

Effect of Attraction, the Quality of Destination, Motivation, and Satisfaction of Intention to Revisit on Heritage Destination

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Keywords: Intention to revisit, attractiveness, destination quality, motivation and satisfaction.

Abstract: This study aims to examine the intention to revisit the model of heritage tourism in Yogyakarta. Intention to revisit in this study is influenced by attractiveness, destination quality, tourist motivation and tourist satisfaction. This study uses respondents of tourists visiting heritage. The sampling technique used was purposive sampling with a total of 250 respondents. Data analysis techniques used the AMOS Structural Equation Modeling. The results showed that the intention to revisit the model was acceptable. It was further explained that attractiveness, destination quality, tourist motivation and tourist satisfaction had a positive influence on the intention to return to tourism heritage in the Special Region of Yogyakarta.

1 INTRODUCTION

1.1 Intention to Revisit

Heritage tourism is a tourist destination that has a whole or a part of historical, artistic, scientific or lifestyle offerings/heritage of a community, region, group or institution (Silberberg 1995). Heritage tourism involves actions and services that allow tourists to understand, feel, and get ideas and pleasures from the uniqueness of natural, original, and heritage features (Jahan, 2019). Heritage can be interpreted as a landscape filled with historiography which includes buildings, artifacts, cultural traditions, and etc. This historiography is inherited from generation to generation (Abdullah et al., 2016). Heritage tourism refers to the tourism segment industrial that places special emphasis on heritage and cultural attractions (Remoaldo et al., 2014).

Heritage Tourism in the Special Region of Yogyakarta is a Javanese cultural heritage, including the Yogyakarta Sultanate Palace, Taman Sari, Prambanan Temple, Ratu Boko Temple, King Imogiri's Tomb, Sonobudoyo Museum, Benteng Vredeburg Museum, and Ulen Sentalu. These places are essential and have historical values for the development of the Yogyakarta Special Region. The purpose of this study was to determine the effect of attractiveness, destination quality, motivation, and

tourist satisfaction on the intention to return to tourism heritage in the Special Region of Yogyakarta.

In the context of heritage tourism, there is a dearth of information, especially in the Special Region of Yogyakarta in Indonesia related to the collection of data about tourist behavior in heritage tourism and also related to experience, the motivation of tourists. Generally, government agencies in Indonesia only make studies on tourism strategies, studies on tourist shopping, studies of new tourist destinations, without analyzing in detail how tourists behave and why tourists want to visit tourist destinations (Abubakar et al., 2017; Sugandini et al., 2018). This study shows that an analysis of tourist behavior, especially about revisit tourism destination policymakers need intention. Given that heritage tourism cannot be manipulated or altered to preserve it, it is essential to understand the factors that cause tourists to be willing to visit heritage tourism. Heritage tourism managers must conduct a study of consumers gaining systematic knowledge for the decision-making process (Sheng & Chen, 2012) So that innovation with an investment orientation can further improve service quality.

This novel research is related to tourist motivation for heritage tourism. The motivation of tourists in visiting heritage tourism destinations has not yet fully received support from several previous researchers. Fernández (2016); Remoaldo et al. (2014) stated that tourists who visit heritage tourism destinations are not because they are motivated by heritage tourism but

because there are other causes. Tourists who have visited heritage tourism will not be motivated to revisit the heritage tour. This study seeks to justify that motivation on heritage tourism can influence the intention to re-visit heritage tourism. From the results of this study indicate that heritage tour motivation affects revisit intention, but the effect is the smallest compared to other variables (namely: attractiveness, destination quality and satisfaction)

2 LITERATURE REVIEW

2.1 Intention to Revisit

Intention to revisit according to (Shonk & Chelladurai, 2008) refers to the intention to revisit tourist destinations within a year and the willingness to frequently travel to the same tourist destination. The intention to revisit is a behavior to repurchase and intention to inform, which is a situation where everything is related to behavior (Oliver, 1997). Brida, Meleddu & Pulina (2012) state that from an empirical perspective, to predict intention to revisit in heritage tourism (museum) is the number of visits to the site so that that intention to revisit can be considered as the number of visits.

2.2 Attractiveness

Thiumsak and Ruangkanjanases (2016) also state that the attractiveness of the goal attributes significantly influences the intention to visit again. The attractiveness of tourist destinations is one of the most critical parameters that determine the volume of tourists visiting tourist destinations. The formation of a tourist destination attractiveness is influenced by various factors: availability of tourist resources, accessibility of tourist destinations, various tourist offers, the security of staying at a destination, support of tourist destination information, and attitudes of local communities (Morozov et al., 2016)

H1: Attractiveness influences Intention to revisit.

The tourism literature states that attractiveness in tourist destinations reflects the feelings, beliefs, images, and opinions that individuals have about the perception of a tourist destination to provide satisfaction (Hu and Ritchie, 1993; Nguyen & Cheung (2016). Attractiveness is a factor that attracts tourists to the location certain appearance can be presented from several appearances: Attractiveness or attractive factors at the destination are the determinants of power that influence the choice of tourist destinations, satisfaction, and intention to

revisit (Formica and Uysal 2006; Nguyen & Cheung, 2016)

H2: Attractiveness influences satisfaction.

2.3 Destination Quality

Destination quality is the feeling of tourists for the comfort and safety of the tourist destination environment during a tour as a manifestation of the intensity of the quality of comfort services that have been provided by providers for tourists while visiting tourist destinations (East, 2018). Seetanah et al., (2018) destination and satisfaction prove to be predictors good of tourists' revisiting interest. Naqvi et al., 2018 explained the quality of the destination to visit again and WOM. Thus the two hypotheses in this study are:

H3: Destination quality influences the intention to revisit

Kim, Vogt, and Knutson (2015) state that visits tourist destinations can be influenced by the image of tourist destinations and the quality of tourist destinations. Both of these are guarantees of tourist satisfaction. Travelers expect all elements of a destination to be of good quality and can function well. Nguyen and Cheung (2016) in a study, stated that improving the quality of tourist destinations impact on increasing the number of domestic tourists and especially the number of foreign tourists visiting tours in Macedonia.

H4: Destination quality influences tourist satisfaction.

2.4 Tourist Motivation

The results of research conducted by Fernández et al., (2016) shows that tourists' decision to visit heritage tourism is influenced by motivation (knowing the history/heritage of a city, and knowing the central cuisine in heritage tourism destinations). Dayour and Adongo (2015) state that motivation or encouragement can explain the desire of tourists to travel, while pull motivation explains the choice of tourist destinations with various attractiveness attributes.

H5: Motivation affects intention to revisit.

Fernández et al., (2016) stated that the level of tourism education and motivation to learn about the roots of a city's historical heritage, the importance of gastronomy as part of cultural identity influences high tourist satisfaction and tourist visits. Tourists choose to travel because of their internal motivation (Correia et al., 2013), and cultural motivation as one of the main motivations (Breakey, 2012). According to

Abuamoud et al., (2014), the demand for heritage sites by tourists is also influenced by services provided by the public authorities, the availability and viability of local communities to stimulate tourism in this region, and motivation travelers.

H6: Tourist motivation influences tourist satisfaction.

2.5 Tourist Satisfaction

Abdullah & Lui (2018), in his research on the factors that influence overall international tourist satisfaction and their intention to revisit Malaysia, concluded that three factors affect satisfaction, namely the quality of accommodation services, ease of transportation and destination image and these tourists have a tendency higher to re-visit Malaysia. Abubakar et al. (2017) and Soleimani & Einolahzadeh (2018) stated that quality refers to the intention to re-visit a tourist destination through satisfaction and image. Besides, service quality has a direct impact on satisfaction, and there is a direct and positive relationship between satisfaction and word-of-mouth.

H7: Tourist satisfaction influences intention to revisit.

3 RESEARCH METHOD

This research is a quantitative research survey respondent to test the hypothesis. The population in this study are tourists who have the intention to revisit heritage tourism and have the motivation to study heritage in the Special Region of Yogyakarta. The number of respondents was 250 tourists. This study uses a five-point Likert scale. The data analysis technique used in this study is AMOS-SEM. Testing of models developed with various criteria index Goodness of fit (Hair et al., 1998).

4 RESULTS

4.1 Profile of Respondents

This Description of the respondent contains the demographics of the respondents consisting of gender, age, area of origin, number of visits, and length of stay. The description of respondents about the data of respondents who participated in this study can be seen in the table in table 1.

Table 1. Characteristics of Respondents

No	Characteristics of Respondents	Category	Number of	Percentage
1	Gender	Male	137	54.8%
		Female	113	45.2%
2	Age	17 - 26 Year	111	44.4 %
		27 - 36 Years	69	27.6%
		37 - 46 Years	34	13.6%
		47 - 56 Years	34	13.6%
		57 - 66 Years	2	0.8%
3	Region of Origin	Yogyakarta	50	20%
		Java Island	137	54.8%
		Outside Java	63	25.2%
4	Number of visits	2 Times	167	66.8%
		3 Times	49	19.6%
		More than 3 Times	34	13.6%
		1 Day	43	17.2%
5	Length of Stay in Special Region of Yogyakarta	2 Days	71	28.4%
		3 Days	87	34.8%
		More than 3 days	49	19.6%
		1 Day	43	17.2%

4.2 Test Results Validity and Reliability

Factor Analysis confirmatory is used to assess the construct validity, which consists of Convergent Validity, Variance Extracted and Construct Reliability (Hair et al., 1998). Results of testing the validity and reliability can be seen in table 2.

Table 2. Convergent Validity, Variance Extracted and Reliability Construct

No	Construct	Indicator / Item	Loading Factor(λ)	Variance Extracted	Reliability Construct
1	Attractiveness (A)			0.597	0.946
		A1	0.727		
		A2	0.630		
		A3	0.719		
		A4	0.600		
		A5	0.624		
		A6	0.561		
		A7	0.699		
		A8	0.696		
		A9	0.701		
		A10	0.760		
		A11	0.701		
		A12	0.728		
2	Destination Quality (DQ)			0.618	0.951
		DQ1	0.776		
		DQ2	0.733		
		DQ3	0.685		
		DQ4	0.732		
		DQ5	0.701		
		DQ6	0.754		
		DQ7	0.798		
		DQ8	0.734		
		DQ9	0.651		
		DQ10	0.750		
		DQ11	0.616		
		DQ12	0.668		
3	Motivation			0.706	0.923
		M1	0.790		
		M2	0.743		
		M3	0.778		
		M4	0.800		
		M5	0.678		
4	Satisfaction (S)			0.667	0.909
		S1	0.788		
		S2	0.777		
		S3	0.801		
		S4	0.753		
		S5	0.696		
5	Intention to revisit (RI)			0.620	0.890
		RI1	0.752		
		RI2	0.809		
		RI3	0.677		
		RI4	0.680		
		RI5	0.655		

Based on the results Testing the validity and reliability in Table 2 shows that all instruments have good validity and reliability.

4.3 Intention to Revisit Model Testing Results

The Results of intention to revisit model testing using AMOS-Structural Equation Modeling (SEM) evaluation can be seen in table 3.

Table 2. The goodness of Fit Test Results

Criteria	Recommended Value	Results	Information
Chi-Square	Expected Small	379.998	Not good
Probability	≥ 0.05	0.000	
RMSEA	≤ 0.08	0.058	Good
GFI	≥ 0.90	0.881	Marginal
AGFI	≥ 0.90	0.841	Marginal
Cmin / DF	≤ 2.00	1.836	Good
TLI	≥ 0.90	0.941	Good
NFI	≥ 0.90	0.900	Good
CFI	\geq	0.901	Good

From table 2 can be stated that the intention to revisit model is acceptable. To test the hypothesis of a causal relationship between attractiveness, destination quality, tourist motivation, tourist satisfaction and the intention to visit again, a path between these variables is presented. The relationship is shown in table 3.

Table 3.

	Path	Coefficient	Probability (P)	Information
H1	A \rightarrow RI	0.277	0.029	Supported
H2	A \rightarrow S	0.401	0.001	Supported
H3	DQ \rightarrow RI	0.364	0.002	Supported
H4	DQ \rightarrow S	0.310	0.014	Supported
H5	M \rightarrow RI	0.153	0.047	Supported
H6	M \rightarrow S	0.226	0.005	Supported
H7	S \rightarrow RI	0.215	0.047	Supported

Hypothesis testing is done by comparing the value of probability (P) is said to be significant if $p \leq 0.05$. Based on the results of data analysis, all proposed hypotheses are supported.

5 DISCUSSION

The results of this study indicate that attractiveness (A) has an influence on the intention to revisit (RI) in tourism *heritage* in the Special Region of Yogyakarta. The magnitude of the influence of

attractiveness on the intention to revisit by 27.7%. The first hypothesis (H1) is supported. Attractiveness (A) also influences tourist satisfaction (S). The magnitude of the influence of attractiveness on satisfaction by 40.1%. Thus the second hypothesis (H2) is supported. Tourists perceive heritage tourism in Special Region of Yogyakarta as having diverse cultures and historical buildings and interesting sites. Also, to access heritage tourism is easy. Heritage tourism in Special Region of Yogyakarta is considered to have relatively good security. The results of this study support Thiumsak and Ruangkanjanes (2016) and Morozov et al. (2016) state that there is an influence of attractiveness in the intention to revisit. This study also supports that attractiveness in tourist destinations reflects satisfaction (Hu and Ritchie, 1993; Nguyen & Cheung, 2016; Formica and Uysal 2006; Nguyen & Cheung, 2016).

The results of this study indicate that destination quality (DQ) influences the intention to revisit (RI) on tourism heritage in the Special Region of Yogyakarta. The magnitude of the influence of destination quality on the intention to revisit is 36.4%. The third hypothesis (H3) is supported. Destination quality also influences tourist satisfaction (S). The magnitude of the influence of destination quality on satisfaction by 31%. Thus the fourth hypothesis (H4) is supported. Tourists perceive heritage tourism in Special Region of Yogyakarta as having good quality, among others, shown by the comfort during the visit, the complete facilities provided, the completeness of information and communication built between the tourist and the manager of heritage tourism. The results of this study support the results of research conducted by (Timur, 2018; Seetanah et al., 2018) which state that destination quality and satisfaction are predictors of the returning interest of tourists. Naqvi et al., (2018); Kim, Vogt, and Knutson (2015) also stated that intention to revisit is influenced by destination quality. Both of these are guarantees of tourist satisfaction. Travelers expect all elements of a destination to be of good quality and can function well. Nguyen & Cheung (2016) states that improving the quality of tourist destinations has an impact on the increasing number of domestic tourists and especially the number of foreign tourists visiting tourist in Macedonia.

The results of this study indicate that heritage motivation (M) influences the intention to revisit (RI) on tourism heritage in the Special Region of Yogyakarta. The magnitude of the effect of destination quality on the intention to revisit is 15.3%. The fifth hypothesis (H5) is supported. Heritage

motivation also influences tourist satisfaction (S). The magnitude of the influence of destination quality on satisfaction by 22.6%. Thus the sixth hypothesis (H6) is supported. Most respondents visited heritage tourism in the Special Region of Yogyakarta because there was an urge to study history, customs, or traditions and study cultural heritage in the Special Region of Yogyakarta. The results of this study reinforce the findings of previous studies that motivation to learn heritage can indeed cause tourists to return to heritage tourism. The results of this study could narrow the research gap, which states that the motivation to learn customs and history cannot increase intention to revisit. Although the results of this research indicate that the effect of motivation on the intention to revisit is the smallest, the effect is still significant. Fernández et al., (2016); Dayour and Adongo (2015); Correia et al., (2013), states that tourists visiting heritage tourism are influenced by heritage motivation. Other research conducted by Breakey, 2012; Abuamoud et al., (2014), also showed that motivation influences tourist satisfaction and intention to revisit.

The results of this study indicate that satisfaction (S) influences the intention to revisit (RI) in tourism heritage. The magnitude of the effect of satisfaction on intention to revisit of 21.5%. Thus the sixth hypothesis (H6) is supported. The results of this study indicate that heritage tourists are willing to re-visit tourism heritage in the Yogyakarta Special Region in the coming period. Recommend tours heritage in the Special Region of Yogyakarta directly or indirectly to family, friends, or the wider community. They are choosing tourism heritage in the Special Region of Yogyakarta as the first choice when going on a tour again. Inform positive things to others/family about experiences during a visit to tourism heritage in the Special Region of Yogyakarta. They are choosing tourism heritage in the Special Region of Yogyakarta as a favorite destination. The results of this research are in line with the findings put forward by Abdullah & Lui (2018); Abubakar et al., (2017) and Soleimani & Einolahzadeh (2018) which shows that satisfaction with tourist destinations has an impact on intention to revisit.

6 LIMITATION AND FUTURE RESEARCH DIRECTIONS

The results of this study indicate that the intention to revisit the model of heritage tourism destinations in the Special Region of Yogyakarta is accepted. This

means that there is a relationship between attraction, destination quality, satisfaction, and intention to revisit. This study shows that attractiveness has the greatest influence in predicting intention to revisit. Tourists who visit several heritage sites in the Special Region of Yogyakarta perceive that heritage in the Special Region of Yogyakarta has excellent attractiveness. This can be observed from the high attractiveness question items, which include Attraction, Accessibility, Amenities, and Ancillary Services. From the observed attractiveness variable, the indicator that is most considered attractive by tourists is Amenities. Which includes the availability of places to eat, the availability of lodging in tourist areas, and souvenir shops.

The results showed that the motivation of tourists visiting heritage tourism in the Special Region of Yogyakarta was based on the desire of tourists to visit cultural heritage centers, building sites, and the culture and customs in the Special Region of Yogyakarta. Although the influence of motivation on the intention to revisit is the lowest, the results of this study can show that overall, respondents are motivated to visit tourism *heritage* in the Special Region of Yogyakarta in the high category level. There are various kinds of motivation that tourists have to visit tourism *heritage*, including the desire to learn the customs and traditions that exist in the Special Region of Yogyakarta. Besides that, the motivation that encourages tourists to visit in the form of a desire to know the cultural heritage and building sites *heritage* in the Yogyakarta Special Region. It is a cultural center and has a variety of cultural tourism making Yogyakarta Special Region as a choice for tourists to visit. The motivation of tourists visiting the Yogyakarta Palace, Vredenburg Fort, Taman Sari, and Prambanan Temple is the majority because they want to see historical building sites that are still preserved, besides the attractions *heritage* are places that must be visited by tourists when in the Special Region of Yogyakarta.

This research is only limited to domestic tourists visiting heritage tourism. Future studies should also analyze the intention to revisit in international tourists. By analyzing the behavior of international tourists, visiting is expected to obtain more in-depth information on several factors that influence the intention to revisit so that strategies can be determined to increase tourist visits on heritage tourism. This study also did not conduct in-depth interviews with respondents, so researchers could not explore further and more detailed about the motivation of tourists visiting heritage tourism. For further research is expected to conduct in-depth

interviews with heritage tourists to explore further their motivation to visit heritage tourism. Based on findings in the field and from several previous research references, other variables can be used to predict intention to revisit in heritage tourism, including trust in heritage sites (Abubakar et al., 2017), image, and emotion (Wu et al., 2015).

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