

Tourists' Intention to Revisit Tourism of Heritage Buildings in Bandung

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Abstract—This study examines the influence on perceived quality, perceived value, on revisit intention. Sample consists of 150 tourists who have intention to revisit heritage tourism in Bandung, taken by Convenience sampling. Structural equation modelling (SEM) technique is the statistical method selected in order to elaborate among of unobserved variables. The results indicate that perceived quality has a significantly positive effect on perceived value and revisit intention. Perceived value has a significantly positive effect on revisit intention.

Keywords—perceived quality; perceived value; revisit intention

I. INTRODUCTION

The diversity of previous research still shows the diversity of models, especially the behavioral intentions of consumers of tourism objects [1-4]. This diversity is thought to be due to object factors and the setting that is the study observation including the problems that arise in it. This condition has implications for the inability of the model to be applied to every phenomenon. The following is an explanation of the condition.

First, several studies focused on research objects on heritage tourism objects [2-5]. Other research focused on tourist behavioral intentions. In the model there are three decision variables that are thought to influence the intention of tourists to visit, namely experience, mood and satisfaction. This shows that experience and mood influence directly or indirectly mediated by satisfaction variables, this also means that satisfaction mediates partially the relationship between experience and perceived value towards the intention of tourists to visit [4].

In addition to heritage tourism objects, there are other studies that focus on research objects on festival attractions [3,6,7] In this model there are three decision variables that are thought to influence the intention of tourists to visit, namely perceptions of quality, perceived value, and satisfaction. This shows that perceptions of quality and perceived value affect tourist behavioral intentions both directly and indirectly mediated by satisfaction variables, this means that satisfaction mediates partially the relationship between service quality and perceived value of traveler's intention to visit.

Other research a theory of tourists' behaviour, especially in relation to tourists' intention to revisit heritage sites is still

debatable; it results from various used methods, models, and predictor variables in the process of tourists' behaviour formation appearing in different theoretical frameworks [2,4,8,9].

A specific setting object is needed to reduce the alternative model; the object is used to avoid dubious models. Hence, the researchers select Bandung as the observation unit with its various tourists, in special the variety of its tourists' behaviour in perceiving service quality, perceived value, and satisfaction. Several previous studies reveal that the perceptions of service quality, perceived value, and satisfaction are considered as a good predictor for tourists to revisit [6,10,11].

The previous studies show that variable of perceptions of service quality has a positive effect on tourists and their intention to make a revisit. On the other hand, the consumers' behaviour receives less attention than service quality [6,12]. From the two phenomena, this research used that variables that are assumed can be employed as the model construction. The first variable that is going to be considered is the perception of service quality. The reason for putting the service quality it will effect intention behaviour [2,6,9].

The perception of value is the second variable that is going to be considered. This variable used as the predictor of intention behaviour of tourists to revisit [2,6,8,9]. The last variable is intention behaviour of revisit; this variable functions as the destination one, which is used to predict the real behaviour of tourists when the intention behaviour is measured. By analysing the formed causality relationship, it is expected that the constructed model can predict intention behaviour of tourists in the future [4,6,10]. All in all, the more positive perceptions of service quality, the perception of value will influence a huge amount of tourists' intention to revisit.

II. MATERIALS AND METHODS TOURISTS' SATISFACTION

Intention behaviour is defined as the judgement of the relevance to review the same destination or facility to recommend destination place to other people that consumers give [9]. There are two variables that are used to predict tourists' intention behaviour, namely service quality [6]. Service quality is considered as a positive predictor for intention behaviour to revisit [6,13-15]. This condition is predicted by the perception of service quality, which grows

stronger, will affect tourists’ intention behaviour to make a revisit. The higher service quality is, the higher intention behaviour of tourists to revisit will be. Thus, it hypothesizes H1: The perception of service quality positively influences tourists’ intention behaviour.

Some theoretical frameworks focus on the concept of the value perception having an important role in consumers’ judgement completely of the service quality [7,16,17], it happens when consumers receive a service out of their expectation; thus, this over expectation is the basic of the value perception construction. The service quality perception that strongly instils in the mind of tourists will effect on the increase of the value perception. That is, the higher the service quality perception, the higher the value perception. Thus, it hypothesizes H2: the perception of service quality will positively influence the perception of value.

The rest of the frameworks recommend that the perception of value can potentially be a better predictor for the intention of repurchase compared to service quality; the perception of value also refers to the great predictor for the intention behaviour of repurchase either before or after having experiences [10,15]. It occurs when the perception of value develops in a better way, either it develops directly or it receives supports from the perception of service quality. As a result, it will affect tourists’ intention behaviour to revisit. Yet, a small amounts of theoretical frameworks exploring value as a positive predictor for tourists’ intention behaviour compared to service quality and consumers’ satisfaction [12,17] encourage the researchers to propose the value variable to be the main predictor variable for tourists’ intention behaviour. Hence, it hypothesizes: H3: the perception of value positively influences tourists’ intention behaviour.

The samples are selected using Convenience sampling. From 200 questionnaires, 173 questionnaires collected where there are only 150 questionnaires are suitable to be the research data. The quantity determination results from the emphasis of the data sufficiency aspect in terms of the validity criteria of the selected statistical method. Confirmatory Factor Analysis (CFA) and reliability test are used to test validity; the tests employ Cronbach Alpha; the test is reliable when the value > 0.6. The analytical technique uses Structural Equation Modelling (SEM), with the hypothesis tests conducted using AMOS program in the version of 18.0; it functions to analyse the causal relationship within the proposed structural model.

III. RESULT AND DISCUSSION

TABLE I. THE RESULTS OF THE HYPOTHESES TESTS

Hypotheses				Estimation	S.E.	C.R.	P	conclusion
H1	PQ	→	RI	.421	.165	4.729	***	Accepted
H3	PQ	→	PV	.231	.112	3.544	***	Accepted
H3	PV	→	RI	.449	.143	4.623	.007	Accepted

Source: the primary processed data

This present study proposed three hypotheses based on the research setting which refers to the theoretical approach of revisit intention. The entire results can be found in table 1.

Hypothesis 2 is accepted. It may occur because the service quality aspect is considered as the aspect that is able to predict tourists’ intention behaviour. Thus, this aspect supports the more positive service quality perception which in turn it will lead to the higher significance of tourists’ intention behaviour. The tested hypothesis shows the consistency of the causality pattern indicating the researchers’ capability to back the concept of the phenomena of the significant causality pattern conceptualised in the previous studies [6,10]. In contrast, the other studies show the non-significant causality pattern found in the two aspects [2,9].

The result of hypothesis 2 shows that the perception of service quality positively influences the value perception of the visitors. It shows the consistency of the causality pattern indicating the researchers’ capability to support the concept of the phenomena of the significant causality pattern conceptualised in the former studies [2,9]. The other studies suggest that the causality pattern is not significant on the two aspects [13]. It indicates that further studies are needed to explore the existence of the service quality and value aspects; therefore, it is expected that a model with the capability to describe the tested phenomena will come into exist.

Hypothesis 3 is accepted. It likely takes occur because the aspect of the value perception is considered to be an aspect with great positive influence on tourists’ intention behaviour. Thus, this aspect contributes to the more positive value perception which brings significant impact on the positive intention behaviour. From the test above, it reveals the consistency of the causality pattern showing the researchers’ ability to support the phenomena of the significant causality pattern conceptualised in the former studies [2,10,15]. Conversely, the other studies show non- significant causality pattern in the two aspects [9]. In this sense, further investigations are necessary to explore the existence of the aspects of the neglected service quality and intention behaviour perceptions, as the result, a modern with the competency to describe the tested phenomena will be available.

IV. CONCLUSION

The results of the study indicate that perceived of service quality and perceived value are strong predictive variables towards the formation of tourist visiting behavior. The results of this study indicate the consistency of the pattern of causality with previous research. The theoretical implication of the study, from the results of the study, is that this study can be used as a mainstream for further studies related to intention behavior, then from a methodological aspect, it is hoped that this study can be a comparison to do the same study or for different observation settings. The limitation of this research is that in choosing behavior, the intention to revisit it as the destination variable, so that it focuses on the variable. In addition, based on the study of literacy, previous research revealed several observational variables that could influence the objective variables of this study. Therefore, further studies are needed using other observation variables. The limitations of research that refers to aspects of cultural characteristics due to geographical factors and demos are something that cannot be avoided because of different observation settings. Although this study has limitations that have implications for the inability

of model constructs designed to be able to explain all phenomena and situations, rigid testing procedures are expected not to reduce the degree of confidence in the accuracy of the prediction models produced.

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