Understanding the Culture-Based Tourist Personality in Building Memorable Based Tourism Experience And Improve Tourist Revisit Intention With Pentagon Tourism Identity As Moderating Variable

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ABSTRACT

Natural tourism that relied on nature-based tourism was not enough as a reason for tourists to revisit intention. Tourism managers should have innovation and novelty to create a memorable tourism experience (MTE). As a result, understanding factors which influence MTE is essential for tourism managers. This study proposed culture-based tourist personality (CTP) as a new factor influencing MTE due to self-congruency theory and Hofstede dimension culture theory. This study used structural equation modelling to examine the proposed model on 259 samples. This study provided curvilinear projection in 2D and 3D visualization to describe the moderating role of pentagon tourism identity. We separated culture-based tourism personality into five dimension to show more comprehensive about the role of each culture dimension on influencing MTE and revisit intention. In the same time, this technique would be a robustness test in this study. The findings showed that CTP positively affect MTE and tourist revisit intention. MTE positively affect revisit intention. Pentagon tourism identity significantly moderated the relationship between CTP to revisit intention. Lastly, pentagon tourism identity has U-shape non-linear moderating role.

Keywords: Culture-Based Tourist Personality; Memorable Tourism Experience; Pentagon Tourism Identity; Revisit Intention.

1. Introduction

The COVID-19 pandemic has brought harmful impact on the tourism industry. This situation caused the performance of the global tourism industry to shrink by more than 50% (Canh & Thanh, 2020). Indonesia is one of the countries that rely on the tourism industry sector as an economic stimulus was under strong pressure during the Covid-19 pandemic as shown in Figure 1.
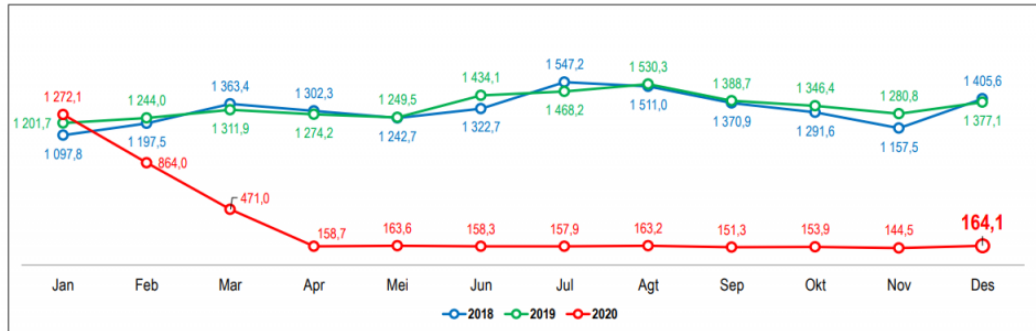
Figure 1. Number of Visitors in Indonesia in 2018 – 2020

Source: egsaUGM, 2021

Figure 1 explained that there was a significant decline of tourist visit up to 88.32%. Therefore, the fit strategy is needed to increase the number of visits such as increasing the number of domestic visits (Gössling et al, 2021). According to Abbasi et al (2021) there are two ways to increase the number of tourism visitors specifically inviting new tourists and improving the previous tourist revisit intention. As a result, this study focuses on increasing the number of tourists by attracting previous tourist to revisit. The reason is tourist revisit can reduce marketing costs (Loi et al., 2017; Kim et al., 2013). According to Chiu et al (2012) the marketing expenses for tourist revisit is lower than first visit tourist. Improving tourist intention contribute to profitability, improve tourism sustainability (Alves et al., 2019; Stylos et al., 2017). Thus, increasing tourist revisit can be a competitive cost advantage (Beerli-Palacio and Martín-Santana, 2018).

According to Stapit et al (2022) one of the most contributing factors in increasing tourist revisit intention is memorable based tourism (MTE). Therefore, every innovation and novelty should be oriented to the creation of MTE. (Sthapit et al, 2019). Tourists who felt MTE are more likely to revisit (Zhang et al., 2018) and develop a personal bond with the place in future (Tsai, 2016). Current studies revealed that understanding the MTEs factor is critical to the success of tourism management (Wei et al., 2019; Sthapit et al, 2019; Stapit et al, 2022). Studies on MTE antecedents are still insufficiency (Sthapit & Jiménez Barreto, 2018; Weiler & Chen, 2016). Several recent studies have suggested the need to identify the determining antecedents influencing tourist MTE (Sthapit et al, 2019; Stone et al., 2019). According to Chandralal et al (2015) there are antecedent that are essential, one of that antecedent is personality and culture.

Afterward, this study need to do to fill the research gap regarding antecedents that can affect MTE. Refers to the research gap, this study uses self-congruency and Hofstede's culture dimension theory approach to understand antecedent of MTE (Sthapit & Jiménez Barreto, 2018). The novel antecedent proposed in this study culture-based tourist personality. We consider that tourism marketing strategy need to consider the cultural background of tourists in manage tourism. Tourism who understands cultural diversity in tourists will affect the effectiveness in bonding with consumers (Chamberlain, 2007). In terms of self-congruency theory, building MTE with Culture-Based Tourist Personality can form the tourist self-reflection perception on tourism destination (Sirgy, 2018). Sop (2020) revealed that tourist feel motivated to revisit a destination when they feel that tourism image matches with their personality.

Furthermore, strengthen culture based tourist personality and MTE are effective way in increasing revisit intention. Lastly, this study add an external factors refers to open systems theory which

explained that in the management framework there are always two factors that influence a variable, namely internal and external factors. The internal environment exchanges feedback with the external environment (Bastedo, 2004). Based on this theory, the research proposes the pentagon tourism identity variable as an external variable. the presence of pentagon tourism identity is expected to strengthen the relationship between internal factors and revisit intention.

Consequently, the current study aims to:

- Develop a model that provides a more comprehensive understanding of memorable based tourist experience and tourist revisit intention by creating culture-based tourist personality as a value creation variable and considering pentagon tourism identity as external environment factor;
- Examine the influence of culture-based tourist personality on memorable based tourist experience and tourist revisit intention;
- Examine the influence of memorable based tourist experience on tourist revisit intention;
- Investigate the moderating role of pentagon tourism identity on the relationship between culture-based tourist personality and memorable based tourist experience to tourist revisit intention.
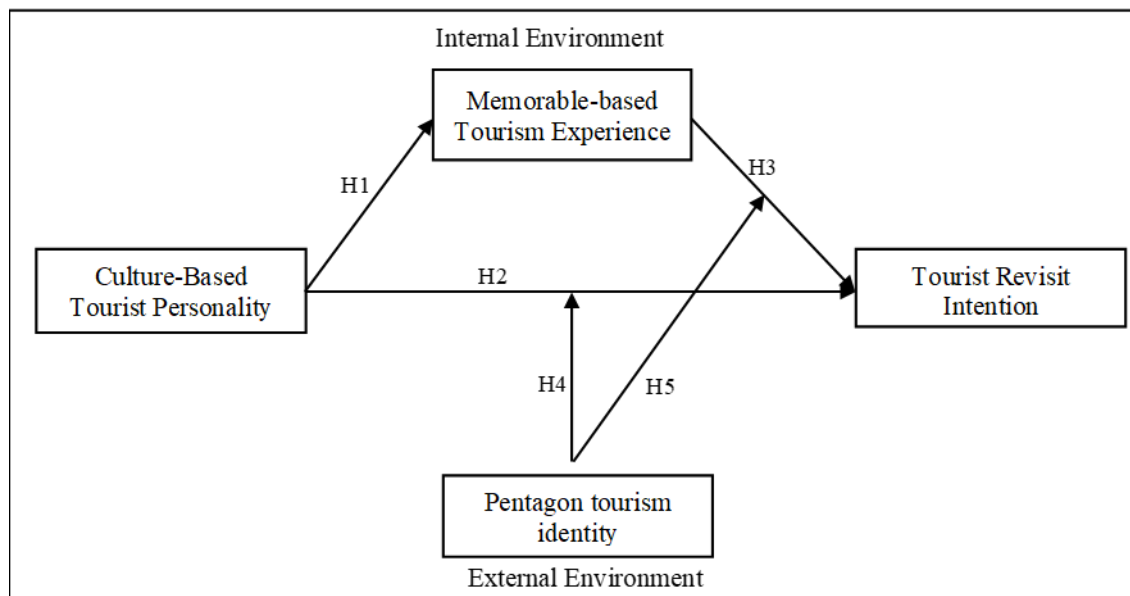

Figure 2. Proposed Model

2. Literature Review

2.1 Self-Congruency Theory

Self-congruency theory explains psychological processes and outcomes in which tourist compare individual perceptions of an object image based on their actual self-concepts such as values, ideals, social and/or principles (Sirgy, 2018). This theory shows that an excellent fit between the object image and the tourist's self-concept positively affects consumption behavior (Sirgy, 2019). It is caused consumers perceive the object as part of themselves (Sop, 2020). Self-congruency theory also plays an important role in value creation (Sirgy et al., 2018).

2.2 Hofstede Dimensional Theory

Hofstede's Cultural Dimensions theory was used to understand the existence of cultural differences. Hofstede (1980) identified and categorized cultural backgrounds into individualism vs collectivism, power distance, masculinity vs feminism, uncertainty avoidance and time orientation. Power distance considers the extent to which inequality and power can be tolerated. individualism vs. collectivism considers how people are integrated into groups and their obligations and dependence on groups. Uncertainty Avoidance considers the extent to which uncertainty and ambiguity can be tolerated. Dimensions of masculinity vs. femininity takes into account people's preferences for achievement, attitudes towards sexuality and behavioural equality. long term orientation vs. short-term orientation considers the extent to which society views its time orientation.

2.3 Open System Theory

Open systems theory refers simply to the concept that organizations are strongly influenced by their environment. The environment consists of other organizations that exert various forces of an economic, political, or social nature (Bastedo, 2004). Excellent organizations regularly try to understand their environments through use of environmental scanning, market research and evaluations. Tourism can be understood as an open system, comprising human and environmental subsystems in interaction and evolving toward an increasing state of complexity, while being able to keep and reinforce its differentiation, relative to other systems of a higher order (Serra, 2015).

3. Research Methodology

This study was performed in Pangandaran Beach, Pangandaran, West Java, Indonesia. Currently, according to the Bureau of Tourism and Culture of West Java (2021), Pangandaran Beach is still a natural based tourism with the highest number of visitors in West Java. Highest number of visitors has been bringing significant economic impact on Pangandaran district, where regional income is supported by the tourism sector (Kiswanto, 2019). Thus, understanding the tourist revisit intention is critical both to the tourism industry and for the economic prosperity of the district. Based on the aforementioned features, Pangandaran beach has been selected as the study area for this research.

In term of operational variable, we did an exhaustive review of the literature was carried out to select the most appropriate scales to measure the different concepts. These scales underwent a process of adaptation to adapt to the particularities of our research. All the constructs were measured on a five-point Likert scale ranging from (1) strongly disagree to (5) strongly disagree. Revisit intention six items were adapted from Abbasi et al (2020). Similarly, memorable-based tourism experience six items were adapted from Sthapit et al (2022). The next, pentagon tourism identity five items were adapted from Zeineddine & Nicolescu (2018). Lastly, we developed new measurement for novel variable, culture-based tourist personality, through self-contingency (Sirgy, 2018) and Hofstede dimensional culture (Hofstede and Minkov, 2010) approach.

This study unit analysis is an individual tourist who has visited Pangandaran Beach. We used a questionnaire based, which was distributed to tourists and respondents were requested to participate voluntarily in the survey. All the collected questionnaires were carefully evaluated, and 259 were found fit for data analysis. Furthermore, in survey studies, the issue of common method

bias (CMB) may affect the reliability and validity of the studied constructs along with its effect on hypothesized relations in the proposed model. In this regard, to cater the CMB, the collected data was examined by Harman's single factor test to make sure that data catered procedurally as per the guidelines of Podsakoff et al. (2003). Afterward, we tested our proposed hypothesis use structural equations modeling PLS. PLS was selected because no need many assumptions and fit for small and big sample size. The last, this study performed advance statistical test such as quadratic effect and robustness test to understanding the consistently of our findings.
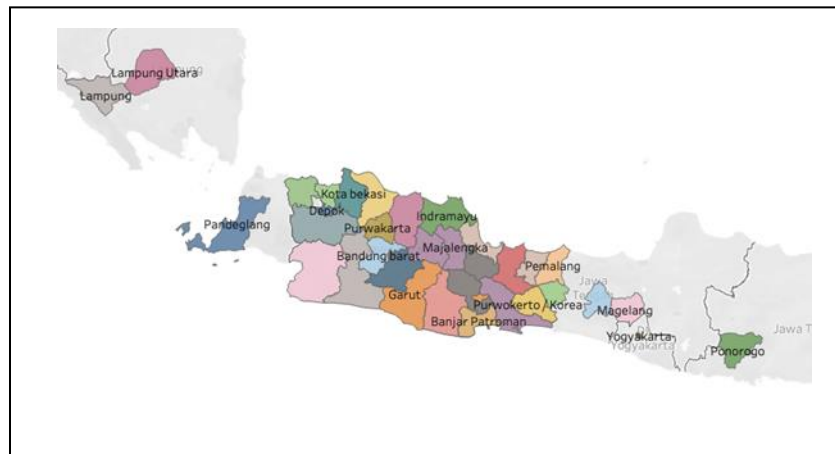
4. Results and Discussion

Figure 3. Tourist Origin Map

This study involved respondents based on various area (Figure 3). Although the most of respondents are from West Java and Central Java, but there are some tourist from non-Java and abroad the border. Figure 3 indicated that this research involved respondents with different cultural backgrounds. Researchers conducted the Single's Harman Factor test to ensure that there was no bias in this study. The bias test provides a comprehensive evaluation of how different the predicted outcomes may be for select population and sample in data. The result can prove that samples used were population representative. Table 1 proved that no bias in this study because the variance < 50% (33,479% < 50%) (Hair et al, 2019). This study uses SEM-PLS to answer the proposed hypothesis. The initial step that must be completed in the SEM-PLS analysis is that the data must meet the criteria for the measurement model (reliability, convergent and discriminant validity) and the construct model (R2, Q2, F2, and GoF) (Hair et al, 2017). Based on Table 1, it is known that this study has met the criteria for the measurement model and construct model.

Table 1. Measurement and Construct Model Analysis

Variable	Item	Convergent Validity				Collinearity	Discriminant Validity	Construct Model
		Loading Factor	Average Variance Extracted (AVE)	Composite Reliability (C.R)	Cronbach alpha	VIF	HTMT	F Square
Culture-based Tourist Personality (CTP)	CTP1	-	0.485	0.823	0.731	-	0.696	0.091
	CTP2	0.690				1.299		
	CTP3	0.742				1.824		
	CTP4	0.761				1.857		
	CTP5	-				-		
	CTP6	-				-		
	CTP7	0.525				1.215		
	CTP8	0.738				1.468		
	CTP9	-				-		
	CTP10	-				-		
Memorable-based Tourism Experience (MTE) R2= 0.418 Q2= 0.257	MTE1	0.824	0.631	0.911	0.883	2.736	0.660	0.177
	MTE2	0.856				2.981		
	MTE3	0.790				2.040		
	MTE4	0.788				2.097		
	MTE5	0.736				1.866		
	MTE6	0.767				1.763		
Pentagon Tourism Identity (PTI)	PTI1	0.648	0.504	0.834	0.763	1.375	0.623	0.131
	PTI2	0.789				1.448		
	PTI3	0.817				1.563		
	PTI4	0.650				1.383		
	PTI5	0.624				1.366		
Tourist Revisit Intention (TRI) R2= 0.590 Q2= 0.353	TRI1	0.807	0.625	0.909	0.879	2.393	-	-
	TRI2	0.879				3.003		
	TRI3	0.789				1.943		
	TRI4	0.730				1.924		
	TRI5	0.810				2.322		
	TRI6	0.715				1.704		
Total Average			0.561	0.869	0.814		0.660	0.133
Harman Single Factor (Bias Test)		33.48%						
Goodness of fit		0.531						

Variable	Item	Convergent Validity				Collinearity	Discriminant Validity	Construct Model
		Loading Factor	Average Variance Extracted (AVE)	Composite Reliability (C.R)	Cronbach alpha	VIF	HTMT	F Square
Cut off Value		Loading Factors < 0.5 (Hair et al, 2017)						
		AVE > 0.5 (Hair et al, 2017). AVE is allowed < 0.4 if C.R > 0.6 (Fornell and Larcker, 1981)						
		CR > 0.7 (Hair et al, 2017)						
		Cronbach Alpha > 0.7 (Hair et al, 2017)						
		VIF < 10 (Hair et al, 2017)						
		HTMT < 0.9 (Gold et al, 2001)						
		ε0,02 kecil; ε0,15 sedang; ε0,35 besar (Cohen, 1988)						

After all result met the measurement model and construct model criteria. The next stage is interpreting the hypothesis test results. The equation used to answer the proposed hypothesis is as follows:

TRI = ⟨ + ®$_1$ CTP + ®$_2$ MTE + ®$_3$ PTI +®$_4$ CTP*PTI +®$_5$ MTE*PTI ∑, MTE = ⟨ + ®$_1$ CTP + ∑ (1)

The findings ware summarized as following Table 2:

Table 2. Output Summary

Variable	Mean	MTE	TRI
Culture-based Tourist Personality (CTP)	3.542	0.647***	0.522***
Individualism vs Collectivism	4.469	0.462***	0.373***
Feminism vs Masculinity	3.328	0.185***	0.182***
Low vs High Uncertainty Avoidance	2.753	-0.027	0.000
Short and Long Term	3.923	0.149***	0.186***
Low and High Power Distance	3.236	0.034	0.162***
Pentagon Tourism Identity (PTI)	4.230		0.272***
CTPxPTI			0.119**
MTExPTI			-0.078
Memorable-based Tourism Experience (MTE)	3.996		0.338***
Tourist Revisit Intention (TRI)	3.703		

***Significant level at 0.001
**Significant level at 0.01
* Significant level at 0.05
+Significant level at 0.1

4.1 Culture-Based Tourist Personality, Memorable-Based Tourist Experience and Tourist Revisit Intention

This study found H1 and H2 were accepted, Culture-based Tourist Personality positively affects memorable-based tourism experience and tourist revisit intention (Table 2). Culture-Based Tourist Personality is a tourism orientation towards tourist personality based on their cultural background referring to the theory of self-congruency and Hofstede's culture dimension. Tourism that understands the tourist self-concept and the differences in tourist culture will affect the

effectiveness in bonding with consumers (Chamberlain, 2007). Thus, building a memorable-based tourist experience based on culture will affect a memorable tourist attraction without a personality barrier (Sirgy et al., 2018) and a culture barrier (Bures, 2003). A tourism marketing strategy that oriented to tourist preferences has a greater opportunity to bring tourist back. Understanding the cultural diversity of tourist means understand consumer preferences (Izogo and Mpinganjira, 2020). Tourists will make revisits because of the feeling that destinations reflect their self-concept (Sirgy, 2018) and cultural background (Izogo and Mpinganjira, 2020).

Moreover, this study conducted a robustness test by splitting the culture-based tourist personality variable into 5 dimensions. Table 2 explained that all dimensions positively affect memorable-based tourist experience and tourist revisit intention except uncertainty avoidance. This splitting dimension result can be used as a consideration for developing a strategy model to improve a memorable-based tourism experience and tourist revisit intention as following Figure 4. The mean value in Table 2 shows tourist preferences where the mean score < 3.00 defines the tourist is individualism, feminism, low uncertainty avoidance, short term orientation, low power distance and the opposite.
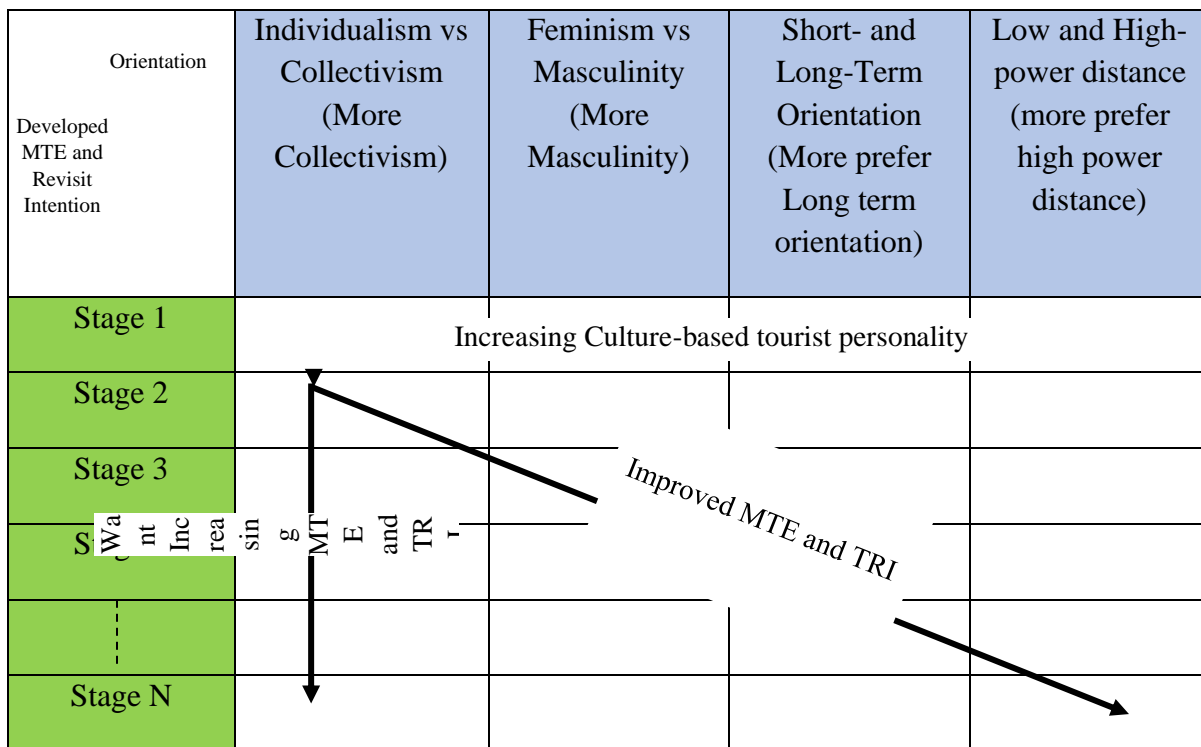

Figure 4. Cultural-based tourist personality orientation model in Tourism

4.2 Memorable-Based Tourist Experience And Revisit Intention

Thereafter, memorable-based tourism experience positively affect tourist revisit intention, it means H3 was accepted (Table 2). According to Kim et al. (2012), a memorable tourism experience consists of critical moments of what tourists did, how they felt and what they thought at a destination. In the context of tourism, from a dynamic perspective, memory plays a pivotal role in understanding individuals' recall of tourism experiences of personal relevance (Kim et al., 2021). Experience represents encounters of a higher order, such as optimal or extraordinary events,

typified by high levels of emotional intensity (Schmitt et al., 2015; Yang, Mao, & Peracchio, 2012). The term experience is a broad term used to describe people's feelings and encounters during everyday life (Caru & Cova, 2003). Tourists should be offered MTE in order to maintain tourism sustainability and gain a sustainable competitive advantage (Sthapit et al., 2020). Therefore, destination managers should develop tourism programs that facilitate MTE (Sthapit, Coudounaris, and Björk, 2019a).

4.3 The Moderation Effect of Pentagon Tourism Identity

Lastly, pentagon tourism identity only significantly moderated the relationship between culture-based tourist personality and tourist revisit intention. The findings were relevant to previous research. According to Gunes (2004) a success tourism relies on sensitivity and intellect in the administration of all units and external parties that may be effective in tourism (Güneş, 2004). In this sense, the tourism movement can capture the momentum of social, economic and environmental-based development that does not harm the dynamics of tourism development (Çalışkan & Tosun, 2014). Considering and improving pentagon tourism identity, it will have an impact on internal factors that affect revisit intention. This research did exploration by assuming that independent variables effect is not always linear. As a result, the researcher performed an advance examination by performing a quadratic curvilinear test in 2D and 3D to understand the saturation point of changes.

Figure 5. The moderating role of Pentagon Tourism Identity

Figure 5 shows that pentagon tourism identity has a non linier moderating function with a U-shape curvilinear. U-shape curvilinear means the relationship was positive at the beginning and change to be negatively affect at the peak of saturation. In this context, the saturation occurred when tourism is extremely only oriented to cultural-based tourist personality. This result indicated that focus on culture based tourist personality not always be good as linear regression result. In non-linear perspective, we can understand that culture-based tourist personality will change to negatively affect in the saturation point. However, the positive effect of CTP can be optimized through a high pentagon tourism identity before turning into a negative affect.

5. Limitation and Future Research

Although the study met its objectives, it has some limitations as foreigner tourist may have faced difficulty in understanding the questions. Furthermore, this study did not perform the multigroup analysis to exhibit the possible differentiating effects between people from other region, other country or other culture, which can be considered for future studies. It is because of our sample

size is not too much. Future research may provide questioner with different language for foreigner. Afterward, the sample size need to be improved. As a result, future research can split sample into different characteristics.

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