return. European Journal of Marketing, 43, 670 -685.

Ayoun, S., Ksouri, R. and Abdellatif, T. 2015. Exploration of the Tourims destination image's determinants on the revisit intention: The case of Tunisia.

Baloglu, S., McCleary, K.W. 1999. A Model of Destination Image Formation. Annals of Tourism Research, 26, 868-897.

Cam, T.T.A. 2011. Explaining Tourists Satisfaction and Intention To Revisit Nha Trang, Vietnam. NOMA FAME.

Chang, L. 2013. Influencing Factors on Creative Tourists Revisiting Intentions: The Roles of Motivation, Experience And Perceived Value. Clemson University Tiger Prints.

Dayour, F., Adongo, C.A. 2015. Why They Go There: International Tourists' Motivations and Revisit Intention to Norhthern Ghana. American Journal of Tourism Management, 4(1), 7 -17.

Echtner, M.C, Brent R.Jr. 2003. The Meaning and Measurement of Destination Image. The Journal of Tourism Studies, 14(1).

Edvardsson, B. 2000. The effects of satisfaction and loyality on profits and growth : products versus services. Total Quality Management, 11(7), 917-927.

Engel, F., James, R.D., Blackwell, P., Miniard, W. 1994. Consumer Behaviour. Jakarta, Binarupa Aksara, Fornell, C. and Larckel, D. 1981. Evaluating Structural Equation Models with Unobservable variable and Measurement Error. Journal of Marketing Research, 18, 39-50

Hair, J.F. 2011. Multivariate data analysis. (7th edition). NewJersey, Pearson Education Inc.

Hui-Chuan, H., Hua, K.M. 2014. A Study on Tourist Satisfaction in Sanyi. International Journal of Innovation, Management and Technology. 5(4).

Kim, M., Jung, T., Kim, W.G. and Fontoulaki, P. 2016. Factors Affecting British Revisit Intention to Crete, Greece: high vs. low spending tourists. Tourism Geographies. 17(5), 815-841.

Kuo, C. 2010. Tourist Satisfaction and Intention to Revisit Sun Moon Lake.

Li, H. 2014. Analysis of Formation Mechanism of Revisit Intention: Data From East China.

Atlantis Press.

Luo, S.J. and Hsieh, L.Y. 2013. Reconstructing Revisit Intention Scale in Tourism. Journal of Applied Sciences, 13(18), 3638-3648.

Thimsak, T. and Ruangkanjanases, A. 2016. Factors Influencing International Visitors to Revisit Bangkok, Thailand. Journal of Economics, Business and Management, 4(3).

Murphy, P.E. 2000. Community Driven Tourism Planning. Tourism Management.

Pratminingsih, A., Rudatin, L. and Rimenta, T. 2014. Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention. International Journal of Motivation, Management and Technology, 5(1).

Ramseook-Munhurrun, P.N., Seebaluck, V., Naidoo, P. 2015. Examining the Structural Relationships of Destination Image, Perceived Value, Tourist Satisfaction and Loyalty: Case of Mauritius. Procedia – Social and Behavioral Sciences, 175, 252-259.

Sadeh, E., Asgar, F., Mousavi, L., Sadeh, S. 2012. Factor Affecting Tourist Satisfaction and Its Consequences. Journal of Basic Applied Scientific Research, 2(2), 1557-1560.

Som, A.P.M. and Badarneh, M.B. 2011. Tourist Satisfaction and Repeat Visitation; Toward a New Comprehensive Model. International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering, 5(2).

Sekaran, U. 2013. Research Methods for business 1th edition, Salemba Empat, Jakarta.

Sweeney, J.C., Hausknecht, D. and Soutar, G.N. 2010. Cognitive Dissonance After Purchase: A Multidimensional Scale. Journal of Psychology & Marketing, 17(5), 369-385.

Wang, Y, Wang, Y. Chiu, J. Liou, J. and Yang, Y. 2015. Recreation Benefit, Recreation Experience, Satisfaction, and Revisit Intention – Evidence from Mo Zai Dun Story Island. Journal of Business & Economic Policy, 2(2).

Zeithaml, V., Mary, J.B. and Dwayne, D.G. 2013. Service Marketing. McGraw-Hill International Edition.