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Antecedent of Tourist Revisit Intention to Dieng Destination in Central Java Province

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ABSTRACT

This study aims to examine the influence of tourism image, experience value, and satisfaction on the intention to revisit a tourist area. This study uses associative analysis to determine the relationship between two or more variables. This study was conducted in Central Java Province, Indonesia, especially in the Dieng tourist area. The population of the study was tourists visiting the tourist area around Dieng whose number could not be determined. The sample size was determined at 140 samples, derived from 93% of the number of questionnaires returned after being distributed online by the researcher. The approach used in this study was a purposive sampling approach, and data processing was carried out using simple multiple regression using SPSS 26 software. Empirical findings show that although tourism image does not have a significant effect, and the direct effect of experience value has an insignificant effect. However, through satisfaction with tourism experience, experience value has a significant effect on the intention to revisit a tourist destination.

Keywords: Experiental Value, Experiental Satisfaction, Tourism Image, Revisist Intention.

1. Introduction

Tourism has become an important catalyst for economic growth in several developing countries. Tourism contributes to foreign exchange and foreign exchange reserves. In general, tourism has the potential to accelerate economic growth while creating jobs and stimulating growth in other sectors. The tourism sector is seen as a way to alleviate poverty in local communities and encourage development in several newly developing regions. In Indonesia, the tourism sector and the creative industry generate high foreign exchange. The increase in the value of tourism foreign exchange is followed by an increase in quality, and the economic sector also contributes to the increase in export value compared to import value. The creative economy recorded a trade surplus during 2010 to 2013 with a surplus value of IDR 118 trillion, which means that the foreign exchange contribution from the creative economy sector reached US$ 11.89 billion, so that in total the tourism and creative economy sectors have contributed foreign exchange of US$ 21.95.

It can be said that tourism and the creative economy have contributed 11.04% to Indonesia's foreign exchange (Kemenparekraf, 2014).

From the data above, it can be shown that with the existence of the local tourism sector, it can increase the income and quality of life of the local community. And also for tourists, when on vacation, it can increase happiness and reduce stress levels. In the research of Andereck and Nyaupane (2013), traveling in the outdoor environment will improve a person's quality of life which will naturally affect their productivity. Consumer spending in tourist attractions is expected to increase, especially as a profitable market for the tourism industry.

Experience is one of the most important aspects in measuring tourist behavior, because it affects tourist satisfaction and the possibility of revisiting. Therefore, destinations need to improve service quality and focus more on experience. Previous research shows that consumption experience is a central point for a comprehensive understanding of consumer behavior in the tourism and hospitality sector (Chaney et al., 2018). Tourism companies also strive to create a variety of experiences, which are considered important factors for business continuity (Kotler & Keller, 2016). Therefore, creating a memorable experience is a breakthrough in retaining old visitors and attracting new visitors.

From the context of tourism, there is a tourist area in Indonesia, namely the Dieng Plateau area, which is one of the most popular and attractive tourist attractions in Central Java. Around this tourist destination, there are many historical sites and also natural attractions that have charming natural scenery and unique cultural attractions, making it a major attraction for tourists, who may have varying responses to their post-visit experiences. However, although the perceived destination image can produce positive or negative responses as a consequence of the tourist experience, there are initiatives and efforts designed to create and provide unique and valuable experiences, which are important components in shaping perceived value (Williams, 2006).

In addition, by identifying the distinctive characteristics of aesthetic and service values, tourists tend to respond more to product and service attributes related to the hospitality and tourism sector (Gallarza et al., 2013; Wu & Liang, 2009). However, recent studies in the hospitality and tourism sector have mostly investigated tourists' experiences. Some studies are relatively general in including predictors of tourists' behavioral intentions such as perceived value, destination image, and overall satisfaction in many tourism contexts (Kim et al., 2013).

Although previous studies have concluded that experiential value significantly influences the level of satisfaction of tourists' experiences in different tourism contexts (Wu & Li, 2017), other aspects of experiential value have received less explicit attention in other tourism literature. The results of this study will help countries, local governments, and the tourism industry consider how factors such as tourism image, experiential value, and experiential satisfaction determine tourists' intention to revisit a tourist destination and their impact on stakeholders to understand how it will be used to meet tourists' expectations.

2. Literature Review
2.1 Tourism Image

Image contains various meanings, such as pictures, perceptual maps, impressions, mental images, and concepts (Chang, 2014). Furthermore, Chang (2014) stated that the overall image is an important consideration in choosing activities before determining a tourist destination. The image of a tourist destination is related to the identity attributes of the destination. In this way, the image of tourism easily impresses tourists with the uniqueness of a place and guarantees the opportunity for tourists to visit the place again.

In the context of tourism destinations, experiences, perceptions, expectations, and emotions are interrelated factors that contribute to the image of visitors to a particular destination. This is because people who visit a tourist destination pay attention to and know its characteristics. It also reflects any related information or attributes embedded in a particular location. Although most destination image studies use the multi-attribute concept of tourism image as a common foundation, destination image depends on tourists' perceptions, which are represented by their spending decisions (Iordanova, 2017).

Tourism image can influence tourists' visit decisions, subsequent stay decisions, and subsequent actions. When tourists have a better image of a destination, it influences their decisions to visit, stay, or revisit the destination. In fact, tourists often search and explore different places on different occasions and prefer to visit new places. However, visitors' satisfaction with the image of a destination varies greatly depending on whether they are first-time visitors or repeat visitors (Jin et al., 2013b). Even if visitors are satisfied with their visit to a location, it does not mean that they will return to the same location in the near future. Therefore, the more positive the image of a destination, the more likely tourists are to recommend it and return to that place in the future.

However, although there is a direct relationship between tourist image and behavioral intention before and after the visit, destination image is more important than satisfaction and does not play a significant role in increasing satisfaction. It is more likely that tourists will return to a destination when they are satisfied with their experience at the destination (Li et al., 2010). Thus, destination image is still relevant and interesting to discuss.

2.2 Experiental Value

It has become a popular theme in tourism and hospitality literature related to tourism to explore value as an actively experienced behavior, and that value must be multifaceted to attract tourists (Lee et al., 2011). The value of an experience is influenced by a combination of factors, including the environment and the products and services offered. It concerns the visitor's view of what is created and delivered. Individuals encode perceived value as a condensed version of the important information they receive. In addition, Chen and Hu (2010) highlight symbolic value, especially emotional and social value. This relates to self-expression to enjoy the pleasure associated with emotional impulses derived from the consumption experience.

Experiential value is associated with visitors' perceptions through direct or indirect use of a particular object. Different types of experiences can provide different levels of value to visitors. The value of their experiences, especially the value obtained from visiting a particular place, is determined by the value obtained from the experience. It is further

stated that experience satisfaction is the result of the value experience because it produces feelings of pleasure and joy. Ultimately, tourist experiences are directly related to behavioral intentions to return (Cole & Chancellor, 2009).

2.3 Experiental Satisfaction

The concept of experiental satisfaction originated from the concept of service satisfaction and has since been expanded to include research related to tourist satisfaction and its impact in specific situations. The level of satisfaction that tourists receive with the services they receive during a trip or tourist activity is referred to as "experience satisfaction." Therefore, experience satisfaction is related to how satisfied an individual is with the service content associated with a particular transaction (Kao et al., 2008).

To see the positive or negative aspects of the service received, tourists compare their experiences with what they previously expected. Confirmation of tourist satisfaction or dissatisfaction is based on emotional reactions due to positive or negative disconfirmation. Tourists will feel dissatisfied if their experience does not match their expectations. On the contrary, tourists will be satisfied with experiences that exceed their expectations, thus, the concept of experience satisfaction is proposed from an experiential perspective, and is considered as the result of tourists' evaluation of the value provided by the service provider (Kao et al., 2008). This means that experience satisfaction is the result of tourists' evaluation of the value provided by the service provider.

The literature notes that satisfaction elements have been identified as responses (cognitive or affective) to certain concerns (expectations or experiences) set at a certain time (post- consumption or post-selection) towards a particular object (attribute or service provider or place). Therefore, the higher the involvement in evaluating a particular object, the more likely tourists will have a high level of experiential satisfaction, which in turn will affect tourists' behavioral intentions. In addition, tourist satisfaction can be one of the most important factors driving tourists' behavioral intentions (Rasoolimanesh et al., 2021), and satisfying tourists is very important because it affects their expectations or intentions and decisions to revisit.

2.4 Revisist Intention

Behavioral intention includes the intention to reconsider or review the behavior after the visit. Revisit intention is influenced by the appearance of the destination, advertising campaigns, and the dissemination of information about new tourist attractions in the area. In addition, Jin et al. (2013b) argue that good past experiences with a destination can create a good impression, thus encouraging individuals' desire to return. First-time visitors tend to consider trips based on the price of services provided, while repeat visitors tend to judge the quality of previous visits differently and consider different consumption characteristics.

Tourist preferences and needs change and evolve from various perspectives. One of the most important activities for tourism service providers is to understand tourist shopping behavior and predict their spending plans. For example, returning visitors tend to spend more money and time than new visitors, and the cost of attracting new visitors is cheaper than attracting repeat visitors. Therefore, companies can increase profits by almost 100%

by retaining only 5% more of their customers (Chang et al., 2014). In practice, providing a pleasant experience that makes tourists come back season after season should be an important and meaningful element in the competitiveness of the tourism industry.

It is further stated that intention is the possibility of a buyer to perform a certain activity, which is related to the consumer's prediction about the brand he/she wants to buy in the near future. It is also related to the individual's ability to act. Therefore, the intention to revisit tourists can be interpreted as the expected travel behavior in the future. That is, better prediction and explanation of tourists' intention to revisit can contribute to understanding their behavior in the future.

2.5 Hypotesis

Based on this, through current research, this study attempts to fill the gap in contextual research in contemporary literature by designing a model to determine the factors that influence tourists' intention to revisit tourist areas in Indonesia.

Therefore, this study aims to investigate three systematic effects of tourism image, experience value, and experience satisfaction on the intention to revisit a tourist area, in the context of the Dieng Plateau tourist area in Central Java. Based on the arguments above and the discussion of the literature review, the hypotheses proposed are as follows (Figure 1):
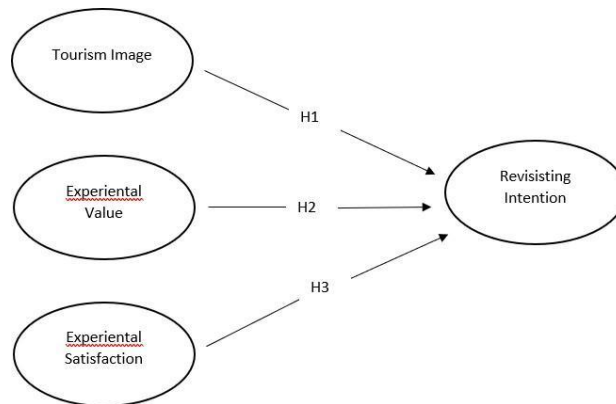

Figure 1. Hypothesis Framework

H1: Tourism image has a positive effect on revisit intention.
H2: Experience value has a positive effect on revisit intention.
H3: Experience satisfaction has a positive effect on revisit intention

3. Research Methodology

This study uses Multiple regression analysis is a statistical technique used to model the relationship between one dependent variable (response) and two or more independent variables (predictors). The goal is to understand the effect of the independent variable on the dependent variable and to predict the value of the dependent variable based on the value of the independent variable. The study was conducted in the Dieng tourist area,

Central Java Province. The study population was an unspecified number of tourists who had visited the tourist area. The number of samples was 140, obtained from the results of returning the questionnaires previously distributed by the researcher as many as 150 questionnaires online using the Google form and only 93% returned, namely 140 respondents who had filled in completely. The sampling method used is the purposive sampling method, which is a sampling technique in which researchers select respondents based on certain criteria that are relevant to the research objectives. In this method, the selection of respondents is based on certain characteristics, such as experience, knowledge, or other attributes that are considered relevant to the study, with the support of data processing with the SPSS 26 application. In addition, to measure the value of experience, a scale developed by Wu et al. has been adopted. (2018) with seven 11 statements, while the scale created by Kao et al. (2008) and Jin et al. (2013b) with 5 statement items was adapted to assess satisfaction with the experience. In addition, this study adopted and modified the scale from Byon and Zhang (2010), who developed a twelve-item questionnaire to measure tourism image. Finally, three scale items created by Wu et al. (2018) to predict the intention to revisit the Dieng tourist destination in Central Java.

4. Results

4.1 Research context

Dieng Plateau Tourism Area is a natural tourist destination located in the mountainous region of Central Java, Indonesia. Dieng is located at an altitude of around 2,000 meters above sea level, making it one of the highest plateaus in Indonesia. Dieng is famous for its stunning natural beauty and rich cultural and historical heritage. The main attraction of Dieng is the ancient Hindu temple complex believed to date back to the 8th century, such as the Arjuna Temple and the Gatotkaca Temple. These temples are historical relics from the Ancient Mataram Kingdom. Then there is the Telaga Warna, a lake that has water with beautiful colors that change, due to the sulfur content and reflection of sunlight, then the Sikidang crater, an active volcanic crater, where visitors can see geothermal activity in the form of gas and hot mud eruptions. Sikunir Hill as a favorite place to enjoy the famous Golden Sunrise in Dieng. From the top of Sikunir Hill, visitors can see spectacular mountain views. Dieng is also known for its cultural traditions such as Ruwatan Anak Gimbal, a traditional ceremony for children with dreadlocks who are believed to have magical powers. Due to its location in the highlands, Dieng has cool to cold temperatures, even reaching below 10°C at night, making it an ideal destination for tourists looking for a fresh mountain atmosphere. Dieng is also surrounded by beautiful natural scenery, such as potato plantations, hills, and valleys.

4.2 Respondent Characteristics

The survey featured respondents of all ages, with the youngest being 15 years old and the oldest being over 50 years old. According to Table 1, the age category of tourists with the largest percentage was 21 - 30 years old (68%), followed by 31 - 40 years old (17%). As depicted in Table 1, there were more male respondents (51%) than female (49%). This may indicate that male tourists are more likely to visit this tourist area for pleasure or relaxation. Around 68% of respondents came from Central Java Province, while 32% were tourists from outside Central Java Province. 100% of respondents had visited Dieng before.

4.3 Normality Test (Probability Plot)

According to Imam Ghozali (2011:161) the regression model is said to be normally distributed if the data plot that describes the actual data follows a diagonal line. Based on figure 1, the results of data processing describe a data plot that follows a horizontal line, so it can be concluded that this regression model is normally distributed.

4.4 Multicollinearity Test (Tolerance and VIF)

There are no symptoms of multicollinearity if the tolerance value is >0.100 and the VIF value is <10.00. Based on table 2, it can be seen that the variables X1, X2, X3 meet the requirements and there are no symptoms of multicollinearity.

4.5 Output Coefficient of Determination

Based on table 3, the Adjusted R Square value is 0.641, so it can be concluded that variables X1, X2, X3 have a simultaneous influence on Y of 64.1%.

4.6 F Test Output

The regression model is declared FIT if the Sig. value (<0.05) and based on table 4, the Sig. value is 0.000 (<0.05), so it can be concluded that variables X1, X2, X3 have a significant effect simultaneously on Y.

4.7 T-Test Output

If the Sig. value < 0.05 then it can be concluded that there is a significant influence and if the Sig. value is exactly at 0.05 then to find out whether or not there is an influence, you can use the comparison of T count with T table. It can be seen in table 5 that the results of this T test are as follows
Analysis results:
- The Sig. Value of Variable X1 is 0.102, so it is concluded that var X1 does not have a significant effect on Y
- The Sig. Value of Variable X2 is 0.000, so it is concluded that var X2 has a significant effect on Y
- The Sig. Value of Variable X3 is 0.625, so it is concluded that var X3 does not have a significant effect on Y

5. Discussion
This study aims to analyze the Influence of Revisiting Intention to Dieng Tourist Destination in Central Java Province. Based on the results of the analysis conducted, there are several important findings that can be discussed in this discussion.

5.1 Experiential Value does not have a significant effect on Revisit Intention

The results of the study showing that Experiential Value does not significantly

influence Revisit Intention to Dieng, Central Java, provide important insights into the dynamics of the relationship between tourists' perceived experiential value and their intention to return to the destination. Experiential Value encompasses tourists' perceptions of the quality, emotional benefits, and usefulness of the experiences they gain during their visit. In the context of Dieng, these findings suggest that although tourists may gain certain experiences during their visit, the value of those experiences is not enough to motivate them to return.

To increase the influence of Experiential Value on Revisit Intention, tourism managers in Dieng need to increase the value of the experience felt by tourists. This can be done by adding new unique attractions, improving tourism facilities, or creating more memorable and personalized experiences. Providing tour packages that offer different experiences every time you visit can also provide added value that motivates tourists to return.

5.2 Experiential Satisfaction has a positive and significant effect on Revisit Intention

The results of the study showed that Experiential Satisfaction has a positive and significant influence on Revisit Intention to Dieng, Central Java, emphasizing the importance of a satisfying tourism experience in encouraging tourists' intention to return. Experiential Satisfaction includes tourists' satisfaction with various aspects of their visit, such as natural beauty, facilities, services, and interactions with the environment and local culture.

Therefore, it is important for Dieng tourism managers to maintain a positive impression that lasts in consumers' memories, increasing their chances of choosing to visit Dieng again in the future and being able to build emotional attachment with tourists.

5.3 Experiential Satisfaction has a positive and significant effect on Revisit Intention

The results of the study showing that Tourism Image of Dieng, Central Java, does not significantly influence Revisit Intention raise several important questions and explanations. Tourism Image is generally considered a key factor influencing tourists' intention to return to a destination, as it includes overall perceptions of the attractiveness, infrastructure, and characteristics of a destination. However, in the context of Dieng, these results indicate that there are other factors that are more dominant or that the Tourism Image owned is not strong enough to influence tourists' intention to return.

Based on the research, it was found that the answers from respondents who chose that the infrastructure and transportation to Dieng are still difficult can be a point that even though the Tourism Image of Dieng may be strong, without the support of adequate infrastructure and transportation facilities, the positive image will not be enough to encourage tourists to return. Improvements in infrastructure such as roads, local transportation, and quality accommodation need to be considered. In addition, the management of cleanliness and comfort of tourist locations must be improved so that the experience of first-time visitors is satisfying and encourages them to return.

6. Conclusion
This study aims to examine the post-visit behavioral intention of tourists in the

context of Indonesia. The results of this study provide original and innovative marketing insights, especially the future idea of post-visit behavioral intention of tourists. This study has confirmed that experience value does not directly affect the intention to revisit. Although experience satisfaction is directly related and influential to the intention to revisit, however, the indirect effect of experience value on the intention to revisit, In comparison, experience satisfaction can bridge the indirect effect of tourism image and intention to revisit. Although this study provides marketing insights, the current study has several limitations. First and foremost, data collection was only conducted in the Dieng Tourism Area, thus limiting the generalizability of the findings. In future studies, it requires more diverse hypotheses such as the relationship between Tourism image has a positive effect on intention to revisit through experience satisfaction and Experience value has a positive effect on intention to revisit through experience satisfaction. Future studies may need to consider these factors to produce more meaningful marketing studies.

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Appendix

RESPONDEN PROFILE	FREQUENCY	PERCENTAGE
AGE		
15 to 20	12	9%
21 to 30	95	68%
31 to 40	23	17%
41 to 49	6	4%
Over 50	4	2%
TOTAL	140	100%
GENDER		
MALE	71	51%
FEMALE	69	49%
PLACE OF ORIGIN		
LOCAL CENTRAL JAVA PROVINCE	95	68%
OUTSIDE CENTRAL JAVA PROVINCE	45	32%

Tabel 1. Responden Characteristic

Figure 1. Normality Test

	COLLINEARITY TOLERANCE	STATISTICS VIF
EXPERIENTAL VALUE (X1)	0,221	4,522
EXPERIENTAL SATISFACTION (X2)	0,239	4,175
TOURISM IMAGE (X3)	0,201	4,980

Table 2. Multcolinearity Test

R	R Square	Ajusted R Square	Std Error of The Estimate	Durbin Watson
0,806	0,649	0,641	0,949	1,701

Table 3. Coefficient of Determinan

MODEL	SUM OF SQUARES	df	Mean Square	F	Sig
REGRESSION	226.432	3	75.478	83.830	0,000
RESIDUAL	122.451	136	0,900		
TOTAL	348.886	139			

Table 4. F Test

MODEL	UNSTANDARDIZED B	COEFFICIENTS std.Error	STANDARDIZED COEFFICIENTS BETA	t	Sig	Collinearity Tolerance	VIF
CONSTANT	0,929	0,631		1,472	0,143		
EXPERIENTAL VALUE (X1)	0,059	0,036	0,178	1,646	0,102	0,221	4,522
EXPERIENTAL SATISFACTION (X2)	0,397	0,068	0,602	5,798	0,000	0,239	4,175
TOURISM IMAGE (X3)	0,024	0,048	0,056	0,490	0,625	0,201	4,980