

THE INFLUENCE OF TOURIST EXPERIENCE ON REVISIT INTENTION TO LABUAN BAJO TOURISM DESTINATIONS

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Abstract

The purpose of this study is to determine the influence of Tourist Experience on interest in returning visits to Labuan Bajo destinations. This research was conducted with a quantitative approach. The data analysis method used is multiple linear regression analysis. The scope of this study is tourist experience. The influence of tourist experience on the cognitive aspects of return visit interest is influential on the sub-variables of comfort, education, hedonic and safety. The affective aspect is influenced by the sub-variables of comfort, education, hedonic, beauty, and relational. Furthermore, the psychomotor aspect is influenced by comfort, education, hedonic, novelty, recognition and relational. It is expected that local governments and managers will pay more attention to the condition of Labuan Bajo destinations as tourist areas by improving facilities, accessibility, and providing human resource training in serving tourists so that the interest in tourist visits is even higher, so as to increase government revenue, managers and the community.

Keywords : *Tourist experience, Tourists, Return Visit Intention*

Introduction

The tourism sector ranks fourth after oil and gas, coal, palm oil in foreign exchange earnings (Ministry of Tourism, 2016). As a result, the Government of Indonesia expects that by 2020, tourism can become the main source of foreign exchange exceeding 3 other commodities. Efforts are made towards the 10 priority destinations project by making Bali a national tourism pilot. One of the priority destinations is in the Labuan Bajo area, West Manggarai Regency.

Labuan Bajo as the capital of West Manggarai Regency is administratively located in Komodo District. Labuan Bajo is known to the world for the Komodo monitor lizard species (*varanus komodoensis*) which is a rare animal located in Komodo National Park and Rinca Island. Labuan Bajo is the name of the capital city of West Manggarai and is the entry point for tourists to Komodo Island and the surrounding islands, such as Rinca Island, Kanawa Island, Pink Beach, Mata Island and many other islands around the city of Labuan Bajo. Its role as an entry point, this is what makes Labuan Bajo crowded with tourists, both domestic tourists and foreign tourists (Marselina et al., 2020).

Revisit intention is the possibility of tourists to repeat activities or revisit a destination (Lin, 2014). Revisit intention allows visitors to repeatedly enjoy a tourist destination for either (or both) aesthetic reasons (sentimentality, memories, sense of belonging) or utilitarian reasons (better knowledge of the geographical area

for the chosen activity (Quintal & Polczynski, 2010). Thus, destination managers must implement strategies as an effort in the process of creating revisit intention, where in this process there are stages that must be taken by managers and consumers themselves.

Visitors who perceive higher value in a holiday destination are more likely to revisit the destination in the future (Quintal & Polczynski, 2010). The experience of tourists visiting Labuan Bajo is also an important thing that is one of the factors for tourists to visit again or called revisit intention. Experience according to Schmitt and Rogers (2008) is a personal event that occurs in response to several stimuli (for example, as provided by marketing efforts before and after purchase).

Tourism experience can be in the form of direct experience from the traveler's own trip and indirect experience (listening to stories from friends, family, or relatives). According to Beeho and Prentice (1997), tourists who feel their expectations are met will advise their friends, family, and relatives to visit that place and they will also return to that place again. The Tourist Experience factor has an important role in maintaining repeat visit interest. Rageh et al. (2013) states that Tourist Experience consists of eight dimensions, namely: Comfort, Educational, Hedonic, Novelty, Safety, Beauty, Recognition, and Relational. (Rageh, Melewar, and Woodside 2013)

Literature Review

Larsen in Afifah (2018: 2) explained that tourist experience is a person's journey in the past connected with how strong memories of the trip stick in the memory. Interest is a force that is able to encourage and influence consumers who can attract attention consciously (Agusti and Kunto, 2013). Interest can be interpreted as something personal and closely related to attitude. Interests and attitudes are the basis for prejudice, and interest is also important in making decisions. Interest is a source of motivation that drives travelers to do what travelers want Hurlock (1995).

Interest in visiting again is defined as purchase intention, namely a strong desire to buy again (Basiya and Rozak, 2012). Basiya and Rozak (2012) Consider a person's mental state as reflecting a desire to carry out some activity in the near future when defining purchasing intention. It is expected that behaviour directly precedes this definition. Customers will behave in the future as a direct result of post-purchase behaviour within a specific time period, according to studies on the definition of purchasing intention.

According to Umar (2003), interest in visiting again is an emerging behavior in response to objects that indicate the desire of tourists to make a repeat visit. Revisit interest indicator (Mingfang and Hanyu, 2014; Basiya and Hasan, 2012) are them: revisit interest, reference visit, preference visit.

Tourist Experience has its own life cycle which can give destinations improved understanding of different visitors motivations (Dodds 2020), so destinations can create tourist satisfaction based on their visitors motivation. Revisit Intention is occurred by tourist satisfaction that creates destination loyalty in advance (Ramesh and Jaunky 2020). The influence of internal and external satisfaction elements on traveler satisfaction is used to measure destination loyalty.

Refreshment, exhilaration, traveling to a new place, and seeing friends and family are among the internal aspects evaluated. Affection for the outdoors and historic locations, infrastructure and amenities, safety and comfort, finances and accessibility, and sociocultural elements are examples of external variables. *The Theory of Planned Behavior* (TPB) is used to explain consumer behavior in the context of tourism, especially to understand the factors that influence the interest in returning tourist visits. In this case, tourism destinations need to pay attention to destination image, tourist satisfaction, and motivation to increase tourist loyalty. In this study, researchers recommend that destination managers can improve the image of the destination and provide a better and satisfying tourist experience. In addition, destination managers also need to pay attention to aspects that can affect tourist motivation, such as price, product quality, and promotion.

Research Methodology

The research underlying the writing of this article is research in the field of tourism conducted with a quantitative approach. For this reason, the primary data analyzed to obtain answers to these research questions is quantitative data. In addition, qualitative data were also collected from some secondary data in the form of previous research, information obtained from the internet and related journals, and other data that support the completeness of primary data to become the basis for writing Research Reports, especially in the introduction, previous research, and an overview of the research location.

The sample in the study was taken using nonprobability sampling, namely purposive sampling with the number of samples taken being 100 respondents. Respondents who are the primary source of quantitative data collection are domestic tourists, the selection of domestic tourists as a primary source is based on a purposive approach, namely that domestic tourists who are respondents must be those who have visited the attractions in the Labuan Bajo destination at least once.

The data collection techniques used are questionnaires, interviews, observations, and literature studies. The variables used in this study are Tourist Experience (X) and Revisit Intention (Y). The instrument used to collect primary data in the form of distributing questionnaires using a Likert Scale. The statements in the questionnaire were compiled from the results of the operationalization of variables carried out on the opinions of experts regarding tourist experiences and return visit intentions. The experts whose opinions were quoted were Rageh et al (2013) and Hurlock (1995).

Results and Discussion

Characteristics of Tourist Respondents

The characteristics of respondents who have filled out the questionnaire at the Labuan Bajo destination are as follows:

Tabel 1: Tourist Profile

No	Gender	Percentage (%)
1.	Male	43
2.	Female	67
Total	100	
No	Age	Percentage (%)
1.	18-25 years	56
2.	26-35 years	25
3.	36-45 years	10
4.	46-55 years	8
5.	56-65 years	1
Total	100	
No	Occupation	Percentage (%)
1.	Entrepreneur	16
2.	Student	48
3.	Freelance	7
4.	Privately Employed	22
5.	Digital Creator	2
6.	Government employees	4
7.	Others	1
Total	100	

Source: Research, 2023

Based on the data in Table 1, it is known that out of 100 domestic tourist respondents, it is dominated by female tourists with 67%, while the number of male respondents is 43%. It is also known in terms of the age of respondents who are or have visited tourist attractions in Labuan Bajo, dominated by tourists aged 18-25 years, with a total number of 56%. Then followed by respondents aged 26-35 years, with a total number of 25%, aged 36-45 years, with a total number of 10%, aged 46-55 years, with a total number of 8%, and aged 56-65 years which only amounted to 1%.

The type of work of respondents who are or have visited tourist attractions in Labuan Bajo, are dominated by tourists who are still students, with a total number of 48%. Respondents who work as private employees with a total of 22%. Then respondents who worked as entrepreneurs with a total of 16%. Respondents who work as Freelance with a total of 7%. Respondents who have jobs as civil servants with a total of 4%. Respondents who work as Digital Creators with a total of 2%, and respondents who have other jobs with a total of 1 person.

Regression Analysis Results

Tabel 2: ANOVA Table of Regression Results of X on Y1, Y2 and Y3

Variabel (Y)	n of Squares	Df	Mean Square	F
Efektif	15.488	16	0.968	2.842
Kognitif	11.406	16	0,713	3.076
Psikomotor	12.252	16	0.766	3.457

Source: Primary Data, 2023

Based on the regression analysis result in Table 2, It is known that the X variable does have an effect to all of Y variables which are showed by value of sig. < 0.005 from all of the Y variables, so the regression can be continued to the next step.

Tabel 3 : Regression Coefficient Table between Regression Result Variables X on Y1, Y2 and Y3

Indikator (X)	Kognitif (Y1)	Afektif (Y2)	Psikomotor (Y3)
(Constant)	1.742	1.150	1.299
Comfort 1	-0.090	-0.149	-0.002
Educational 1	0.306	0.103	0.128
Educational 2	0.102	0.162	0.324
Comfort 2	0.109	0.337	0.016
Hedonic 1	0.065	0.138	0.009
Hedonic 2	-0.037	0.000	0.001
Novelty 1	-0.133	-0.182	0.023
Novelty 2	0.082	0.081	0.119
Recognition 1	-0.003	0.028	0.204
Recognition 2	-0.364	-0.173	-0.193
Beauty 1	0.044	0.200	0.011
Beauty 2	-0.049	-0.051	-0.13
Safety 1	-0.042	-0.008	0.005
Safety 2	0.334	-0.033	-0.022
Relational 1	-0.182	0.012	0.230
Relational 2	0.126	0.243	-0.116

Source: Primary Data, 2023

Based on the coefficient result of regression analysis in Table 3, the results of the simple linear regression analysis between the independent variable X which consists of 8 Tourist Experience sub variables and 16 questionnaire statement indicators with the dependent variable Y which represents the Revisit Interest variable in terms of cognitive aspects (Y1), affective aspects (Y2), and psychomotor aspects (Y3), provide results stating that there is an influence between Tourist Experience on Domestic Tourist Revisit Interest in Labuan Bajo. In the

cognitive aspect, the Tourist Experience subvariables that provide influence consist of comfort, education, hedonic, and safety, with the greatest influence given by the comfort subvariable. There are 4 Tourist Experience subvariables that do not influence tourist interest in terms of cognitive aspects, namely novelty, recognition, beauty, and relational.

Furthermore, in the affective aspect, the Tourist Experience subvariables that provide influence consist of comfort, education, hedonic, beauty, and relational, with the greatest influence given by the education subvariable. There are 3 Tourist Experience subvariables that do not influence the interest of tourist visits in terms of affective aspects, namely novelty, recognition, and safety. And the last dependent variable, namely interest in revisiting in terms of psychomotor aspects, the Tourist Experience subvariables that provide influence consist of comfort, education, hedonic, novelty, recognition, and relational, with the greatest influence given by the education subvariable. There are 2 Tourist Experience subvariables that do not influence the interest of tourist visits in terms of affective aspects, namely beauty and safety. Of all the Tourist Experience subvariables, education is the subvariable that has the most influence on interest in revisiting in terms of the 3 aspects above. So that domestic tourists visiting Labuan Bajo are encouraged to visit again because they want to learn about the culture and history found in Labuan Bajo on previous visits, and are also supported by other aspects such as trying attractions to seek visiting recognition and adding hedonism by visiting Labuan Bajo.

Conclusions

Labuan Bajo area, West Manggarai Regency is one of the priority destinations in Indonesia. The establishment of the Labuan Bajo area as one of the national tourism priority destinations is because the area has a high tourist attraction both in the eyes of local and foreign tourists.

This research has similarities with the 5 journals referred to, namely discussing the influence of Tourist Experience in a destination visited by a survey of tourist experiences. In addition, the difference between this study is the research location and the characteristics of the tourists who visit. In this study, the form of participation is domestic tourists visiting the Labuan Bajo Destination.

Regression Analysis of Tourist Experience on Cognitive Aspects of Revisit Interest states that there are 8 out of 16 indicators of statement X that do not have any effect on Tourist Revisit Interest in terms of Cognitive Aspects. Regression Analysis of Tourist Experience on Affective Aspects of Revisit Interest states that there are 6 out of 16 indicators of the X statement that do not have any effect on Tourist Revisit Interest. Regression Analysis of Tourist Experience on the Psychomotor Aspects of Revisit Interest states that there are 5 out of 16 indicators of the X statement that do not have any effect on Tourist Revisit Interest.

The limitations in this study are:

1. The research location was only conducted at tourist attractions in Labuan Bajo, West Manggarai. This does not rule out the possibility that there will be new findings if this research is conducted at other tourist attractions.

2. This research is quantitative descriptive research, where this research also involves the interpretation of the author. This does not rule out the possibility of subjectivity.
3. The research was conducted only on one type of tourist, namely domestic tourists.
4. This research is limited to examining the effect of tourism experience on return visit intentions. It is hoped that future researchers can analyze other factors that can influence tourist revisit intentions in Labuan Bajo.

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