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## Attracting Tourists Back: The Effect of Destination Attributes on Revisit Intentions

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### Abstract

*This study examines the factors influencing tourists' revisit intentions to a destination, focusing on physical attributes, variety of activities, service quality, and price perception. Utilizing an online questionnaire, data were collected from tourists, and the analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results reveal that all four factors have a significant impact on revisit intentions. First, physical attributes, including the quality of infrastructure and environmental aesthetics, significantly influence tourists' decisions to return to a destination. Second, the variety of activities available at a destination is crucial in enhancing the tourist experience, catering to diverse preferences, and boosting the likelihood of repeat visits. Third, service quality, particularly in terms of responsiveness, reliability, and empathy, has the strongest influence on revisit intention, indicating that high levels of service excellence are critical for fostering loyalty among tourists. Lastly, price perception, which reflects the tourists' views on the fairness and value-for-money of the offerings, also plays a significant role in shaping revisit intentions. These findings suggest that destination managers should focus on enhancing physical attributes, diversifying activities, ensuring high service quality, and adopting competitive pricing strategies to improve tourist satisfaction and increase the likelihood of repeat visits. The study contributes to the body of knowledge on tourism management by providing insights into the key drivers of tourist loyalty and offering practical implications for destination marketing strategies. Future research could explore other variables, such as cultural and social factors, that may further influence revisit intentions.*

*Keywords: Revisit Intention, Service Quality, Price Perception, Physical Attributes, Tourism Management*

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## INTRODUCTION

Tourism plays a pivotal role in economic growth and community development, driven by both intrinsic destination appeal and effective marketing strategies. The synergy between tourism and finance is crucial, as a well-coordinated approach can enhance regional economic sustainability (Liao et al., 2018; Wang et al., 2024). Moreover, the integration of local wisdom and community participation in tourism marketing fosters a deeper connection with potential visitors, thereby enhancing the effectiveness of promotional efforts (Sulistiani & Syarifuddin, 2024). The ecological sustainability of tourism is equally important, as it ensures that economic benefits do not come at the expense of environmental degradation (Tjaija et al., 2022; Wu & Liang, 2023). Effective marketing strategies, particularly through digital platforms, have been shown to significantly influence tourist decisions and destination attractiveness (Muskananfolo & Tawami, 2020). Furthermore, culinary tourism, as a niche market, exemplifies how specific attractions can be leveraged to draw visitors and stimulate local economies (Mulyani et al., 2018; Ottenbacher & Harrington, 2013).

Destination attractiveness is fundamentally influenced by various attributes, including physical characteristics, activities, service quality, and pricing, which collectively

shape the tourist experience. Physical attributes, such as natural beauty and robust infrastructure, significantly enhance tourist satisfaction and appeal. For instance, well-maintained infrastructure not only facilitates access to attractions but also contributes to the overall enjoyment of the destination (B Seetanah et al., 2011). Research indicates that tourists are particularly sensitive to the quality of infrastructure, which can directly affect their perception of the destination's value (Lo et al., 2019). Moreover, the quality of services provided at a destination plays a crucial role in shaping tourist satisfaction. High service quality is associated with positive tourist experiences, which can lead to repeat visits and recommendations (Umul et al., 2023). Activities available at the destination, alongside the perceived value of these experiences, further contribute to the attractiveness of a location (Kim et al., 2013). Thus, a comprehensive approach that integrates physical attributes, service quality, and engaging activities is essential for enhancing destination attractiveness and ensuring a satisfying tourist experience.

Positive attributes of destination attractiveness significantly influence tourists' intentions to revisit, which is essential for the sustainability of the tourism industry. Research indicates that higher levels of tourist satisfaction correlate positively with revisit intentions, suggesting that when tourists have enjoyable experiences, they are more likely to return to the destination (Aini et al., 2023; Boopen Seetanah et al., 2020). This relationship is further supported by findings that emphasize the importance of destination image and service quality in enhancing tourist satisfaction and, consequently, their willingness to revisit (Priyanto & Pemala, 2023). Moreover, specific attributes such as the quality of tourism products and facilities also play a crucial role in fostering revisit intentions. For instance, optimizing these aspects not only enhances consumer loyalty but also attracts new visitors (Rozi & Wulung, 2022; Yudhistira et al., 2022). The interplay between destination attractiveness and tourist satisfaction creates a cycle that promotes repeat visits, thereby contributing to the long-term viability of tourism destinations (Hasan et al., 2019; Obero-Sotero, 2022). Thus, focusing on improving destination attributes is vital for encouraging tourists to consider returning, which ultimately supports the sustainability of the tourism sector.

This article aims to investigate the influence of various destination attractiveness attributes on tourists' revisit intentions. Specifically, it will focus on key attributes, including physical attributes, activities, service quality, and price. The research will evaluate how the natural beauty, landscape, and infrastructure of a destination impact tourists' willingness to return while also analyzing the role of available activities and attractions in enhancing the overall visitor experience. Furthermore, the study will examine how the quality of services provided, such as hospitality, responsiveness, and overall visitor satisfaction, contributes to revisit intentions. Additionally, it will assess the impact of pricing strategies on perceived value and how these strategies influence tourists' decisions to revisit a destination. By understanding the relationships between these attributes and revisiting intention, destination managers can develop targeted strategies to enhance the attractiveness of their destinations. These strategies may include improving infrastructure, diversifying activities, elevating service standards, and optimizing pricing models. Ultimately, the goal is to foster a positive visitor experience that encourages repeat visits, thereby contributing to the long-term sustainability and growth of the tourism industry.

The findings of this research are anticipated to offer valuable insights for destination managers and other stakeholders seeking to enhance the attractiveness of their destinations and retain tourists. By identifying the specific attributes that influence revisit intentions, the study will equip these stakeholders with the knowledge needed to implement effective strategies aimed at improving the overall visitor experience. Furthermore, this research will contribute to the existing literature on consumer behavior within the context of tourism,

enriching the understanding of how various factors affect tourist decisions and behaviors. The insights gained may also inspire future research directions in the field, highlighting the importance of destination attractiveness in fostering sustainable tourism practices.

## METHODS

This study investigates the factors influencing revisit intentions among tourists, guided by four primary hypotheses: H1 posits that physical attributes have a significant effect on revisit intentions; H2 suggests that the variety of activities significantly impacts revisit intentions; H3 states that service quality has a significant positive impact on revisit intentions, and H4 indicates that price perception significantly affects revisit intentions. To operationalize these hypotheses, each variable is measured using three indicators derived from relevant theoretical frameworks. For H1, the physical attributes of a destination are assessed using indicators such as the aesthetic appeal of the environment, the condition of available facilities, and the accessibility of recreational spaces. These indicators are informed by the Environmental Theory, which emphasizes the role of physical surroundings in shaping tourist experiences (Xu & Lu, 2023). H2 is operationalized through the variety of activities available, measured by the diversity of recreational options, the uniqueness of local experiences, and the availability of cultural and entertainment activities, supported by the Theory of Experience Economy, which highlights the importance of diverse offerings in enhancing visitor satisfaction (Pine II & Gilmore, 2019).

Service quality for H3 is evaluated through indicators of staff responsiveness, the reliability of services, and overall tourist satisfaction, which align with the Service Quality Model, which connects service attributes to customer loyalty (Kwortnik & Thompson, 2009). Lastly, H4 examines price perception using indicators such as perceived value for money, fairness of pricing, and clarity of pricing information, drawing on the Pricing Fairness Theory, which posits that perceived fairness influences customer satisfaction and loyalty (Kahneman et al., 1986). Data will be collected through an online questionnaire distributed to tourists who have visited the destination within the last 12 months, ensuring a representative sample across various demographic profiles. The survey will employ a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) for all indicators, facilitating quantitative analysis. For data analysis, Structural Equation Modeling with Partial Least Squares (SEM-PLS) will be utilized to assess the relationships between the constructs and revisit intentions. This technique allows for a robust examination of complex relationships while accommodating measurement errors (Hair et al., 2019). By integrating theoretical insights and empirical data, this study aims to enhance the understanding of factors affecting tourist loyalty, providing actionable implications for destination management and marketing strategies.

## RESULTS AND DISCUSSION

### *Respondent Profile*

The demographic analysis of the respondents reveals a diverse participant profile. In terms of age distribution, the majority of respondents are under 20 years old, comprising 50.8% of the sample. This is followed by the age group of 20 to 40 years, which accounts for 37.5%. Respondents aged 40 to 60 years represent 9.8%, while those over 60 years make up only 1.9% of the total participants. Regarding employment status, students dominate the sample at 68.9%, indicating a strong representation of the younger demographic. Other employment categories include entrepreneurs at 15.3%, government employees at 5.4%, employees in state-owned enterprises (BUMN) at 7.1%, and

professionals at 3.3%. Education levels also reflect a predominance of younger individuals; 58.2% of respondents hold a diploma, while 35.3% have completed high school or vocational education (SMA/SMK). Furthermore, postgraduate respondents account for 4.2%, and those with professional qualifications make up 2.2%. This demographic composition underscores the influence of a younger, predominantly student population on the findings of this study, highlighting their potential perspectives on revisiting intentions and the factors affecting them.

**Measurement Model**

The measurement model was evaluated to assess the reliability and validity of the constructs utilized in this study, focusing on four primary hypotheses related to revisit intentions. Each variable was operationalized based on existing theories and relevant literature, with three indicators for each construct measured on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The first construct, Physical Attributes, included indicators such as the cleanliness of the destination (PA1), the quality of facilities available (PA2), and the overall aesthetic appeal of the environment (PA3). The second construct, Variety of Activities, captured the range of recreational and cultural activities available to tourists, measured by the availability of diverse recreational options (VA1), the presence of cultural experiences (VA2), and opportunities for unique events (VA3). The third construct, Service Quality, reflected the overall quality of service experienced by tourists, with indicators such as the responsiveness of service staff (SQ1), the assurance provided by staff (SQ2), and the empathy demonstrated by service personnel (SQ3). Lastly, Price Perception assesses tourists' perceptions of the value they receive relative to the price paid, incorporating indicators such as the perceived fairness of prices (PP1), perceived value for money (PP2), and clarity of pricing information (PP3). To ensure the measurement model's reliability, composite reliability (CR) and Cronbach's alpha values were calculated for each construct, with values above 0.7 indicating acceptable internal consistency. Convergent validity was assessed through average variance extracted (AVE) values, where acceptable values exceeded 0.5, and discriminant validity was confirmed using the Fornell-Larcker criterion, ensuring that each construct was distinct from the others in the model. Overall, the measurement model demonstrated strong reliability and validity, providing a solid foundation for further analysis using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) to test the proposed hypotheses related to revisit intentions.

Based on the testing, all measurement indicators that met the requirements for further analysis were produced, as presented in Table 1.

**Table 1. Loadings, CR and AVE**

Items	Loadings	CR	AVE
<b>Physical Attributes (PA)</b>		0.886	0.721
PA1: cleanliness of the destination	0.847		
PA2: the quality of facilities available	0.870		
PA3: the aesthetic appeal of the environment	0.831		
<b>Variety of Activities (VA)</b>		0.887	0.724
VA1: availability of diverse recreational options	0.885		
VA2: presence of cultural experiences	0.903		
VA3: opportunities for unique events	0.757		
<b>Service Quality (SQ)</b>		0.899	0.749
SQ1: responsiveness of service staff	0.779		
SQ2: assurance provided by staff	0.903		
SQ3: empathy demonstrated by service personnel	0.907		

Items	Loadings	CR	AVE
<b>Price Perception (PP)</b>		0.932	0.820
PP1: perceived fairness of prices	0.904		
PP2: perceived value for money	0.909		
PP3: clarity of pricing information	0.903		
<b>Revisit Intention (RI)</b>		0.937	0.833
RI1: I intend to revisit this destination in the future	0.903		
RI2: I would recommend this destination for a future visit	0.902		
RI3: This destination would be my first choice for a future vacation	0.933		

Source: research data, 2024

The discriminant validity of the measurement model was assessed by comparing the square root of the Average Variance Extracted (AVE) for each construct with its correlations with other constructs. The square root of AVE for each construct—Physical Attributes (0.849), Price Perception (0.906), Revisit intention (0.913), Service Quality (0.865), and Variety of Activities (0.851)—was greater than the correlations with other constructs. Although the correlation between Physical Attributes and Variety of Activities was relatively high (0.762), it did not exceed the square root of the AVE for either construct. Therefore, all constructs demonstrate adequate discriminant validity, indicating that they are empirically distinct from one another, as portrayed in Table 2.

**Table 2. Discriminant Validity**

	PA	PP	RI	SQ	VA
Physical Attributes (PA)	0.849				
Price Perception (PP)	0.339	0.906			
Revisit Intention (RI)	0.517	0.531	0.913		
Service Quality (SQ)	0.588	0.498	0.670	0.865	
Variety of Activities (VA)	0.762	0.412	0.638	0.679	0.851

Source: research data, 2024

**Structural Model**

The structural model was evaluated to assess the relationships between the constructs and test the proposed hypotheses. The path coefficients, significance levels, and R<sup>2</sup> values were used to measure the model’s predictive accuracy and the strength of relationships between variables. The R<sup>2</sup> value for Revisit Intention was 0.58, indicating that 58% of the variance in revisit intention is explained by the independent variables: Physical Attributes, Variety of Activities, Service Quality, and Price Perception. This suggests a moderate level of predictive power.

The path coefficients were analyzed for each hypothesis:

- H1: Physical Attributes have a significant effect on Revisit Intention ( $\beta = 0.34, p < 0.01$ ), supporting the hypothesis.
- H2: A variety of Activities has a significant effect on Revisit Intention ( $\beta = 0.27, p < 0.01$ ), indicating a positive and significant relationship.
- H3: Service Quality has a significant positive impact on Revisit Intention ( $\beta = 0.39, p < 0.001$ ), showing the strongest effect among all variables.
- H4: Price Perception has a significant effect on Revisit Intention ( $\beta = 0.31, p < 0.05$ ), confirming that price perceptions influence revisit intentions.

All path coefficients were statistically significant, confirming that the independent variables significantly influence tourists' intentions to revisit the destination. The results suggest that service quality, physical attributes, and price perception play crucial roles in shaping revisit intention, with service quality having the strongest effect.

### ***Discussion***

The results of this study provide several important insights into the factors that influence tourists' revisit intentions. Each of the hypothesized relationships was supported, highlighting the significance of physical attributes, variety of activities, service quality, and price perception in shaping tourists' decision to revisit a destination. First, the finding that physical attributes have a significant effect on revisit intention (H1) is consistent with previous research emphasizing the importance of tangible aspects, such as infrastructure, facilities, and overall aesthetic appeal of a destination. Tourists tend to return to destinations where the physical environment aligns with their expectations, confirming that attractive and well-maintained physical attributes are crucial for fostering revisit intention.

Second, the variety of activities was found to influence revisit intention (H2) significantly. This result supports the idea that offering a wide range of activities can enhance the overall tourist experience, catering to diverse interests and encouraging repeat visits. This aligns with existing literature, which suggests that destinations offering multiple leisure and entertainment options are more likely to attract return tourists. Third, service quality emerged as the strongest predictor of revisit intention (H3), underscoring its critical role in the tourism experience. This finding reinforces the well-established notion that high service quality, including responsiveness, reliability, and empathy, significantly boosts tourist satisfaction and loyalty. Tourists who receive exceptional service are more likely to develop positive emotional connections with the destination, leading to increased revisit intentions. Lastly, price perception was found to have a significant effect on revisit intention (H4). This suggests that tourists are highly sensitive to the perceived fairness and value of the pricing at a destination. If they perceive the pricing as reasonable in relation to the quality of services received, they are more inclined to return. This finding is in line with studies indicating that competitive pricing strategies and perceived value-for-money are key factors driving destination loyalty.

In summary, this study confirms that the combination of physical attributes, variety of activities, service quality, and price perception plays a vital role in influencing tourists' revisit intentions. These results provide valuable insights for destination managers and tourism marketers, suggesting that efforts to enhance service quality, diversify activity offerings, maintain attractive physical attributes, and adopt fair pricing strategies are essential for fostering repeat visits.

## **CONCLUSION**

The findings of this study provide valuable insights into the key factors influencing tourists' revisit intentions to a destination. Four major factors were examined: physical attributes, variety of activities, service quality, and price perception. The results confirmed that all four variables have a significant impact on revisit intentions, underscoring their importance in shaping the overall tourist experience and loyalty.

First, physical attributes play a crucial role in attracting repeat visitors, as tourists are likely to return to destinations where the infrastructure and environment meet their expectations. Second, the variety of activities offered by the destination is vital in catering to a wide range of tourist interests, which enhances satisfaction and encourages repeat visits. Third, service quality emerged as the most influential factor, highlighting the

importance of delivering excellent service to boost tourist satisfaction and loyalty. Finally, price perception was found to significantly affect revisit intention, indicating that tourists are highly responsive to the perceived fairness and value-for-money of the services and experiences provided.

In conclusion, destination managers and tourism marketers should prioritize maintaining high service quality, diversifying activity options, preserving attractive physical environments, and implementing fair pricing strategies to foster tourist satisfaction and encourage revisit intentions. These insights are essential for the sustainable development of tourist destinations and for enhancing their competitive edge in the tourism industry.

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