



The Factors That Affect Tourist Revisit Intention of Sanur Bali Beach

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Abstract. The Covid-19 pandemic has affected the tourism sectors worldwide, including Bali, Indonesia. This study aims to identify factors affecting the revisit intention of Sanur Bali beach. It is a quantitative study using the primary data of 240 respondents. This study used a questionnaire with a target of tourist respondents who have visited Sanur Bali beach at least once in the past two years. The data processing method used in this study was Structural Equation Modeling (SEM) using Analysis of Moment Structure (AMOS) software. This study shows that destination risk and destination image have a significant effect on tourist satisfaction and tourist satisfaction has a significant positive effect on both attitude to revisit and revisit intention toward the Sanur Bali beach.

Keywords: Perceived risk · Covid-19 · Satisfaction · Destination image · Attitude · Revisit intention

1 Introduction

Indonesia has many potentials and is well known for its natural beauty that can attract local and foreign tourists to visit and enjoy the natural beauty and tourism potential. However, in 2020 Indonesia was affected by the Corona Virus Disease pandemic (Covid-19) which struck the economic sector, especially the tourism economy in Bali, demonstrated by a very drastic decrease in the number of tourists from January to January 2021.

Due to the pandemic, people must continue to carry out their economic activities of tourism to survive and develop the surrounding community area. Therefore, people and the society must be able to adapt to the New Normal era. We hope that during the “New Normal”, all activities like as before the pandemic can immediately be restarted in order to restore economic conditions.

This study aims to examine the perceived destination risk that influence the tourists’ decision to revisit tourist destinations, particularly Sanur Bali Beach destination and also the opinions or perspectives of the people about their desire to visit beach tourist destinations in Bali during this pandemic. This study uses the Theory of Planned Behaviour (TPB) with the aim of knowing the factors that influence a person’s revisit intention by adding several variables of satisfaction, destination image, and perceived destination risk [1, 2].

This study examines the relationship that occurs between variables in order to find an explanation for a research question [3]. The exogenous variable in this study was Destination risk (X1), while the endogenous variables were Destination image (Y1), Tourist satisfaction (Y2), Attitude to revisit (Y3), and Revisit intention (Y4) according to a predetermined path. This study aims to examine the effect of Destination risk, Destination image, and Tourist satisfaction factors on the revisit attitude, which in turn affects their revisit intention to Sanur Bali Beach.

The theoretical studies underlying the research hypothesis are as follows:

Physical assault, natural disasters, political performance and unrest, high levels of financial risk, high social and high psychological levels, are some of the risks associated with travel and travel destinations that can affect tourist satisfaction [2, 4, 5]. Thus, the hypothesis proposed is:

H1. Perceived destination risk has a negative effect on tourist's satisfaction

Perceived destination risks significantly affect the destination image of beach destinations [6]. This study is consistent with similar research in the context of other tourism destinations in Japan [7] and Africa [8]. So, the following hypothesis emerges:

H2. Perceived destination risk has a negative effect on perceived destination image

An individual's attitude towards a particular behavior is largely influenced by his or her risk perceptions of engaging in that behavior [2, 5, 9]. Thus, each individual has a different perception of risk to respond to a behavior.

H3. Perceived destination risk has a negative effect on tourist attitudes to revisit

Perceived destination risk as the perception that prospective tourists have of a destination about the uncertain negative possibilities of travel. So, if tourists perceive the risks associated with a destination, it will have a negative impact on tourists' intention to revisit. [10, 11].

H4. Perceived destination risk has a negative effect on tourist's revisit intention

In tourism marketing, destination image affects tourist satisfaction [7, 13, 21]. This is supported by the results of the three reference studies used, which are supported by the fact that destination image has a positive effect on tourist's satisfaction towards beach destinations [2, 10, 12].

H5. Perceived destination image has a positive effect on tourist's satisfaction

A positive image or image that tourists have can form a positive attitude towards a destination in the future so that it has the potential to increase the possibility of these tourists returning to a destination [2, 13–16].

H6. Perceived destination image has a positive effect on tourist attitudes to revisit

Abbasi et al. [10] who use the object of Penang Hill, Malaysia also supports the idea of the influence of destination image on revisit intention. Destination image is an important factor owned by tourist destinations, where the better the image of the destination, the more people will be interested in revisiting the destination.

H7. Perceived destination image has a positive effect on tourist's revisit intention

Tourist satisfaction positively affects product and service attitudes of a destination, higher levels of satisfaction affect positive attitudes that increase post-purchase intentions that have been made and then will result in higher consumer loyalty [2, 6, 17–20].

H8. Satisfaction has a positive effect on tourist's attitudes to revisit

Satisfaction is an emotional response resulting from a cognitive response to an experience [10]. Satisfaction has a significant positive impact in creating tourist revisit intentions. This shows that when tourists are satisfied with a destination, the greater the positive intention, the more likely the customer to revisit the same destination.

H9. Satisfaction has a positive effect on tourist's revisit intention

Tourists positive attitudes are essential in conditioning behavioral intentions, as they might push travelers towards a behavior or respond to them from that behaviour [2, 21]. This means that the tourists' positive attitude has an important role in conditioning the behavioral intentions they have, whether they will be push towards behavior or vice versa. From the explanation of several theories above, the hypothesis proposed is:

H10. Attitude to revisit has a positive effect on tourist's revisit intention

2 Research Methods

The target population in this study were people who have visited Sanur Beach Bali at least once in the last two years. The population characteristics determined were people with a minimum age of 18 years old, have attended a minimum of high school education, and both male and female. This study used a sample of 240 respondents. The data processing method used in this study was Structural Equation Modeling (SEM) using Analysis of Moment Structure (AMOS) software.

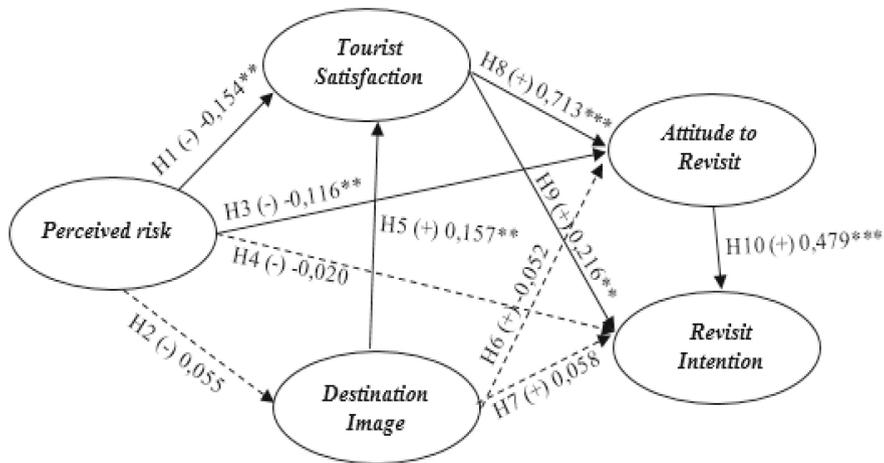
3 Results and Discussion

The results of data processing show that all tests meet the goodness of fit index requirements, where CMIN/DF, TLI, CFI meet the good fit requirements, RMSEA is categorized as better close fit, and GFI meets the marginal fit, which is still acceptable.

After fulfilling the goodness of fit index requirements, hypothesis testing was done to the structural model, which leads to the following Table 1 (Fig. 1).

Table 1. Results of Hypothesis Testing

H	Path	Std. Estimate	C.R.	Results
H1 (-)	PR → SAT	-0.154	-2.010	Supported
H2 (-)	PR → DI	0.055	0.719	Not supported
H3 (-)	PR → ATT	-0.116	-2.032	Supported
H4 (-)	PR → RI	-0.020	-0.325	Not supported
H5 (+)	DI → SAT	0.157	2.096	Supported
H6 (+)	DI → ATT	-0.052	-0.924	Not supported
H7 (+)	DI → RI	0.058	0.971	Not supported
H8 (+)	SAT → ATT	0.713	10.061	Supported
H9 (+)	SAT → RI	0.216	2.316	Supported
H10 (+)	ATT → RI	0.479	5.111	Supported



*Noted:
 Not Supported - - - ->
 Supported - - - ->

Fig. 1. Hypothesis Results

4 Conclusion and Future Research

The results of this study prove that the perceived destination risk variable has a negative and significant effect on tourist’s satisfaction and attitude to revisit Sanur Beach, Bali. When viewed from the data on respondents’ responses to the perceived risk variable, item PR 2 has the highest average response, signifying that tourists are still aware of health issues.

This study also proves that destination image has a positive and significant effect on tourist's satisfaction. The Sanur Bali beach management team and local business owners are always encouraged to maintain the cleanliness of the area around Sanur Bali beach, because the beach is famous for its beautiful panorama and clean white sand. According to data respondents in the destination image variable, the highest average falls on the DI4 item signifying Sanur Bali beach is an interesting place to visit. The beach has many interesting activities to do such as exercising, culinary, enjoying the sunrise, playing canoeing, and many more to be maintained and expected to be developed without destroying the beauty of the beach.

Tourist's satisfaction has a positive and significant effect on the attitude and revisit intention of tourists from Sanur Beach, Bali. The Sanur Bali beach manager needs to prioritize the satisfaction of Sanur Bali beach tourists by providing an online questionnaire link or a place for criticism and suggestions for tourists to provide feedback.

The results show that attitude to revisit has a positive and significant effect on the revisit intention of Sanur Bali beach tourists. Tourists' revisit intention appears if the attitude raised by tourists is positive about their experience after visiting. Therefore, Sanur Bali beach managers are encouraged to carry out regular repairs and maintenance of the facilities available, and maintain the quality of Sanur Bali beach tourism so that tourists always give a positive attitude when visiting Sanur Bali beach.

In this study, four hypotheses were not supported, so it is hoped that future researchers can review this study. This study distributes questionnaires only through Instagram, LINE groups, and WhatsApp due to limited movement caused by the pandemic. For future research it is suggested to distribute offline questionnaires at tourist destination locations so that the data obtained is more accurate.

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