



## *Testing Antecedents Of Revisit Intention*

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### **ABSTRACT**

*This study investigates the impact of customer engagement, memorable tourism experiences, and tourism identification on revisit intention. The population of this research consists of students in the city of Ambon, with a total of 138 respondents. The findings indicate that all three factors—customer engagement, memorable tourism experiences, and tourism identification—positively affect revisit intention. The implications of these findings are highly significant for tourism management and marketing strategies, suggesting that efforts to enhance customer engagement and create memorable experiences can effectively build tourist loyalty and encourage repeat visits.*

**Keywords:** *customer engagement, memorable tourism experience, tourism identification, revisit intention*

### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisa dampak dari keterlibatan pelanggan, pengalaman wisata yang mengesankan, dan identifikasi pariwisata pada minat kunjungan kembali. Populasi di dalam penelitian ini terdiri dari mahasiswa-mahasiswa di kota Ambon, dengan total 138 responden. Hasil temuan mengindikasikan bahwa ketiga faktor di dalam penelitian ini yaitu keterlibatan pelanggan, pengalaman wisata yang mengesankan, dan identifikasi pariwisata berpengaruh positif terhadap minat kunjungan kembali. Implikasi pada temuan ini sangat signifikan untuk manajemen pariwisata dan strategi pemasaran, dengan meningkatkan keterlibatan pelanggan dan membuat pengalaman yang mengesankan dapat membangun loyalitas pariwisata dan mendorong kunjungan ulang.

**Kata Kunci:** keterlibatan pengunjung, pengalaman wisata yang mengesankan, identifikasi pariwisata, minat kunjungan kembali.

### **INTRODUCTION**

Revisit intention is an essential concept in the tourism industry, referring to tourists' desire and likelihood to revisit a destination in the future. Tourists' positive experiences during previous visits significantly influence their intention to return. In recent years, customer engagement has become a critical focus in tourism marketing, with numerous studies indicating that high engagement can enhance customer loyalty (Brodie et al., 2013). Nevertheless, there

is still limited understanding of how customer engagement directly affects the intention to revisit a tourism destination (Abbasi et al., 2021). Customer engagement can boost satisfaction and loyalty (Harrigan et al., 2017). However, the specific impact of customer engagement on the intention to revisit a tourism destination has not been thoroughly investigated. Customer engagement is paramount in destination marketing tactics, as Hapsari et al. (2017) highlighted. A memorable tourism experience (MTE) is an experience that leaves a deep and lasting impression on tourists. Previous research suggests that MTE positively influences satisfaction and loyalty (Tung & Ritchie, 2011). However, how MTE affects revisit intention still requires further investigation. Many studies still focus on general satisfaction without considering how these highly memorable experiences can influence tourists' future behavior (Kim & Ritchie, 2014; Wang et al., 2020).

Tourism identification, or the identification of tourists with a destination, is a relatively new concept in tourism literature. This identification can be defined as the extent to which tourists feel connected or affiliated with a particular destination. Studies show that this identification can affect loyalty (Prayag et al., 2017), but research examining the impact of identification on revisit intention remains limited.

## LITERATURE REVIEW

Customer engagement is a crucial factor in determining consumer behaviour, including in the context of tourism. Customer engagement encompasses deep emotional and cognitive interactions between customers and tourism destinations. According to Brodie et al. (2011), customer engagement creates solid bonds and influences future customer behaviour, including the intention to revisit. Research conducted by Hollebeek et al. (2014) also supports this view, finding that customer engagement can enhance positive relationships between customers and brands or destinations. In the tourism context, when tourists feel engaged with their experiences, they are more likely to develop strong emotional connections with the destination. Furthermore, research by Harrigan et al. (2017) shows that high levels of customer engagement directly affect revisit intention. This study highlights that customers who feel engaged and actively participate in the destination's activities or experiences have higher satisfaction levels.

Hypothesis 1: Customer engagement positively influences revisit intention.

Unique and profound experiences during the first visit can increase the likelihood of tourists returning to the same destination. Factors such as travel satisfaction, social interaction, and emotional engagement are crucial in shaping Memorable Tourism Experiences (MTE) that



contribute to revisit intention (Kim & Ritchie, 2014). Pleasant and memorable experiences not only enhance revisit intention but also improve the destination's image in the eyes of tourists (Wang et al., 2020). A Hu and Shen (2021) study found that MTE significantly impacts cognitive and affective destination images, influencing satisfaction and revisit intention. This study suggests that MTE is the most critical predictor of revisit intention, as these experiences shape how tourists perceive the destination.

Hypothesis 2: Memorable Tourism Experience positively influences revisit intention.

Tourism identification is the process by which tourists feel attached to or identified with a particular tourism destination, influencing their behaviour, including revisit intention. Kuo et al. (2021) found that tourists' identification with a tourism destination significantly impacts their intention to return. This study shows that tourists who feel emotionally connected to a destination are more likely to intend to revisit it. Mittal et al. (2022) also support the positive relationship between tourists' identification with a destination and revisit intention. They found that positive evaluations of social media posts by tourists can strengthen their identification with the destination, thereby increasing their intention to return. Chen and Rahman (2018) revealed that tourists' cultural identification with a destination plays a crucial role in shaping their intention to revisit. They found that the stronger the tourists' cultural identification, the higher the likelihood of their return to the destination.

Hypothesis 3: Tourism Identification positively influences revisit intention

## RESEARCH METHODS

This research employs a quantitative method through a survey of tourists in Ambon. The population in this study comprises students who engage in tourism activities at various tourist attractions on Ambon Island. Subsequently, the sample was taken using non-probability sampling with purposive sampling. The criteria for respondents include students residing in Ambon city who have visited tourist spots on Ambon Island. A total of 137 individuals participated as respondents in this study. Customer engagement is measured through four items adopted by Chen and Rahman (2018). Memorable Tourism Experience is measured through five items adapted from Melón et al. (2021). Customer identification is measured through four items adapted from Harrigan et al. (2017). Revisit intention is measured through four items adapted from Abbasi et al. (2021). The validity test used Confirmatory Factor Analysis (CFA), while the reliability test used Cronbach's Alpha (Hair et al., 2019). Hypothesis testing was performed using multiple regression analysis. The following is the multiple regression equation.



## RESULTS AND DISCUSSION

One hundred thirty-eight respondents meet the qualifications and criteria for this study, consisting of 66 women (47.83%) and 72 men (52.17%) of the total respondents. Based on the respondents' universities, 46 individuals (32.61%) are from Pattimura University, 35 individuals (25.36%) from Ambon State Polytechnic, 10 individuals (7.25%) from Darussalam University, 12 individuals (8.70%) from Alazka Ambon College of Administrative Sciences (STIA), 18 individuals (13.04%) from Indonesian Christian University Maluku, 12 individuals (8.70%) from Trinitas Ambon College of Administrative Sciences (STIA), and six individuals (4.35%) from Maluku Health Polytechnic.

The validity test results, as shown in Table 1, indicate that all question items are valid for their respective components, with factor loading values above 0.5. Furthermore, the reliability test results shown in Table 2 indicate that all variables are reliable, with Corrected Item-Total Correlation ( $> 0.5$ ) and Cronbach's Alpha more significant than 0.7. Table 3 below shows the results of the descriptive statistical tests of the research variables.

**Table 1. Validity Test Results**

item	Loading Factor			
	1	2	3	4
CE1		.656		
CE2		.816		
CE3		.811		
CE4		.853		
MTE1	.813			
MTE2	.703			
MTE3	.694			
MTE4	.657			
MTE5	.720			
TI1			.657	
TI2			.723	
TI3			.707	
TI4			.718	
REI1				.834
REI2				.631
REI3				.685
REI4				.774

Source: Research Findings (2023).

**Table 2. Reliability Test Results**

Variable	Item	Reliability	
		Corrected Item-Total Correlation	Cronbach Alpha
CE	CE1	.515	0,815
	CE2	.664	

Variable	Item	Reliability	
		Corrected Item-Total Correlation	Cronbach Alpha
MTE	CE3	.665	0,789
	CE4	.710	
	MTE1	.652	
	MTE2	.558	
	MTE3	.512	
MTE	MTE4	.535	0,789
	MTE5	.587	
	TI1	.566	
	TI2	.511	
TI	TI3	.548	0,717
	TI4	.583	
	REI1	.598	
REI	REI2	.687	0,790
	REI3	.587	
	REI4	.664	

Source: Research Findings (2023).

**Table 3. Descriptive Statistics of Variables**

Variable	N	Mean	Std. Dev
CE	138	3,7627	0,41562
MTE	138	4,0159	0,4217
CI	138	3,7246	0,3803
RI	138	3,8424	0,4079

Source: Research Findings (2023).

Table 4. below provides a comprehensive summary of the hypothesis testing results conducted through multiple regression.

**Table 4. Hypothesis Testing**

Hypothesis	$\beta$	t	Sig.
1 CE → RI	0,276	3,900	0,000
2: MTE → RI	0,336	4,712	0,000
3: TI → RI	0,325	4,629	0,000

Source: Research Findings (2023).

Results Hypothesis 1 Accepted The test results show that Customer engagement positively influences revisit intention. Hypothesis 1 is accepted based on the following statistical indicators: a  $\beta$  value of 0.276, a t-value of 3.900, and a probability/significance value

of 0.000. A study by Rather et al. (2022) also shows that customer engagement significantly impacts revisit intention. This research emphasizes that tourists who feel emotionally and actively engaged with a destination tend to have a stronger intention to revisit the destination. This research shows that high customer engagement is directly related to increased revisit intention. It emphasizes the importance of positive emotional experiences during a tourist visit in shaping customer engagement. Tourists who feel emotionally engaged with a destination tend to have stronger relationships and higher loyalty, increasing their intention to revisit the destination (Prayag et al., 2017). Research by So et al. (2021) developed and validated a customer engagement scale with tourism brands. The results indicate that the affective dimension of customer engagement, such as the pleasure and happiness felt during a visit, significantly influences revisit intention. Tourists who experience positive emotions during their visit tend to have stronger emotional bonds with the destination, which drives their intention to return (So et al., 2021).

The test results show that the Memorable Tourism Experience positively influences revisit intention. Hypothesis 2 is accepted based on the following statistical values: a  $\beta$  value of 0.276, a t-value of 3.900, and a probability/significance value of 0.000. In the tourism industry, creating a memorable tourism experience is one of the critical strategies for increasing tourists' intention to revisit. Memorable experiences can create positive memories that encourage tourists to return to the destination in the future. Tourists who share their experiences on social media, give positive reviews, and interact with destination content tend to feel more engaged and have a stronger intention to revisit the destination. Memorable experiences enhance engagement and revisit intention through social interaction and sharing positive memories (Zhang et al., 2018). Tung and Ritchie (2011) show that tourists who experience positive emotions during their visit tend to have stronger emotional bonds with the destination, which drives their intention to return. Tourists who experience positive emotions during their visit tend to have stronger emotional bonds with the destination, which drives their intention to return (Sthapit & Coudounaris, 2018).

The test results show that Tourism Identification positively influences revisit intention. Hypothesis 3 is accepted based on the following statistical values: a  $\beta$  value of 0.276, a t-value of 3.900, and a probability/significance value of 0.000. When tourists feel emotionally connected to a destination, they tend to have deeper and more meaningful experiences. These positive experiences create fond memories that make them want to return to repeat or deepen those experiences (Harrigan et al., 2017). Destinations that offer unique and authentic experiences that cannot be found elsewhere increase tourists' attraction to return (Butler, 2017).



Identifying these unique elements makes tourists feel the destination is special and worth revisiting. Tourism identification plays a role in attracting tourists for their first visit and building long-term relationships with the destination that can result in repeated visits. Destinations that successfully create strong identification with tourists have a greater chance of maintaining and increasing visitation levels through high revisit intention (Rather, 2021).

## CONCLUSION

When tourists actively engage with their travel experiences, they are more likely to develop a solid attachment to the destination, ultimately increasing the likelihood of revisiting. This active engagement helps to create a deeper bond between tourists and the location, fostering loyalty and a desire to return. Furthermore, when tourists have unique, unforgettable experiences, these memories are potent motivators for future visits. The emotional impact of these memories reinforces the positive association with the destination, making tourists more inclined to choose the exact location for subsequent trips. Creating and promoting memorable experiences cannot be underestimated, as these experiences are crucial in differentiating a destination from its competitors.

Tourists who perceive a destination as part of their identity or see themselves reflected in its culture and environment develop a stronger attachment. This attachment encourages repeat visits, as tourists wish to reconnect with a place that resonates with their values and identity.

Future research can employ a longitudinal approach to observe changes in revisit intention over time. Future studies could also involve comparative analyses between various destinations to understand how the factors under investigation influence revisit intention in different contexts. Such studies can include destinations with diverse characteristics, such as natural, cultural, or urban destinations, to evaluate whether the findings can be generalized or specific to particular destinations.

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