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THE ROLE OF TOURIST MOTIVATION IN PREDICTING REVISIT INTENTION: CASE STUDY OF TOURISTS OF THE GREAT ASIA AFRICA, BANDUNG

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Abstract:

The purpose of this research is to examine the influence of: 1) Tourist motivation on destination image. 2) Tourist motivation on tourist satisfaction. 3) Tourist motivation on novelty seeking. 4) Destination image on revisit intention. 5) Tourist satisfaction. 5) Novelty seeking on revisit intention. Data collection was conducted through a survey using a questionnaire distributed both online and offline. The respondents were those who had visited The Great Asia Africa and those aged 17 years and over. A total of 265 respondents participated, and the data were analyzed using SPSS and SEM (Structural Equation Modeling) from AMOS to manage and analyze the research findings. The results of this study on its hypotheses indicate that the hypothesis of tourist motivation on destination image is accepted and significant, tourist motivation on tourist satisfaction is accepted and significant, tourist motivation on novelty seeking is accepted and significant, destination image on revisit intention is accepted and significant, tourist satisfaction on revisit intention is accepted and significant, and novelty seeking on revisit intention is accepted and significant.

Keywords*: tourist motivation, destination image, tourist satisfaction, novelty seeking, revisit intention*

Background

According to Haryatiningsih and Chandra (2023), the variety of tourist destinations that tourists can choose from will increase the attraction of visiting West Bandung Regency. One of the tourist destinations in West Bandung Regency is The Great Asia Africa. This tourist attraction was officially opened on December 8 2019 where the construction of this tourist attraction was based on the suitability of the tourist character of The Great Asia Africa which is close to the historical city of Bandung as the venue for the Asia-Africa Conference (Wulansari, 2021).

The Great Asia Africa is known as a tourist attraction with a creative educational theme that presents a variety of cultural, architectural and culinary charms from various countries on the Asian and African continents (Tevani and Dadan, 2022). This tourist attraction is included in the built or artificial destination which comes with a different concept when compared to other tourist attractions. The Great Asia Afrika comes with replicas of iconic buildings from various countries on the Asian and African continents such as Korea, Japan, India, the Middle East, Africa, Thailand and Indonesia (Wulansari, 2021). Building ornaments that are appropriate to their country of origin mean that tourists can experience exploring the cultural charms across continents directly without having to visit both continents. Apart from that, tourists can enjoy various kinds of food and buy souvenirs typical of countries on the continent as souvenirs.

According to Nugraha and Sondang (2023), The Great Asia Africa tourist attraction has been quite successful in implementing a development strategy to introduce culture from seven countries on two continents. This is different from the problems faced by the Bandung city government regarding heritage tourism where the development and management system is still not optimal. However, The Great Asia Afrika has been able to involve and collaborate with the government and local communities regarding the management of its operations. Concerning tourists, the management of The Great Asia Afrika has also tried to provide the facilities needed by visitors such as facilities for people with disabilities, clean prayer rooms and toilets, rubbish bins in every corner, gondolas, halls for special meetings, as well as carrying out updates or upgrades to each country replicates once every six months (Nugraha and Sondang, 2023). These facilities and innovations are provided by the management of The Great Asia Afrika so that visitors can feel satisfaction, give a positive impression, attract tourists for the novelty carried out and motivate them to visit again.

However, based on Figure 1.5, it can be seen that the innovations carried out by the management of The Great Asia Afrika are still not optimal and have actually generated protests and complaints from tourists. Even though we have upgraded the photo spots and attractions of each country replica every six months, the fact is that these photo spots are not maintained and seem ordinary. Reporting from tripadvisor.co.id, tourists still do not feel the "educational" essence of their visit. There is no information or information on each miniature country so that tourists do not gain new knowledge. This tourist attraction is considered only as a place to take photos without any educational elements. The historical-cultural values of each country which are unique to The Great Asia and Africa cannot be channeled well to tourists.

Therefore, the management of The Great Asia Africa must strive to innovate and renew the attractiveness of each country. Because the more unique the tourist spot, the higher the number of tourists making repeat visits. In line with previous research, novelty seeking has a direct impact on tourists' intention to return (Abubakar et al., 2017), (Assaker and Hallak, 2013), and (Nafisah and Suhud, 2016). On the other hand, tourists with low levels of novelty seeking show a tendency to have a high intensity of return visits (Agustina and Artanti, 2020) and (Assaker et al., 2011).

Based on the research gap and literature review that has been presented, researchers are interested in conducting research with the title "The Role of Tourist Motivation in Predicting Revisit Intention: Case study of tourists at The Great Asia Africa Bandung"

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THEORETICAL FRAMEWORK

Revisit Intention

A tourist destination has tourists who can be classified into first timer and repeater tourists. These two types of tourists have the same position in the life cycle of a tourist destination. Then the success factor in attracting and retaining tourists to visit is loyalty (Satriawan et al., 2022). A form of loyalty can be shown through the intention or commitment that arises to return to a tourist destination in the future. Thus, destination managers tend to rely on tourist repeaters because the costs will be much lower in maintaining tourist repeaters than focusing on attracting other tourists (Seetanah et al., 2020). According to Ajzen in Budiono and Slamet (2022), intention is explained as a person's impulse which can influence their actions to do something, the size and amount of effort they plan to make. Thus, when someone has a strong intention to engage in a behavior, they will tend to carry out an action.

According to Su et al. (2018), revisit intention is defined as a person's desire to make a return visit to the same place or environment and provide recommendations to other people. Cole and Scott in Stylos et al. (2016) also defines revisit intention as the desire to visit the same destination a second time within a certain period of time. The decision to make a repeat visit is largely based on an evaluation of the experience gained. If someone feels satisfaction on their first visit, they are more likely to want to visit again (Effendy et al., 2019).

Destination Image

Image is something that can influence the assessment of whether an industry is good or not, including the tourism industry. The process of image formation often occurs in selecting a tourist attraction. Tourists' perceptions of tourist attractions will be recorded in their memories and influence their assessment of these objects. In line with research conducted by Siregar et al. (2019) where these perceptions will influence tourists in making decisions and behavior after making decisions. Image is the overall attitudes, beliefs and impressions held by individuals or groups towards a tourist attraction (Weaver and Lawton, 2014). Image will form a perception and picture about something so that someone can make an assessment (Utama and Giantari, 2020). Kusyanda et al. (2023) stated that the process of forming an image of a tourist attraction in a person's mind consists of two stages, namely the primary image stage, which is built after a person visits the tourist attraction; and the secondary image stage, which is built before the journey to a particular destination takes place. According to research conducted by Jehan et al. (2019), forming a destination image before traveling is the most important step in selecting a tourist attraction. On the other hand, the image that tourists have after a tourist visit will influence their level of satisfaction and encouragement to have the desire to return to that object in the future.

According to Stylos et al. In Utama and Giantari (2020) destination image is a person's perception of a product, object, behavior and event which is driven by beliefs, feelings and a series of goals for a particular destination or tourist destination. According to Agusti and Utari (2020), destination image describes the main impression felt by tourists about a tourist destination so that in its implementation, tourists who have a good perception will create trust.

According to Pike (2017) destination image is a subjective assessment that is assessed as a person's view or impression of a country, city or certain destination location as a tourist attraction. It can be concluded that destination image is a person's view or impression of a

tourist destination. So, if the Great Asia Africa destination has a positive image, it can indirectly help tourists see its special features and increase interest in visiting again. According to Basaran (2016), Lin et al. (2007), Song et al. (2017) and Suhud et al. (2021), destination image is formed by two dimensions, namely: 1. Cognitive image, refers to a person's beliefs or knowledge about the attributes of a tourist destination. 2. Affective image, refers to the evaluation stage which shows tourists' feelings towards the destination.

Tourist Satisfaction

Destination management organizations and the tourism sector focus on tourist satisfaction. Satisfaction is a very important factor for establishing long-term relationships with customers (Adinegara et al., 2018). According to Khuong and Nguyen (2017), tourist satisfaction is based on the relationship between tourists' expectations regarding tourist attractions a based on their past impressions (experiences) about the destination and the evaluations they made after visiting the object itself. Wiratini et al. (2018), tourist satisfaction is defined as the difference between tourist expectations and after visiting a tourist attraction. Therefore, high satisfaction will encourage visitors to return. According to Lestari et al. (2018), satisfaction is the impression that visitors' expectations have been met or felt. Conversely, when visitors are dissatisfied, they will not try to return. From the several definitions above, it can be concluded that the emergence of customer satisfaction is based on tourists' expectations about tourist attractions which are directly proportional to reality.

Satisfaction as a result of customer evaluation of their expectations before and after consumption. Satisfaction in tourism includes experiences before and after the trip (Asmelash and Kumar, 2019). When their travel experience meets expectations, travelers feel satisfied. Tourist satisfaction is very important to attract tourists again (Nasir et al., 2020). Likewise, satisfaction according to Zeithaml and Bitner in Giao et al. (2021), is the basis for assessing the quality of services provided. Meeting and satisfying needs is considered the best way to attract and retain tourists. On the other hand, satisfaction is a subjective behavioral component, which makes it difficult to achieve (Kuo et al., 2018). Research conducted by Fornell (1992) in Rahmawati (2015), Aliman et al. (2014) and Suwandi et al. (2015) there are three aspects in measuring satisfaction, including: 1. Overall satisfaction 2. Confirmation of expectations 3. Comparison of ideal situations (comparison to ideal).

Novelty Seeking

Tourism that can offer unique experiences has become part of the currently developing tourism system (Pujiastuti, 2020). Tourists are motivated to change their behavior because of their need for different experiences. Tourists think about novelty (novelty seeking) which influences their choice of tourist attractions. Therefore, the search for novelty is considered an important part of tourists' motivation. By understanding search novelty, tourists will find it easier to set their travel goals. Pearson in Pujiastuti (2020) defines novelty seeking as the level of contrast between tourists' perceptions of past and current experiences so that they tend to have new destinations for their next trip.

According to Pearson in Lee and Kwon (2021), novelty seeking is a person's desire to seek new and adventurous experiences when visiting a destination. Novelty seeking is very important to understand tourist behavior and their intention to return (Pujiastuti, 2020). According to Swatuti and Pudjiarti (2018), current tourist attractions are based on novelty

seeking, namely the urge to look for unique and new tourist attractions or explore new tourist attractions that are more challenging and interesting. This shows visitors that tourist attractions are constantly changing and developing, providing the value of challenges or adventures as well as new knowledge or insights.

According to Zuckerman in Arizandy and Ferry (2015), novelty seeking is influenced by the sensation seeking trait in tourists which influences their desire to take physical, legal, financial and social action. This feeling of sensation seeking is driven by the need to seek variety, renewal, complex sensations, and experiences. Those who have a high sensation seeking trait tend to behave in a risky manner and look for sensations, challenges, new experiences and variety in their lives, including traveling. In research conducted by Assaker et al. (2011) and Swatuti and Pudjiarti (2018) classify novelty seeking into several dimensions, namely: 1. Cultural diversity 2. Local community products/products 3. Local culinary 4. New friends 5. Local residents 6. Different places 7. The good name of a place

Tourist Motivation

Basically, everyone has unique desires and desires that drive them to look for ways to fulfill them. In tourism literature, tourists who wish to make a tourist visit are based on certain motives or reasons that encourage someone to visit a tourist attraction. Suhartapa and Sulistyo (2021) say that motivation is the drive behind human actions. Motivation is something that encourages someone to act or motivates him to do something. The following factors can determine a person's motivation to travel, namely group motivation, type of motivation to travel and the amount of motivation.

According to Fitroh et al. (2017), tourist motivation is defined as an encouragement which encourages a person to carry out activities with all efforts to achieve satisfaction. Motivation helps us understand why tourists behave in certain ways because it reflects each person's intrinsic needs (Mutanga et al., 2017). According to Soekadijo in Pujiyati and Sukaatmadja (2020), motivation is described as a stimulus (desire) and driver (willingness) for a person to travel to a tourist attraction to fulfill their needs. Thus, it can be concluded that motivation is a person's initial impulse to do something to fulfill their needs and desires, and this motivation ultimately becomes the basis of a person's decision making.

Tourists who are motivated to revisit a tourist spot often do so because they have had an unforgettable experience or received recommendations from other people so that their assessment of the tourist spot is embedded in their minds. Someone may become more motivated to revisit the tourist spot and remain loyal because they gained a valuable experience (Bhat and Darzi, 2018). Many literature divides travel motivation into two dimensions (Dean and Suhartanto, 2019), (Suhud et al., 2021), (Suni and Pesonen, 2017), (Wen and Huang, 2019), namely: 1. Push motivation. Motivation is driven by tourists' internal needs such as relaxation, escape, interaction with friends and family, fitness and health, increased knowledge, prestige, and discovery and adventure. Tourists consider whether this push motivation will be fulfilled when choosing a tourist attraction (Dean and Suhartanto, 2019), (Rice and Khanin, 2019). 2. Pull motivation. Tourists have driving factors consisting of tangible and intangible aspects. The tangible aspects of the pull motivation factor include service, facilities, appearance of attractions and friendliness of staff, while the intangible aspects include uniqueness, values, culture and the surrounding environment. The pull motivation factor can attract tourists'

attention when they choose a location or tourist destination that has the potential to attract their needs (Wen and Huang, 2019).

METHOD

The research location chosen in this research is the Great Asia Africa tourist attraction, which is located on Jl. Raya Lembang, Bandung No.71, West Bandung Regency, West Java. This destination was chosen as a research location because as quoted in Tripadvisor.co.id (2023), The Great Asia Africa is one of the favorite tourist attractions for tourists in Lembang. The Great Asia Africa tourist destination offers unique cultural and architectural replicas of Asian-African countries. It attracts tourists because it offers the experience of exploring the cultures of two continents, each with its own characteristics. Apart from the buildings and culture, this tourist attraction has natural charm with beautiful and green air. Tourists are also delighted with various foods that can be tried as well as places to buy souvenirs as souvenirs. The research was carried out from July 2023 until completion. This research uses a quantitative approach to test hypotheses through accurate statistical data testing. Meanwhile, the method used is a descriptive method to determine and explain the characteristics of the variables studied in a context, namely to obtain a description of the variables tourist motivation, destination image, tourist satisfaction, novelty seeking and revisit intention. Researchers used survey methods in collecting data. This is adjusted because the data collected is structured, in accordance with research needs, and can be used to present real data in the field.

RESULT

Hypothesis test results can be seen in the Appendix **5.**

TABEL HASIL UJI HIPOTESIS

Hipotesis	Variabel Bebas		Variabel Terikat	C.R.	P	Standardized Regression Weights	Hasil Uji Hipotesis
H₁	TM	→	DI	3,36	***	0,225	Diterima
H₂	TM	→	TS	4,82	***	0,305	Diterima
H₃	TM	→	NS	7,47	***	0,479	Diterima
H₄	DI	→	RS	3,85	***	0,184	Diterima
H₅	TS	→	RS	5,78	***	0,299	Diterima
H₆	NS	→	RS	7,38	***	0,436	Diterima
H₇	TM	→	RS	3,57	***	0,165	Diterima

DISCUSSION

Tourist Motivation and Destination Image

The tourist motivation variable for destination image has a standardized regression weights value of 0.225 and C.R. (Critical Ratio) is 3.36, which means it is greater than 1.96, so it can be concluded that tourist motivation has a positive and significant impact on the image of tourist destinations. As a result, the first hypothesis that tourist motivation has a positive and significant impact on destination image is accepted. Positive tourist motivation will have a big impact on the image of a tourist destination when they visit The Great Asia Africa. The findings

of this study are consistent with the study by Suhud et al. (2021), Suhud and Allan (2022), and Pereira et al. (2019), who found a positive relationship and significant impact of tourist motivation with destination image.

Tourist Motivation and Tourist Satisfaction

The tourist motivation variable on tourist satisfaction has a standardized regression weights value of 0.305 and C.R. (Critical Ratio) is 4.82, which means it is greater than 1.96, so it can be concluded that tourist motivation has a positive and significant impact on visitor satisfaction. As a result, the second hypothesis that tourist motivation has a positive and significant impact on tourist satisfaction is accepted. Positive tourist motivation will have a big impact on how satisfied visitors are when they visit The Great Asia Africa. The findings of this research are consistent with studies by Kusdibyo and Setiawati (2021), He and Luo (2020), and Aridayanti et al. (2020), who found a positive relationship and significant impact of tourist motivation and tourist satisfaction.

Tourist Motivation and Novelty Seeking

The tourist motivation variable on novelty seeking has a standardized regression weights value of 0.479 and C.R. (Critical Ratio) is 7.74, which means it is greater than 1.96, so it can be concluded that tourist motivation has a positive and significant impact on something new. As a result, the third hypothesis that tourist motivation has a positive and significant impact on novelty seeking is accepted. Positive tourist motivation will have a big impact on how much new things visitors experience when they visit The Great Asia Africa. The findings of this research are consistent with studies by Kusdibyo and Setiawati (2021), Allan and Shavanddasht (2019), Wiyono et al. (2019), and Kumbara et al. (2020), who found a positive relationship and significant impact of tourist motivation and novelty seeking.

Destination Image and Revisit Intention

The destination image variable on revisit intention has a standardized regression weights value of 0.184 and C.R. (Critical Ratio) is 3.85, which means it is greater than 1.96, so it can be concluded that destination image has a positive and significant impact on intention to visit again. As a result, the fourth hypothesis that destination image has a positive and significant impact on revisit intention is accepted. A positive destination image will have a big impact on how much you intend to visit again when visiting The Great Asia Africa. The findings of this research are consistent with studies by Chairunisa and Dwiyanto (2023), Suhud et al. (2021), and Anugrah et al. (2022), who found a positive relationship and significant impact of destination image on revisit intention.

Tourist Satisfaction and Revisit Intention

The tourist satisfaction variable on revisit intention has a standardized regression weights value of 0.299 and C.R. (Critical Ratio) is 5.78, which means it is greater than 1.96, so it can be concluded that tourist satisfaction has a positive and significant impact on visitors' intention to revisit. As a result, the fifth hypothesis that tourist satisfaction has a positive and significant impact on revisit intention is accepted. Positive visitor satisfaction will have a big impact on how willing visitors are to return when visiting The Great Asia Africa. The findings of this research are consistent with studies by Tysa and Dwita (2022), He and Luo (2020), Park et al. (2020), and Seetanah et al. (2020), who found a positive relationship and significant impact of tourist satisfaction with revisit intention.

Novelty Seeking and Revisit Intention

The variable novelty seeking versus revisit intention has a standardized regression weights value of 0.436 and C.R. (Critical Ratio) is 7.38, which means it is greater than 1.96, so it can be concluded that novelty seeking has a positive and significant impact on tourists' intention to revisit. As a result, the sixth hypothesis is that novelty seeking has a positive and significant impact towards revisit intention is accepted. Positive novelty seeking will have a big impact on how willing visitors are to revisit when visiting The Great Asia Africa. The findings of this research are consistent with studies by Swatuti and Pudjiarti (2018), Yudhistira et al. (2022), and Pujiastuti (2020), who found a positive relationship and significant impact of novelty seeking with revisit intention.

Tourist Motivation and Revisit Intention

The tourist motivation variable on revisit intention has a standardized regression weights value of 0.165 and C.R. (Critical Ratio) is 3.57, which means it is greater than 1.96, so it can be concluded that tourist motivation has a positive and significant impact on visitors' intention to revisit. As a result, the seventh hypothesis that tourist motivation has a positive and significant impact on revisit intention is accepted. Positive visitor motivation will have a big impact on how willing visitors are to revisit when visiting The Great Asia Africa. The findings of this research are consistent with studies by Junaedi and Harjanto (2020), Anugrah et al. (2022), Baniya et al. (2017), and Sukaatmadja et al. (2022), who found a positive relationship and significant impact of tourist motivation with revisit intention.

CONCLUSION

Based on the results of research with the help of a sample of 265 respondents. This research aims to investigate various variables that influence the intention to return to the tourist destination of The Great Asia Africa. The questionnaire distribution technique is carried out online and offline. Apart from that, this research also uses SPSS and AMOS for analytical testing, starting from EFA (Exploratory Factor Analysis) analysis which includes validity and reliability tests, to CFA (Confirmatory Factor Analysis) analysis which includes First Order Construct, Full Model, Fitted Model tests , to Hypothesis Testing. The information used is primary data related to visitor motivation, image of the destination, visitor satisfaction, new things experienced by visitors, and the possibility of visiting again.

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