

# The Influence of Tourist Motivation and Destination Image on the Revisit Intention Mediated by the Satisfaction Variables in The Harau Valley Attractions of Lima Puluh Kota Regency

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## ABSTRACT

This research examined the influence of tourist motivation and destination ideals on the revisit intention of tourists mediated by variables of visitor satisfaction at Harau Valley attractions, focusing on research on tourists who had visited Harau Valley attractions. The number of samples was 141 respondents who matched the criteria of the research sample. The data was analyzed by SmartPLS 3.0. The results showed that the variables of traveler motivation towards revisit intention had a positive and insignificant effect. The variable image of the destination had a positive and insignificant effect on the intention of the revisit intention. The motivation of tourists in this study had a positive and significant effect on satisfaction. The image of the destination has a positive and significant effect on satisfaction. Satisfaction has a positive and significant effect on the revisit intention. Furthermore, this analysis showed that satisfaction had a positive and significant effect on the motivation and image of the destination to the revisit intention.

**Keywords:** *Revisit Intention, Motivation Of Tourists, Image Of Destination, Satisfaction*

## 1. INTRODUCTION

Indonesia is a country which has tourism potential with many natural and artificial scenery. Indonesia's nature is able to provide beautiful scenery and provide attraction so as to create comfort for tourists on tourist trips. Some areas which have tourism potential that can cause tourist attraction are very dependent on the success of tourism industry managers in increasing tourist visits. With the creation of the desire of tourists who want to visit the tourism place, it greatly affects the tourism industry that can bring its own benefits and have a good impact on Indonesia, namely as a source of state foreign exchange. In accordance with online data BPS (<https://www.bps.go.id/>) the amount of foreign exchange in the tourism sector in 2016-2018 always increased every year from foreign tourist visits, it was with the numbers 11,206, 13,139 and 16,426 (Billion US \$). The most important role of increasing foreign exchange income of the country, the tourism sector can carry out its role well. Apart from the outbreak which is being hit, the tourism manager should be able to take advantage of

this situation to conduct a review of tourists, so the performance of the destination provided in accordance with the needs of tourists who have traveled, and it has a good impact on the improvement of destinations.

Thus, this research on the revisit intention has become the latest issue in research related to the attitude of tourists in the field of marketing in the service industry that can trigger profits, and sustainability. As in the research Hasan et al. [1], the marketing costs of maintaining a visitor's revisit, the cost incurred was lower than looking for new visitors. Abubakar et al. [2]. The revisit intention could also be influenced by the activity of promotional efforts to remember the positive experience of tourists by spreading information about unique things or different attractions. Research by Simpson et al [3], it was necessary to provide a broad understanding of the behaviour of natural tourism and the factors which influenced the choice of destination. There were many factors which could affect, such as, Hasan et al [1] destination image, Simpson et al. [3] tourist motivation, and satisfaction.

West Sumatra has a tourist charm spread in several regions, one of which is located in the Lima Pulu Kota Regency. Potential tourist destinations in Lima Pulu Kota Regency is Harau valley attractions. Recorded in the book *West Sumatra Tourism Statistics in 2020*, the tourism potential of google search for tourists is 9th and the second is Harau Valley tourism. The advantage of this tour is the natural potential that is decorated by high cliff scenery and several waterfalls, game rides and lodgings that also develop with the bustle of tourist visits to the Harau Valley. However, the outbreak of the COVID-19 pandemic, making the activities of especially tourists disrupted by limiting travel, which is in accordance with local government regulations on the virus which is being hit. Apart from this, tourist visits also proved to decrease tourist visits at Harau Valley attractions in 2019 with 384,037 tourists and 2020 as many as 379,927 tourists and based on field surveys researchers also found some tourists who did not want to revisit as many as 14 people and 2 answered doubts, which did not amount to 8 people out of 24 people studied.

Based on the reference journal, researchers suspect that the relationship of tourist motivation can affect the revisit intention, where the number of tourist visits from 2019 to 2020 was experiencing a breaker, meaning that when tourists did not have a boost to the need for destination travel, then it would not happen. In discussing the revisit intention researchers also found (the image of the destination) as a factor which was influenced, because tourists tried to do livelihood information with the livelihood of google tourist attractions Harau Valley.

For this reason, in accordance with the problems that the researcher mentioned in this research, the researcher was interested in conducting research on "Motivation of Tourists and Destination Ideals Towards the Revisit Intention of Tourists Mediated by Variables of Visitor Satisfaction at Harau Valley Attractions".

## **2. LITERATURE REVIEW**

### *2.1. Revisit Intention*

According to Tosun et al [4] as one component of behavioural intentions, the revisit intention could be defined as a consumer's desire to try the same product, brand, place or region in the future. In research by Zhang et al [5] explained that if the destination could provide a good to tourists, the possibility of tourists revisiting this destination would increase.

### *2.2. Tourists Motivation*

According to Duan et al [6] Motivation was a factor from within which stimulated, encouraged, desired or urged to take action. This motivation arose when a person's needs were indispensable, it related to

psychological needs and desired in driving behavior. In research by Simpson et al [3] found that the motivation of tourists affected by the presence of other attributes could have a strong influence in the formation of the desire to make a re-visitation.

### *2.3. Destination Image*

According to Huang et al. [7] destination image was the thought caused by an object based on the information obtained, and usually related to impressions. In research by Hasan et al. [1] explained that the destination image was important in influencing the satisfaction of tourists and the desire to revisit of tourists.

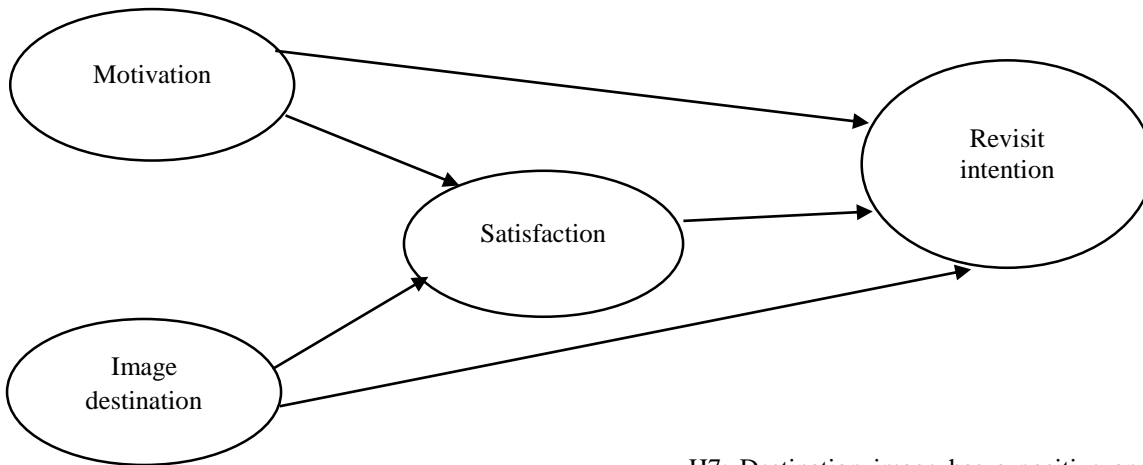
### *2.4. Satisfaction*

According to Ragab et al. [8] satisfaction was an important factor in the success of the marketing and promotion strategy of the destination, which would affect tourist spending, decisions and revisit intentions. Satisfaction was also a cognitive assessment which was related to the value received, the emotional state of a perceived activity. In research by Hasan et al. [1] also explained that the satisfaction arose from tourists, tended to cause a more positive attitude towards a destination

### *2.5. Conceptual Framework*

The conceptual framework shows the influence of independent variables on dependent variables through intervening variables. The bound variable was the revisit intention. Free variables included tourist motivation, destination image. The mediation variable was satisfaction. Tourists would make a re-visitation when during the trip as expected. This was in a line with Simpson et al [3] found that tourist motivation which was influenced by the presence of other attributes could have a strong influence on the formation of the desire to make re-visitation.

To give a clear picture, can be described in the model below:



**Figure 1.** Conceptual Framework

2.6. Hypothesis

Based on research which referred to the theory and previous research, the researcher rose the following hypothesis:

- H1: Tourist motivation has a positive and significant effect on the intention of re-visitation of tourist to the Harau Valley tourist attraction
- H2: The image of the visitor's destination has a positive and significant effect on the revisit intention tourists to the Harau Valley tourist attraction
- H3: Tourist motivation has a positive and significant effect on tourist satisfaction at the Harau Valley tourist attraction
- H4: Destination image has a positive and significant effect on tourist satisfaction at the Harau Valley tourist attraction
- H5: Tourist satisfaction has a positive and significant effect on the revisit intention of tourists
- H6: Tourist motivation has a positive and significant effect on revisit intentions through satisfaction as a mediator at the Harau Valley tourist attraction.

H7: Destination image has a positive and significant effect on revisit intentions through satisfaction as a mediator at the Harau Valley tourist attraction.

**3. METHOD**

This research process was descriptive in nature designed to collect data which described the characteristics of objects (such as people, organizations, products, or brands and others), events, or situations. The population was all visitors to Harau valley. Purposive sampling technique, which was a sampling technique with consideration of several things. This technique was included in the type of non-probability sampling sample. Based on the sampling formula presented by Hair, the number of respondents who filled out a research questionnaire was 135 people (minimum sample). Variable measurement was done by the Likert scale. The data was analyzed by the SEM approach. Analytical tools used in analysing SEM models and hypothesis testing using with SmartPLS 3.0 software.

**4. RESULT AND DISCUSSION**

4.1. Result

The research used SEM and hypothesis testing using PLS with SmartPLS version 3.

**Table 1.** Analysis characteristics respondent

Respondent	Frequency	%
Gender		
Female	93 respondents	66 %
Male	48 respondents	34 %
Age		
Less than 20 years	4 respondents	2,9 %
21-30 years old	102 respondents	72,3 %
31-40 years old	14 respondents	9,9 %
41-50 years old	14 respondents	9,9 %
More than 50 years	7 respondents	5 %
Education		
Junior high school	4 respondents	2,9 %
Senior high school	28 respondents	19,9 %
Diploma	21 respondents	14,9 %
Bachelor	79 respondents	56 %
Master	6 respondents	4,2 %
Ph.D	3 respondents	2,1 %

civil servant	23 respondents	16,3 %
Private employee	45 respondents	31,9 %
Student/Student	25 respondents	17,8 %
entrepreneur	19 respondents	13,5 %
Housewife	6 respondents	4,2 %
Other	23 respondents	16,3 %
income		
< Rp 1.000.000	19 respondents	13,5 %
Rp.1.000.000 – 2.500.000	30 respondents	21,3 %
Rp 2.500.000 – 5.000.000	59 respondents	41,8 %
Rp. 5.000.000 – 7.500.000	16 respondents	11,3%
> Rp 7.500.000	4 respondents	2,9 %
Others	13 respondents	9,2 %

The results of the respondent's description showed that from the data obtained from 141 respondents, the number of respondents with female gender was 93 respondents. While the number of male respondents as many as 48 respondents. Based on the results of research conducted, the majority of respondents' income was in the income range of Rp. 2,500,000 - Rp. 5,000,000, - which was 59 people or 41.8%.

**4.2. Outer Model**

Based on Figure 4.2, it could be seen that the loading factor value > 0.5 meant that all the data were valid. The convergent validity test could also be seen from the AVE value. The goal was to measure the level of variation of a component of the construct compiled from its indicators.

**Table 2.** Results of test reliability and validity

variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
destination image	0.758	0.76	0.846	0.58
satisfaction	0.869	0.87	0.905	0.656
motivation	0.928	0.928	0.937	0.515
revisit intention	0.895	0.897	0.927	0.761

*Sources: Primary data process, 2021*

Based on table 4.12 the AVE value for each construct was greater than 0.5. Thus, the measurement of convergent validity could be said to be valid.

**4.3. Inner Model**

**Table 3.** R-square analysis result

Variables	R Square	R Square Adjusted
satisfaction	0.608	0.602
revisit intention	0.576	0.566

*Sources: Primary data process, 2021*

The results of the data in table 4.16 showed that the R square of satisfaction was 0.608 meaning that the motivation variable and destination image explained the satisfaction variable by 60.8%, the remaining 39.2% was explained by other variables outside of this research.

R square of the revisit intention was 0.576 meant that the motivation and image of the destination explained the variable of revisit intention by 57.6%, while 42.4% was explained by other variables.

**4.4. Hypothesis testing result**

Hypothesis testing was done to look at direct influences, indirect influences and total influences between variables. This test was done by operating bootstrapped on the SmartPLS 3.0 program to obtain the relationship between exogenous variables and endogenous variables.

**4.4.1. Hypothesis testing result**

Hypothesis 1: The results of the first hypothesis test showed positive and insignificant results due to the value of p-values > 0.05 which was 0.178 and the t statistical value was less than 1.96 which was 1,350. (rejected)

Hypothesis 2: The results of the second hypothesis test showed positive results which could be seen through the results of p-values > 0.05 which was 0.682 and the value of t statistic < 1.96 which was 0.410. (rejected)

Hypothesis 3: The third hypothesis test result showed a positive result which could be seen through the p-values < 0.05 which was 0.001 and the t statistical value > 1.96 which was 3.281. (accepted)

Hypothesis 4: The results of the fourth hypothesis test showed positive results which could be seen through the results of p-values < 0.05 which was 0.013 and the value of t statistic > 1.96 which was 2.486. (accepted)

Hypothesis 5: The fifth hypothesis test result showed a positive result which could be seen through the p-values of < 0.05 which was 0.000 and the t statistical value > 1.96 which was 4,627. (accepted).

The Results of hypothesis testing are proven by the value in table four below:

**Table 4.** Result of Direct Hypothesis Test

<b>Variables</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
destination image-> satisfaction	0.195	0.197	0.081	2.408	0.016
destination image -> revisit intention	0.042	0.032	0.099	0.421	0.674
satisfaction -> revisit intention	0.606	0.615	0.097	6.273	0.000
motivation -> satisfaction	0.632	0.635	0.072	8.803	0.000
motivation -> revisit intention	0.153	0.155	0.123	1.246	0.213

**Table 5.** Calculation of Indirect Variable Coefficients

<b>Variable</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
Motivation -> satisfaction -> revisit intention	0.383	0.391	0.078	4.893	0.000
Destination image -> satisfaction->revisit intention	0.118	0.12	0.052	2.287	0.023

*Sources: Primary data process, 2021*

**4.4.2. The Indirect Effect Hypothesis**

Hypothesis 6: The results of the research on hypothesis 7 showed a p-value <0.05, which was 0.000 with a t statistic of 4.893 > 1.96 (accepted). This meant that motivation had an indirect influence on the revisit intention through satisfaction.

Hypothesis 7: The results of the sixth hypothesis test were positive which could be shown through the results of t statistic > 1.96 which was 2.287 and p values < 0.023 which was 0.033. Thus, the image of the destination mediated by satisfaction had a positive and significant effect on the revisit intention. Thus, the hypothesis was accepted.

**4.5. Discussion**

Tourist motivation on the revisit intention had a positive and not significant influenced. The results were supported by research Giao et al [9] supporting factors (motivation) had a positive but not significant influenced on the revisit intention. It was explained that the high push to travel was not yet certain that they would make a re-visitation next time. The researcher observed that the motivated destination of tourists in traveling one of them for the pleasure of vision was not able to influence the level of tourists to come to make a re-visitation to the attraction.

The destination image variable had a positive and insignificant influenced on the revisit intention. The results were in line with Enrique Bigné et al [10] found that the destination image had a positive and

insignificant influenced on the revisit intention. Thus, the explanation from the results of this research was that the better the image generated by a place, the more it could not directly affect the revisit intention of tourists.

Tourist motivation variable had a positive and significant effected on satisfaction. This research was in line with Duan et al [6] explained that motivation had a positive and significant effect on satisfaction, meaning that high encouragement and expectations affect tourist satisfaction. Therefore, it could be explained that the high motivation of tourists to travel could affect satisfaction. A research by Simpson et al [3] also explained that recommendations regarding visitor satisfaction were involved in the motivation of tourists to travel.

Based on the results of research analysis, the destination image had a positive and significant effected on satisfaction. This research was in accordance with research Abbasi et al [2] destination image had a positive and significant effected on satisfaction. Ragab et al [8] image of a destination that could cause tourists to want to revisit and positively affected tourist satisfaction.

The results of this research found that according to hypothesis 5, the satisfaction variable had a positive and significant effected on the revisit intention. Supporting research for the results of this research Mannan et al [11] that the satisfaction variable played a very important role in influencing the revisit

intention. Reinforced by Han & Hyun [12] satisfaction was considered as a key factor influencing customer's repurchase intention.

The results obtained from the research of the Harau Valley tourist attraction were that the variable of tourist motivation had an indirect effect on the revisit intention which was mediated by the satisfaction variable. This research was in line with research Simpson et al [3]. A research by Duan et al [6] also explained that there was an indirect relationship between motivation and revisit intention variables with satisfaction as an intermediary variable.

The results obtained that satisfaction could be an intermediary variable between the relationship between the destination image and the revisit intention of tourists to the Harau Valley tourist attraction. The results were in accordance with Hasan et al [1] the destination image variable had an indirect relationship to the revisit intention with the mediating variable, the direction of the relationship was positive and significant.

## 5. CONCLUSION AND SUGGESTIONS

### 5.1. Conclusion

Based on the results of data analysis and discussion of the influence of tourist motivation and destination image on revisit intentions.

1. The results of the analysis showed that the tourists motivation had a positive and insignificant effected on the revisit intention at Harau valley attractions.
2. The results of the analysis showed that the destination image had a positive and insignificant effected on the revisit intention at Harau valley attractions.
3. The results of the analysis showed that the tourists motivation had a positive and significant effect on satisfaction in Harau valley attractions.
4. The results of the analysis showed that the image of the destination had a positive and significant effected on satisfaction in Harau valley attractions.
5. The results of the analysis showed that satisfaction had a positive and significant effect on the revisit intention at Harau valley attractions
6. The results of the analysis showed that satisfaction as a mediator had a positive and significant effected on the tourist's motivation to revisit intentions at the Harau Valley tourist attraction.
7. The results of the analysis showed that satisfaction as a mediator had a positive and significant effected on the destination image on the revisit intention to the Harau Valley tourist attraction.

### 5.2. Suggestion

Based on the TCR table, there are several indicators of each variable which will be given advice by the researcher, as follows:

1. Motivation: Indicator 1 is a statement that has the lowest respondent achievement rate. Thus, according to the observations of researchers during the field, the goods and services obtained are fairly cheap, not many respondents agree with this statement. The researcher suggests providing price special offer information such as clear package prices during the trip so that tourists are comfortable in traveling.
2. Satisfaction: indicator 3 not many respondents responded well to the statement that visits on Harau Valley tours have exceeded tourist expectations. Therefore, it is recommended that it can provide adequacy of visitors during travel such as comfort, security, fulfillment of facilities considering the satisfaction can increase return visits.
3. Revisit intention: indicator 4, with the statement that tourists are willing to spend time and money to visit Harau valley tourism is not much responded to by respondents. Therefore, tourist attractions are made as comfortable as possible and in accordance with what is expected by them.

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