Effects of Novelty Seeking, Destination Image, and Perceived Value Through Satisfaction on Revisit Intention to MICE Destinations

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Abstract—Revisit intention to MICE destinations and recommending them to other people can help tourists to come back and bring profit to the MICE destinations. This study aims to: 1) Analyze the effect of novelty seeking, destination image, and perceived value on satisfaction of tourists in MICE activities. 2) Analyze the effect of satisfaction on revisit intention. 3) Analyze the effect of novelty seeking, destination image, and perceived value through satisfaction on revisit intention to MICE destinations. A questionnaire is used as the data collecting method. Primary data sources were taken by giving questionnaire on 100 respondents who had participated in MICE activities in Medan City and were analyzed using the Path Analysis method using PLS-SEM. The results showed: 1) novelty seeking has a non-significant negative effect on satisfaction. Destination image and perceived value have a positive and significant effect on satisfaction. 2) Satisfaction has a positive and significant effect on the revisit intention. Novelty seeking through satisfaction has no effect on revisit intention. Destination image, perceived value through satisfaction have a positive and significant effect on the revisit intention to MICE destinations.

Keywords—novelty seeking, destination image, perceived value, satisfaction, revisit intension

I. INTRODUCTION

The COVID 19 pandemic has devastated the world tourism sector in the world, including Indonesia. The tourism sector in North Sumatra, especially in Medan City, has become sluggish. The number of foreign tourists visiting North Sumatra through 4 (four) entrances in March of 2020 has decreased by 49.03 percent compared to February of 2020, from 15,367 to 7,832 visits. The Ministry of Tourism predicts that there will be changes in tourism trends after the Covid 19 pandemic ends. Tourists will demand new things based on the new normal behavior's, especially regarding the health and safety management in post-pandemic destinations. In other words, there will be Novelty Seeking that must be prepared by destinations to achieve sustainable tourism, especially for revisiting and frequent tourists. Therefore, MICE activities can be held to increase the number of tourist visits. They will

revisit the destination if they have a good impression of the destination. Tourists who make repeating visits will reduce marketing costs by voluntarily promote the destination via word of mouth. The behavior of the revisit intention is very important to be studied, especially for Medan City as one of the second-tier of destinations in Indonesia. Therefore, this research aims to find the relationship between Revisit Intention to a destination through Novelty Seeking, Destination Image, Perceived Value and Satisfaction on business tourists who do MICE activities in the Medan City.

II. METHODS

This research is conducted using quantitative approach. The research population consists of people who have attended business meetings (MICE) in Medan City from various regions in Indonesia and abroad. A revisit intention behavior survey was conducted on MICE tourists who have participated in MICE activities in Medan and stayed at least 1 night. The number of samples taken in this study using the Lemeshow formula, this is because the number of populations is unknown or infinite. The number of samples is 100 people. The sampling technique used in this study was purposive sampling. The data collection technique was carried out using a questionnaire. The variables in this study are described as follows:

A. Novelty Seeking

Novelty seeking is defined as a search for destination in the form of new and foreign experiences that are different from previous experiences, which are considered different, unusual, impressive, adventurous, refreshing and exciting [1-3]. In the MICE activity, novelty seeking is defined as the search for an unusual place setting in the sense that the place offers an unusual, unique, and enjoyable experience for participants [4]. The novelty preferences in MICE activities consist of three dimensions identified as: 1) Destination Familiarity, 2) Destination uniqueness, 3) Destination Excitement.

B. Destination Image

MICE Destination can be defined as the destination where MICE activities are held or the location of which MICE events to be held [5]. A destination image is defined as a collection of thoughts, hopes and emotional thoughts that tourists give to a destination [6,7]. Destination image has indicators that are attractiveness, accessibility, enjoyable building style, good transportation, and friendly and welcoming community [8,9].

C. Perceived Value

Perceived value is the opinion of consumers about the value of a product or service provided to them. Bajs states that value is a positive considerations (benefit) and negative considerations (sacrifice or cost) [10]. Perceived value has six indicators that are used as parameters. The indicators referred to are: modern and technological, good Infrastructure, good food and servitude, good facilities, neat and clean physical appearance, good facilities and personal safety [11,12]. Zeithaml identifies four unique definitions of customer value which consist of fair price, desirable product, the quality of obtained goods and value for money [13].

D. Satisfaction

According to Kotler and Keller, satisfaction is a feeling of pleasure or disappointment resulting from comparing product performance with expectations [14]. Satisfaction is needed to determine behavioral intentions or subsequent interests to provide recommendations for MICE activities. The satisfaction variable has four indicators. The indicators in question are: Feeling Satisfied, Really Enjoyed, Fulfilled Desires, and Not Disappointed [15].

E. Revisit Intention

The actual behavior of MICE tourists is assessed through behavior intention. Weaver and Opperman uses revisit intention to predict the choice of returning to a destination in the future [16]. Indicators to measure intention to revisit a destination are willingness to repurchase or revisit and Desire to Recommend the destination to others [17].

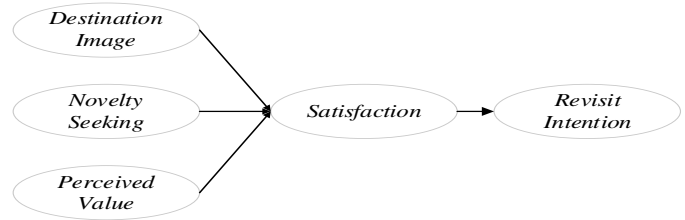Relationship between variables is illustrated in the following figure 1.

Fig. 1. Research concept framework (Source: Processed data).

III. RESULTS

A. Measurement Model Analysis

Measurement model analysis was carried out using validity and reliability test (outer model) which consists of convergent validity, average variance extracted (AVE), discriminant validity and composite reliability (figure 2).

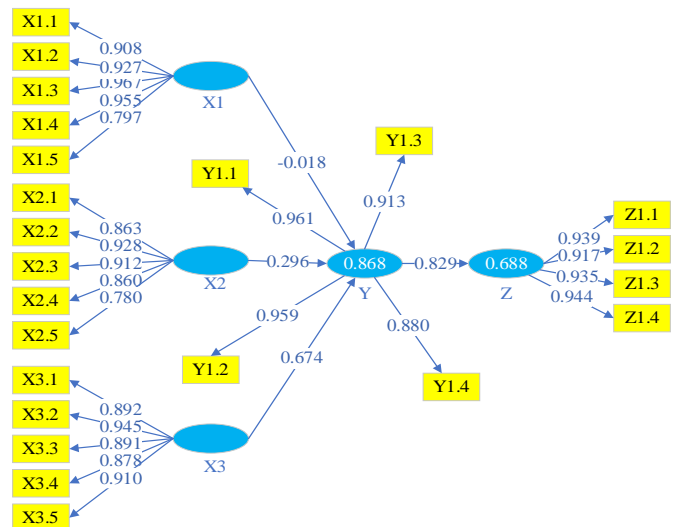#### 1) Convergent validity test

Fig. 2. Convergent validity test.

2) Avarege Variance Extracted (AVE): Table 1 showed that AVE value for each construct has a value greater than 0.5. Thus, it can be said that the value of each construct with the indicator is good because it meets the requirements.

TABLE I. AVE VALUES, CRONBACHS ALPHA AND COMPOSITE RELIABILITY

No.	Variables	AVE	Results	Cronbach's Alpha	Composite Reliability	Results
1	Novelty Seeking	0,833	Reliable	0.949	0,961	Reliable
2	Destination Image	0,757	Reliable	0.919	0,939	Reliable
3	Perceived Value	0,816	Reliable	0.944	0,957	Reliable
4	Satisfaction	0,862	Reliable	0.946	0,961	Reliable
5	Revisit Intention	0,872	Reliable	0.951	0,965	Reliable

3) Discriminant validity: According to the calculation of discriminant validity in figure 3, it can be concluded that all variables have the highest correlation to themselves compared to correlations on other variables. Thus, the conditions for discriminant validity in the case of this study were fulfilled.

Validitas Diskriminan

	Kriteria Fornell-Larck...	Cross Loadings		Rasio Heterotrait-Mon...	
	X1	X2	X3	Y	Z
X1	0.913				
X2	0.841	0.870			
X3	0.784	0.884	0.904		
Y	0.760	0.877	0.922	0.928	
Z	0.698	0.784	0.796	0.829	0.934

Fig. 3. Discriminant validity.

4) Construct reliability: In Table 1 For the Cronbach Alpha score, Composite Reliability to measure the reliability of the measurement model obtained good results, which is more than the rule of thumbs of 0.60. Thus, it can be concluded that the measurement model of all variables has good reliability.

B. Structural Model Analysis

Measurement of the structural model or measurement of the inner model was done to see the relationship between the constructs, the significance value and the R-square of the research model.

1) Analysis of relationships between variables: As seen in Figure 4, the novelty seeking variable had a negative relationship direction. The value of t-count <t-table. The p-value level is> 0.05. This means that novelty seeking had a negative but not significant relationship with satisfaction. The hypothesis is rejected. The destination image variable had a positive relationship direction. T-value>t-table with p-value <0.05. Hypothesis is accepted. Perceived value variable had a positive relationship direction. T-value> t-table with p-value <0.05. Hypothesis is accepted. The satisfaction variable had positive relationship direction. The value of t-count> t-table with a level of p-value <0.05. Hypothesis is accepted.

	Mean, STDEV, T-Values, P-Val...	Keyakinan Interval		Keyakinan Int
	Sampel A...	Rata-rata...	Standar ...	T Statistik...	P Values
X1 -> Y	-0.018	-0.010	0.074	0.242	**0.809**
X2 -> Y	0.296	0.291	0.081	3.648	**0.000**
X3 -> Y	0.674	0.672	0.056	11.930	**0.000**
Y -> Z	0.829	0.830	0.071	11.711	**0.000**

Fig. 4. Path coefficient.

2) Indirect effects analysis: Figure 5 revealed that the novelty seeking variable had a negative relationship direction, the t-value <t-table with the p-value> 0.05. This means that novelty seeking through satisfaction had a negative but insignificant relationship with revisit intention. The hypothesis is rejected. The destination image variable had a positive relationship direction. The value of t-count> t-table with a level of p-value <0.05. Hypothesis is accepted. Perceived value variable had a positive relationship direction. The value of t-count> t-table with a level of p-value of 0.000 <0.05. Hypothesis is accepted.

	Mean, STDEV, T-Values, P-Val...	Keyakinan Interval		Keyakinan Interval
	Sampel A...	Rata-rata...	Standar ...	T Statistik...	P Values
X1 -> Y					
X1 -> Z	-0.015	-0.008	0.062	0.240	**0.810**
X2 -> Y					
X2 -> Z	0.246	0.241	0.071	3.468	**0.001**
X3 -> Y					
X3 -> Z	0.559	0.557	0.065	8.659	**0.000**
Y -> Z					

Fig. 5. Indirect effects.

3) R-Squared (R^2) Test: The value of R-squared (R^2) was used to measure how much influence the independent latent variable has on the dependent latent variable (figure 6). According to Ghozali [18], R^2 results of ≥ 0.67 indicate that the model is categorized as good. From the calculation in table 6, it can be seen that the ability of the independent variables of Novelty Seeking, Destination Image and Perceived Value to explain the dependent variable of Satisfaction is 86.8%, while the rest is influenced by other factors. Besides that, through calculations it can also be seen that the ability of the independent variables of Novelty Seeking, Destination Image, Perceived Value and Satisfaction to explain the dependent variable of Revisit Intention is 68.8%, while the rest is influenced by other variables not discussed in this study. The R2 result of ≥ 0.67 indicates that the model is categorized as good.

	Matriks	R Square	Adjusted R Square
		R Square	Adjusted R Square
Y		0.868	0.863
Z		0.688	0.685

Fig. 6. R^2 test.

IV. DISCUSSIONS

The results of the study showed that novelty seeking has no effect on satisfaction. Similarly, Novelty seeking through satisfaction has no effect on revisit intention. The results of the study contradicted the research results of Novianto and Assaker and Vinzi and O'Connor and those of Bello and Etzel [2,6]. The contradiction occurs because this situation will strongly apply to leisure tourists. In MICE activities, activity

participants are representatives of the organization to attend MICE meetings. Although participants in MICE activities have a strong tendency to seek new things or novelty seeking, this does not affect satisfaction or behaviour on revisit intention. MICE activities are part of the assignment to attend MICE meetings.

The results revealed that destination image has a positive and significant effect on satisfaction. The research findings also showed that destination image through satisfaction has a positive and significant effect on revisit intention. If the tourist expectation based on the destination image is fulfilled, it will lead to satisfaction, which will then lead to post visiting revisit intention. The results of this study are consistent with previous researches [8,16,19]. The image of the destination significantly influences the association or participant's decision to attend the convention.

Perceived value has a positive and significant effect on satisfaction. Perceived value through satisfaction has a positive and significant effect on Revisit intention. This means that the perception of the value of tourists towards Medan city MICE destinations and the values of MICE event arrangements are considered appropriate to cause satisfaction and this affects the revisit intention to Medan city as a destination. This study supports research conducted by Lien, Wen and Wu which explains that perceived value has a positive and significant effect on behavioural intention through indirect relationship through customer satisfaction [20]. Satisfaction has a positive and significant effect on revisit intention. The findings of this study support the results of research conducted by Susyarini et al. showed that satisfaction affects behaviour intention. If tourists are satisfied with the experience received while doing MICE activities in Medan city destinations, then these tourists will have the intention of behaving to revisit these destinations in the future and will promote these destinations to others [8].

V. CONCLUSION

The results showed that novelty seeking has a non-significant negative effect on satisfaction. Destination image and perceived value have a positive and significant effect on satisfaction. Satisfaction has a positive and significant effect on the revisit intention. Novelty seeking through satisfaction has no effect on revisit intention. Destination image, perceived value through satisfaction have a positive and significant effect on the revisit intention of MICE activity participants.

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