Who Would Return to Malioboro? A Structural Model of Factors to Influence Tourists’ Revisit

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Abstract

Malioboro is a prominent street, meeting point, and shopping complex, in Yogyakarta Special Region, Indonesia, where tourists both domestic and foreigners can find souvenirs, meals, accommodation, and enjoy cultural preservations. This study aims to examine the impact of destination image, perceived value, and novelty seeking, and satisfaction on revisit intention. Data was collection at a train station in Jakarta, involving travellers who experienced visiting Yogyakarta and ready to return. In total, 200 domestic travellers were selected. Data was analysed using exploratory and confirmatory factor analyses. There were six hypotheses to be examined. As a result, three hypotheses were accepted: Novelty seeking and satisfaction were significant to influence revisit intention while perceived value is significant to influence satisfaction. On the other hand, novelty seeking and destination image were insignificant to influence satisfaction and destination image was insignificant to influence revisit intention. Suggestions for practitioners and future research are discussed.

Keywords: Malioboro, destination image, perceived value, novelty seeking, tourist satisfaction, revisit intention

I. Introduction

Tourism sector plays the significant role in the developing and promoting a particular area. Besides, tourism in some regions has shown the enormous potential which is able to foster the revenue of the country. Yogyakarta of Special Region is a region of Indonesia was awarded a special status as special regions within Indonesian Republic. Yogyakarta or often called as Jogja is one of the foremost cultural centre and the eminent city destination among the domestics and foreign tourists. As a result, Yogyakarta was placed in second position after Bali as the most visiting city according to the tourism index in Indonesia.

The largest district in Yogyakarta is Malioboro, the prominent street which is located in the centre of Yogyakarta and surrounded by plenty of attraction where tourist can experience local cuisine, many types of accommodations, variety of goods, and enjoying cultural preservations along the street. In addition, tourists in Malioboro are able to access clear information in terms of the destination in Tourism Information Center (TIC).

Gartner (1993) argued that destination image is crucial on decision making process. Mohamad et al (2011) in Malaysia found that destination image is positive to influence tourist satisfied. Pratminingsih, Rudatin and Rimenta (2014) also showed that destination image is significantly, positively correlated to revisit intention. Besides, Herstanti, Suhud and Wibowo (2014) tested the impact of
destination image on revisit intention; this study reported that destination image had a negative link to revisit intention, but a positive link to tourist satisfaction.

Som and Badarneh (2011) was proved that perceived value have significant effect on destination image. The study found by Wang, Lee and Cheng (2015) that the perceived value of the customers positively affects customer satisfaction and as the perceived value of the customers increase, the satisfaction will be increase as well.

Pearson (1970) defined novelty as the degree of contrast between present perception and past experience, making it the opposite of familiarity. Regarding to Assaker, Vinzi and O’Connor (2011) which assumed that novelty seeking negatively affects immediate revisits. Bigne et al. (2009) found that tourists with a higher propensity to seek variety in their holiday destinations show a lower intent to return not only in the next trip (immediately), but also in the distant future. The result of the correlation analysis by Pratminingsih, Rudatin and Rimenta (2014) showed a significant and positive relationship between satisfaction and revisit intention. Other research Som and Badarneh (20122) found that many satisfied respondents would return to the destination.

II. Theoretical Framework

This study is addressed to measure the proposed research model as illustrated below. This model present destination image, satisfaction and novelty seeking to predict revisit intention, as well as the impact on destination image, perceived value and novelty seeking on tourist satisfaction.

![Figure 1. The purposed research model](image)

Based on the theoretical framework above, here are the six hypotheses to be tested:

H₁: There is a significant impact of destination image on revisit intention
H₂: There is a significant impact of destination image on satisfaction
H₃: There is a significant impact of perceived value on satisfaction
H₄: There is a significant impact of novelty seeking on satisfaction
H₅: There is a significant impact of novelty seeking on revisit intention
H₆: There is a significant impact of satisfaction on revisit intention
Destination Image

Tasci, Gartner & Cavusgil (2007) identified destination image is an interactive system of thought opinions, feelings, visualization and intention toward a destination. In the same vein, Chi & Qu (2008) define destination image as individual’s mental representation of knowledge, feelings and overall perception of a particular destination. Gartner (1993) argue that destination image is crucial and played significant roles in decision making process. Mohamad, Ali & Ab Ghani (2011), destination image is generally defined as the general impression that a tourist has about a destination. Their study showed the significant impact of destination image on satisfaction.

Destination image is reported also can influence revisit intention. Praminingsih, Rudatin and Rimenta (2014) took place in Bandung to examine revisit intention of the tourists. Lertputtarak (2012) studied the impact of destination image on satisfaction and revisit intention in Pattaya, Thailand. All these empirical studies showed a significant impact of destination image on satisfaction and revisit intention. Conversely, Herstanti, Suhud & Wibowo (2014) examined the impact of destination image on revisit intention revealed that destination image had a negative link to revisit intention, but a positive link to tourist satisfaction.

Perceived Value

Several researchers have defined perceived value with different meanings. According to Kotler and Keller (2016), customer perceived value is customer’s evaluation of all the benefits and all the costs of an offering and the perceived alternatives. Thus, the perceived value of customers based on the difference between what the customer obtained and what was given to the possibility of a different choice. Lovelock and Wirtz (2011), perceived value is defined as an overall assessment of the utility of a consumer product or service based on the perception of what is acceptable and what is given or assessment between the perceived benefits and perceived costs.

Wang, Lee, & Cheng (2015) pointed out that perceived value of the customers positively affects customer satisfaction. Som and Badarneh (2011) also carried out on their study that perceived value positively influenced tourist satisfaction and revisit intention as well.

Novelty Seeking

According to Pearson (1970) novelty seeking is a fundamental component for travel motivation. It is defined as the level of contrast between current perception and past experience. Bello and Etzel (1985) defined novelty seeking as a trip with unfamiliar experience.

Regarding to Assaker, Vinzi, and O’Connor (2011), they measured novelty seeking into seven criteria, those are experiencing a different culture, local crafts and handiwork, local cuisine and new food, interesting and friendly local people, opportunity to see or experience people from different ethnic backgrounds, opportunity to see or experience unique aboriginal or native groups, opportunity to increase your knowledge about places, people, and things, variety of things to see and do and visiting a place you can talk about when you get home. Further, they demonstrate that novelty seeking negatively affects immediate revisits. Nevertheless, novelty seeking has a positive influence on satisfaction.
Tourist Satisfaction

Kotler and Keller (2016), satisfaction is a person’s feeling of pleasure or disappointment that result from comparing a product’s perceived performance (or outcome) to expectations. According to Oliver (2010) satisfaction is defined as a judgment that the products or services provided have been fun to meet the level of consumption related. Also there are two levels of customer satisfaction that individual transaction-specific satisfaction and cumulative satisfaction. According to Meng and Uysal (2008) in tourism context, tourist satisfaction is defined as the degree of positive feelings activated from the experience at the destination.

There are 3 measurement Kotler and Keller (2016), to measure satisfaction, that is periodic surveys, customer loss rate, and mystery shopper. Previous research provide empirical evidence that tourist satisfaction is significant influence on revisit intention (Pilelienė & Grigaliūnaitė 2014; Herstanti, Suhud & Wibowo 2014; Pratminingsih Rudatin & Rimenta 2014; Assaker, Vinzi, O’connor,Goh 2015).

Revisit Intention

Schiffman and Kanuk (2010), intention to revisit is the interest of consumers to make purchases again after gaining experience of consuming a product or service. Purchases made consumers consist of two types, namely the purchase of trial and repeat purchases. Purchasing the trial stage of the investigation in which the purchasing behaviour of consumers trying to evaluate the product. If the products are satisfactory, then consumers are willing to re-purchase or re-visit.

Numerous researches conducted in terms of revisit intention’s variable which revealed by Pratminingsih Rudatin & Rimenta (2014) in their research motivation, destination image and satisfaction has direct impact on revisit intention. Other scholar Lertputtarak (2012) Thailand food and destination image of Pattaya, Thailand has a significant impact on tourist revisit intention.

III. Research Methods

Respondent Profiles

Data was distributed to 200 local tourists consist of 72 men and 128 women. 76 of respondents have visited Malioboro with the aim of shopping with the percentage 38%. Majority of respondents were aged between 21 and 30 figured around 32%. More than 29.5% (59) respondents indicated working as a private employee. 55 respondents indicated that their income per month with the range of Rp. 1,000,001 to Rp. 3,000,001. The respondent’s revenue for holiday is Rp. 1,000,001 to Rp. 3,000,001 accounted for 67 respondents.

Instrument Development

Data were analysed using exploratory factor analysis (SPSS) and confirmatory factor analysis (AMOS) and using likert 5 point scale. Indicators used in this study were adapted from literature in tourism and leisure.

a) Indicators of destination image were adapted from Herstanti, Suhud, Wibowo (2014), Utama, Komalawati (2015), Ling et. al. (2010).

b) Indicators of destination image were adapted from Herstanti, Suhud, Wibowo (2014), Quintal & Polczynski (2012).

c) Indicators of destination image were adapted from Assaker, Vinzi, O’connor (2011), Toyama and Yamada (2012).
d) Indicators of destination image were adapted from Wang, Shu Mei (2012), Quintal & Polczynski (2012).

e) Indicators of destination image were adapted from Herstanti, Suhud, Wibowo (2014), Cong, Chuong and Hung (2013).

Data Analysis

There were two phases of data analysis used in this study. The first was exploratory factor analysis where the authors explored dimensions and indicators of each variable. Data were analysed using SPSS version 22. Furthermore, the second phase was confirmatory factor analysis using AMOS version 22 to examine the purposed research model. To achieve a fitted model, some criteria were inspected including in fitted model probability of 0.05, CMIN/DF of ≥ 2, CFI of ≥ 0.95, and RMSEA ≤0.08.

IV. Result and Discussion

Exploratory Factor Analysis

All variables were examined using exploratory factor analysis to reduce indicators and to group indicators in dimensions. Details of results are presented on the appendix pages.

Destination Image

Exploratory factor analysis result of destination image retained four dimensions, i.e. local food, environment, infrastructure and accessibility, and tourist leisure and entertainment. Local food has Cronbach’s alfa scores of 0.998, environment with Cronbach’s alfa scores of 0.995, infrastructure and accessibility with Cronbach’s alfa scores of 0.994, and tourist leisure and entertainment with Cronbach’s alfa scores of 0.843.

Perceived Value

Two dimensions of perceived value were resulted from exploratory factor analysis including acquisition value and transactional value. The acquisition value nine indicators with Cronbach’s alfa scores of 0.984 and the transactional value had three indicators with Cronbach’s alfa scores of 0.951.

Novelty Seeking

Two dimensions of novelty seeking were produced by factor analysis, including different places with eight indicators and local crafts and handiwork has three indicators, with Cronbach’s alfa scores of 0.983 and 0.987 respectively.

Satisfaction

Variable of satisfaction cannot retain their dimensions and produced nine indicators with Cronbach’s alfa of 0.982.

Revisit Intention

The results of the factor analysis in revisit intention were no dimension eliminated by factor analysis tested. The dimension of revisit intention is explorative intention, transactional intention, preferential intention and referential intention.

Confirmatory Factor Analysis

The second stage of data analysis was confirmatory factor analysis. A fitted model has been achieved with scored of probability, CMIN/DF, CFI, and RMSEA of 0.085, 1.376, 0.996, 0.043 respectively. Based on the table below, three hypotheses are accepted and the rest of hypotheses are rejected.

Based on the table below the first hypothesis is to predict destination image on revisit intention. This path has a C.R score of -1.696 which H1 was
rejected. This finding is significant with prior study (Herstanti, Suhud & Wibowo, 2014). The second hypotheses destination image insignificantly influenced satisfaction with C.R score of 1.433 and H2 is rejected. This prediction is contrast with the prior study (Mohamad et al, 2014).

The third hypotheses is to predict the impact of perceived value on satisfaction. Based on the calculation, this path obtains a C.R. score of 32.446. it indicates a significance and therefore H3 is accepted. This finding supports prior studies (Wang, Lee & Cheng, 2015; Som & Badarneh, 2011). The fourth hypothesis is to predict novelty seeking on satisfaction. This path has a C.R. score of 0.265 and H4 is rejected. This finding is significant with existing theories (Toyama & Yamada, 2012; Som & Badarneh, 2011).

The fifth hypothesis is to predict novelty seeking on revisit intention which obtains a C.R score of -1.984. This result is significant with prior studies (Assaker, Vinzi & O’connor, 2011) that novelty seeking negatively affects on revisits. The sixth hypothesis is predicting the impact of satisfaction on revisit intention which indicates H6 is accepted. This path has a C.R. score of 2.486 and significant with prior studies (Pilelienė & Grigaliūnaitė, 2014; Pratminingsih, Rudatin & Rimenta 2014; Goh, 2015).

V. Conclusion

The objection of this study was to examine a model that can predict revisit intention by employing factors including destination image, perceived value, novelty seeking, and satisfaction. The data was collected from 200 domestic tourists at Train Station in Jakarta. There were six hypothesis to be examined. As a result, three hypotheses were accepted: Novelty seeking and satisfaction were significant to influence revisit intention while perceived value is significant to influence satisfaction. On the other hand, novelty seeking and destination image were insignificant to influence satisfaction and destination image was insignificant to influence revisit intention. For next study, author recommend other researcher to investigate revisit intention in another destination in Indonesia with a large number of respondents and it might be using other variable such as service quality, familiarity, attitude, subjective norm, perceived quality control in order to enrich the research study.


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