The Effect of Servicescape on Tourist Revisit Intention at Water Sport and Recreation Tourism Destination

Risma Ambarwati[1] Salsabila Rahmadina Putri Iswan[1] Sari Lestari Zainal Ridho[1,*],

Hadi Jauhari[1] Paisal Paisal[1], Afrizawati Afrizawati[1]

[1] *State Polytechnic of Sriwijaya*
[*]*Corresponding author. Email:* _sarilestari@polsri.ac.id_

ABSTRACT

This research is conducted to see the influence of servicescape on tourist revisit intention at one of water sports & recreation tourism destination in Palembang. Water sports & recreation is one of tourist choice on tourism destination in Palembang. This research used descriptive quantitative method with purposive sampling method. The number of respondents are 100 respondents who have visited Amanzi Waterpark Palembang at least 2 times. T test shows that ambient condition, functionality & layout, and sign symbol and artifact partially have a positive and significant effect on tourist revisit intention. F test shows that simultaneously ambient condition, functionality & layout, and sign symbol and artifact have significant effect on tourist revisit intention. the magnitude of the influence of ambient condition, funcionality & layout, and sign symbol and artifact on tourist revisit intention at Amanzi Waterpark Palembang is 45,2%, while the rest is influenced by other variables that not researched by researcher.

Keywords: ambient condition, functionality& layout, sign symbol and artifact, revisit intention.

1. INTRODUCTION

Over the years, tourism has grown significantly, mainly in the globalization era, and has excelled the country's economy. Tourism contributed to foreign exchange of 280 million rupiahs in 2019. Tourism is an intangible service which means tourism products and services cannot be seen. In order to impress the tourist, the tourist attraction management should provide a memorable experience for them. One form of experience that can be provided for the tourist is establishing a servicescape (physical service environment). Servicescape consists of three dimensions, ambient condition, functionality and layout, sign, symbol & artefact [6].In her research, Fela Septiana (2018) proved that Servicescape affected tourist revisit intention at Goa Goa Jatijajar, Kebumen.

Amanzi Waterpark Palembang is tourists choices as a sport tourism destinations in Palembang. Amanzi Waterpark Palembang offers various rides such as River Nile, the Velocity, The Raft, Zimba and Coran Pool, Zimba Zone, The Falls, The Cyclone, and Flying Fox, as well as other public facilities. The number of tourists who have visited Amanzi Waterpark Palembang has improved over the years.
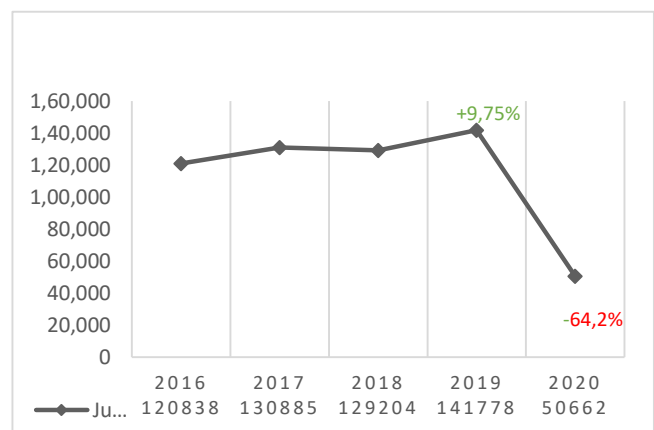

Figure 1 Number of Amanzi Waterpark Palembang Visitors

Based on researcher's observation and interview with the visitors on 3 April 2021, Amanzi Waterpark Palembang has problems in cleanliness around the park, fading signboards, and unstrategic facility placement. According to the explanations above, the researcher is interested in researching the effect of servicescape on tourist revisit intention at Amanzi Waterpark Palembang

2. LITERATURE REVIEW

2.1. Definition of Servicescape

Servicescape has been explained in numerous ways. The complexness of services cape varies from lean to elaborate atmospheres [4]. Booms and Bitner (1981) explained that the service scape is a service setting wherever customers move and meet with employees. This includes all exterior and interior attributes. Generally, exterior attributes like signage, design, parking, and interior attributes such as equipment, layout, air quality, temperature, sound, music, aroma, lighting, are a part of services cape [2].

2.2. Dimention of Servicescape

Table 1. Servicescape consist of three dimensions

No	Dimensi Servicescaoe	Atribut
1	Ambient Condition	Music
		Aroma
		Cleanliness
		Room temperature
2	Space, layout, and function	Furnitures
		Placement
		Equipments
3	Signs, symbols and artifact	Decorations
		Signs
		Informations board
		Signs board

2.3. Revisit Intention

Revisit intention is a desire to return to a place that has been visited before (Nuraini,2014)

2.4. Dimension of Revisit Intention

Ali Hasan (2013) repeat intention to buy has four dimensions:

1. Transactional interest, someone tendency to shop a product

2. Preferential interest, an interest that describes someone's behaviour who prefers one product over the other products

3. Referential interest, someone tendency to recommend a product to others

4. Explorative interest, it describes someone's behaviour who is always looking for a product information [1].

3. RESEARCH METHOD

This research was conducted on Amanzi Waterpark visitor who had visited Amanzi Waterpark Palembang at least 2 times. Amanzi Waterpark is located at Komp. CitraGrand City Copacabana Lifestyle Center Blok D No.38, Jl. Bypass Alang-Alang Lebar No. KM12, Talang Kelapa., Kec. Alang-Alang Lebar, Palembang City, South Sumatra 30154. The population used was 114,501 visitors. The sampling method used is purposive sampling method. By distributing questionnaires to 100 respondents. The research instruments used in this study were validity, reliability, t-test, F-test and simple linear regression using the IBM SPSS Statics 25 program.

4. RESULTS AND DISCUSSION

4.1. Test Instrument

4.1.1. Validity Test

The test results show that the results of the rtable count are more than 0.30 indicating that the instrument used is valid.

4.1.2. Reliability Test

The test results for the ambient condition, space, layout, and function and signs, symbol and artifact variables show a number more than 0.60 indicating that the instrument used is reliable.

4.1.3. Hypothesis Test

Table 2.T test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.566	1.758		.322	.748
	Ambient Condition	.258	.155	.156	1.666	.099
	Funcionality & Layout	.418	.162	.256	2.582	.011
	Sign, Symbol & Artifact	.522	.145	.364	3.595	.001

a. Dependent Variable: Revisit Intention

1. Ambient condition variable on revisit intention results in H0 rejected and H1 accepted with the tcount result (1,666) > ttable result (1,660). Therefore, it can be that the Ambient condition positively influences the interest in revisit intention

2. Funcionality & layout variables on revisit intention results in H0 rejected and H2 accepted with the tcount result (2,582) > ttable result (1,660). Therefore, it can be concluded that funcionality & layout positively influences the interest in revisit intention

3. Sign, symbol & artefact variables on revisit intention results in H0 rejected and H3 accepted with the tcount result (3,595) > ttable result (1,660). Therefore, it can be concluded that funcionality &

layout positively influences the interest in revisit intention

4.1.4. F Test

Table 3.F test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	428.734	3	142.911	24.359	.000[b]
	Residual	563.226	96	5.867		
	Total	991.960	99			

a. Dependent Variable: Revisit Intention

b. Predictors: (Constant), Sign, Symbol & Artifact, Ambient Condition, Funcionality & Layout

Table 2 shows that the value of Fcount is 24,359 which is bigger than Ftable, which is 3.09. This shows that simultaneously the ambient condition, functionality & layout, sign, symbol and artifact variables have a positive and significant effect on tourist revisit intention at Amanzi Waterpark Palembang.

4.1.5. R Test

Table 4. R test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681[a]	.464	.452	2.32268

a. Predictors: (Constant), Sign, Symbol & Artifact, Ambient Condition, Funcionality & Layout

Based on table 3 above, the result of the coefficient of determination (R2) is 0.452, which means that the change in interest in tourist revisit intention is influenced by ambient conditions, functionality & layout, sign, symbol & artifact by 45.2% and the remaining 57.5% is influenced by other variables.

4.1.6. Simple Linear Regression

Table 5. Simple Linear Regression Result

Coefficients[a]

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	.566	1.758
	Ambient Condition	.258	.155
	Funcionality & Layout	.418	.162
	Sign, Symbol & Artifact	.522	.145

a. Dependent Variable: Revisit Intention

1. Constant (a) = 0,566 means that ambient condition, functionslity and layout, signs, symbols and artefacts are 0 then the number of revisit intention is 0,566

2. Ambient condition coefficient value is 0.258, means if there is an increase in ambient condition by one

unit, then interest in revisit intention increases by 0.258

3. Functionality & layout coefficient value is 0.418, means if there is an increase in functionality & layout by one unit, then interest in revisit intention increases by 0.418

4. Ambient condition coefficient value is 0.258, means if there is an increase in ambient condition by one unit, then interest in revisit intention increases by 0.258

5. Sign, symbol and artifact value is 0,522, means if there is an increase in sign, symbol and artifact by one unit, then interest in revisit intention increases by 0,522.

5. CONCLUSION

According to the result of the research and discussion that have been described above, it can be concluded that:
1. Ambient condition positively impacts the tourist revisit intention at Amanzi Waterpark Palembang
2. Functionality & layout positively impact the tourist revisit intention at Amanzi Waterpark Palembang
3. Sign, symbol & artifact positively impact the tourist revisit intention at Amanzi Waterpark Palembang
4. Simultaneously the three variables above positively impact the tourist revisit intention at Amanzi Waterpark Palembang

AUTHORS' CONTRIBUTIONS

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