



New Travel Habits: Experience or Psychological?

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Abstract. The purpose of research is to look at the reasons people visit tourist destination post Covid-19. The final result of this research to find out a direct effect of Recollection of Memorable Tourism Experience (Recollection of MTE) to revisit intention, and how effect of Recollection of Memorable Tourism experience (Recollection of MTE) as a mediating between psychological factors to revisit intention. Data obtained from 300 tourist who were met accidentally in several tourist attractions in West Sumatra. Analysis data used SmartPLS 3.0, which shows that directly post-covid 19, the reason people visit tourist destination is more psychological factors than their Recollection of Memorable Tourism Experience. Furthermore, there is no evidence that the influence of psychological factors on revisit intention is mediating by Recollection of MTE.

Keywords: psychological factors · recollection · memorable tourism experience · revisit intention

1 Introduction

The tourism sector is one of the sectors most affected by COVID-19. The impact of this sector also affects several other sectors such as transportation, culinary and SMEs. However, when the regulations restricting people's movements were abolished, all these sectors came back to life.

Prior to the Covid-19, tourist behaviour on revisit intention was influenced by many factors. Including natural attraction, artificial attraction, influencer, experience [1, 2], Philoxenia, Value co-creation, psychological factors [3], and so on as have been studied before.

Previously, tourism managers packaged the places they managed to impress tourists. The management is competing to give a deep impression to tourists when visiting their place, thus creating a desire for tourists to visit again. These deep impressions are expected to be stored in the memory of tourists so that they will not only grow the intention to visit again, but also foster the desire of tourists to recommend them so that they can be directly used as promotional media by the manager.

The increase in hospitality in tourism is also intended so that tourists who have visited will come back (re-visit intention) and can recommend (intention to recommend) these tourist destinations to many people. Apart from that, hospitality is expected to be able

to provide an impressive tourist experience (Memorable Tourism Experience/MTE) for tourists. In general, psychological factors & facilities factors affect the experience that tourists get while visiting tourist destinations [4].

In addition to memorable experiences, and memories left by tourists, psychological factors are also a driving factor in making revisit intention to a tourist destination. The psychological factors referred to here include: hedonism, novelty, involvement, social interaction, serendipity, meaningfulness [4].

However, in West Sumatra, investment in this sector is still focused on facilities and infrastructure. The government and related parties have disbursed a large amount of funds to improve the tourism sector. In addition to boosting regional income, West Sumatra is getting serious about becoming known in the international world. For this reason, the tourism manager is busy fixing tourist attractions to make them more instagramable. The target market is the millennial generation who like to do selfie tourism, and share it on their social media. This is still in line with the Indonesian tourism market target described last year. However, previous research explained that tourists are more interested in making return visits to tourist areas that have natural attractions, rather than tourist attractions that only prioritize their instagramable areas. This is because tourists are satisfied in one visit to explore the photo spots provided at these tourist destinations [5]. Of course, this phenomenon is not good for tourism development in the future.

Post covid-19, it is very important to know what facilities or things are really needed by tourists when visiting tourist destinations. Therefore, this research is expected to be able to contribute to the government in the development of sustainable tourism.

2 Literature Review

2.1 Revisit Intention

Revisit Intention was adopted from the concept of repurchase intention, namely a strong desire to make a return visit to a place. The purchase of tourism services is referred to as behaviour intention to visit or Re-visit Intention where this concept is a combination of perceived service quality, service value, satisfaction and purchase intention behaviour [6].

In [7] divides customer loyalty into four stages, namely cognitive loyalty, affective loyalty, conative loyalty, and action loyalty. On the other hand, tourist loyalty to a destination is often measured by their intention to revisit (revisit intention) and their intention to recommend (intention to recommend) [7].

2.2 Psychological Factors

Psychological factor is one of the factors that can affect MTE [8]. The psychological factors referred to here include: hedonism, novelty, involvement, social interaction, serendipity, meaningfulness.

H1: Psychological factors has a significant and positive impact on revisit intention.

H2: Psychological factors has a significant and positive impact on recollection of memorable tourism experience.

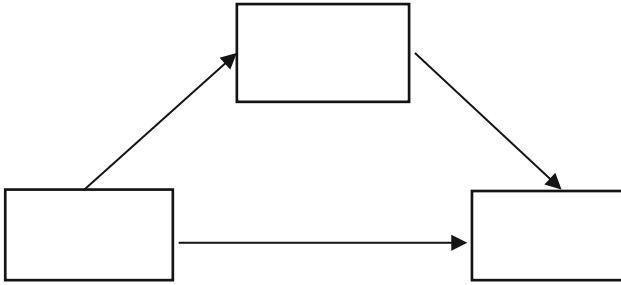


Fig. 1. Conceptual Framework

2.3 Recollection of Memorable Tourism Experience

Memorable Tourism Experience (MTE) as a new concept for tourism managers in providing tourism services. The service provided must be remembered as a good experience by tourists.

Several studies have shown that past travel experiences can affect the intention of returning tourists to a tourist destination. Tourists with a higher intention to visit are more likely to recommend friends, relatives or other potential tourists to that tourist destination [7].

MTE is divided into 2 parts of memory, namely; [12] Recollection of MTE (recollection of experiences gained during travel) & Vividness of MTE (detailed recollection of experiences that have spatial information and visual recall and auditory stimuli with similar emotional arousal).

H3: Recollection of Memorable tourism experience has a significant and positive impact on revisit intention.

H4: Recollection of Memorable tourism experience mediates the influence of psychological factors on revisit intention (Fig. 1).

3 Method

Testing the research model is done by using the survey method. Sampling was obtained by distributing online questionnaires via google form. The sample was selected by purposive sampling method in order to obtain valid data. This study involved 300 respondents from various genders, ages and occupations. To analyse the research model, Smart PLS 3.0 is used, where this application analyses the structural model first and continues with the measurement model. Validity and reliability tests in this study are included in the measurement model. While the values of outer loading, cross loading, and Average Variance Extract were used to measure convergent and discriminant validity (AVE) to test the research instrument seen from the value of reliability and Cronbach alpha.

4 Result

Measurement Model

To ensure that the instrument used is valid and reliable, a model measurement test is used. In the valid test, there are two criteria that must be met, namely convergent and discriminant validity. Convergent validity is intended to see a positive correlation between indicators measuring the same construct. So, the indicator that measures the reflective construct must have a high variance value [9]. In this case, the value of the outer loading indicator and the average variance obtained can be used to assess the convergent validity of the reflective construct (AVE).

If a construct has a high outer loading value, this indicates that the connected indicators have a lot in common. The rule of thumb to determine convergent validity is for confirmatory research, where the outer loading value is >0.7 , while the AVE value is >0.5 [18]. The Fig. 2 illustrates that the outer loading value of all indicators is >0.7 so that the indicators in this study are declared to have convergent validity.

Based on the AVE value in Table 1, convergent validity testing suggests that all variables have an AVE value greater than 0.5. As a result, all variables are found to have convergent validity.

Discriminant validity test is required to see that empirically a construct is unique from other constructs [19]. This is seen based on the criteria by Fornell-Larcker. Where the AVE value of each construct must be greater than the correlation value between constructs. The following shows the AVE value of each construct, and it can be concluded that in this study all constructs were declared to have discriminant validity (Table 2).

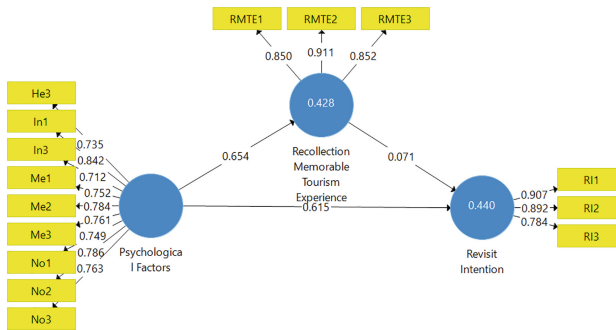


Fig. 2. Outer loading indicators

Table 1. Average Variance Extract (AVE)

Variable	AVE
Psychological Factors	0,586
Recollection of MTE	0,759
Revisit Intention	0,745

Table 2. Discriminant Validity (Fornell-Larcker Criterion)

	Psychological Factors	Recollection of MTE	Revisit Intention
Psychological Factors	0,766		
Recollection of MTE	0,654	0,871	
Revisit Intention	0,661	0,473	0,863

Table 3. Reliability of construct

	Composite reliability	Cronbach Alpha
Psychological Factors	0,927	0,912
Recollection of MTE	0,904	0,841
Revisit Intention	0,897	0,826

The construct reliability test can be seen based on the value of Cronbach alpha and composite reliability. The Table 3 shows that all constructs have a value >0.7. Overall in this study, the measurement model is declared valid and reliable so that it can be processed for structural testing.

Structural Model

Evaluation of the structural model is carried out to see whether the proposed hypothesis can be accepted. In Table 4, a summary of the results of hypothesis testing is presented. It can be seen that of the 3 hypotheses proposed in the direct effect, only H1 and H2 are accepted, while H3 is rejected. Where Recollection of MTE has no significant effect on revisit intention. And from the proposed indirect effect hypothesis on Table 5, it shows that H4 is rejected. Which means that the Recollection of MTE in the new normal travel habit is not able to mediate between psychological factors and revisit intention.

The Table 6 shows the value of variance (R2) adjusted for endogenous variables, with a range of moderate to high values [9]. As many as 44% of the revisit intention variables can be influenced by psychological factors and recollection of MTE. The rest is influenced by variables not examined in this study. Meanwhile, psychological factors accounted for 42.8% of the variance in Recollection of MTE.

5 Discussion

In data processing, not all indicators on psychological factors fit in this research model. Like indicators social interaction and serendipity do not fit in this research model. While Hedonism, involvement, meaningfulness, novelty, fit in this research model. So that the indicators of social interaction and serendipity are omitted in the research model so that this model is fit and can be continued with data processing.

Table 4. Hypotheses Testing

Hypothesis	Original Sample (O)	T Statistics (IO/STDEVI)	P Values	Result
H1: Psychological Factors - > Revisit Intention	0.615	8,539	0.000	Supported
H2: Psychological Factors - > Recollection of MTE	0.654	14.593	0.000	Supported
H3: Recollection of MTE - > Revisit Intention	0.071	0,855	0.393	Not Supported

Table 5. Indirect effects

	Original Sample (O)	T Statistics (IO/STDEVI)	P Values
Psychological Factors - > Recollection of MTE - > Revisit Intention	0.046	0.829	0.407

Table 6. R-Square and Adjusted R-Square

	R-Square	Adjusted R-Square
Revisit Intention	0.440	0.435
Recollection of MTE	0.428	0.425

In this study, Recollection of MTE was not able to mediate between psychological factors on revisit intention. But directly, psychological factors have a significant effect on revisit intention and recollection of MTE. Recollection of MTE is a recollection of the experiences gained during the trip. In many studies, Memorable tourism experience has a significant effect on revisit intention [10]. However, in this study, memorable tourism experience had no significant effect on revisit intention. The results of this study can be explained logically, because post-covid-19, people's desire to revisit a destination they had visited a few years ago, was not based on the memory they had at that place. However, because of the PPKM rules applied by the government and many tourist attractions are closed, so when these rules are relaxed, memory will experience when they have traveled, they are no longer the basis for tourists to revisit. But more to the psychological factor.

In this study, psychological factors that directly affect revisit intention [11] are hedonism, involvement, meaningfulness and novelty. Hedonism is defined as a person's efforts

to fulfill pleasure [13–15]. It can be logical that the desire of tourists to visit again after the pandemic to tourist destinations that have been visited before is because these tourists only want to fulfill their pleasure after being unable to travel for a long time. Involvement is the involvement of tourists in traveling. [13, 16, 17]. This means that the desire of tourists to visit again is because in the past the tourist has been involved in traveling to that place. On the other hand meaningfulness is defined as meaningfulness [15, 18, 19]. Where people's intentions to make return visits, are influenced by the extent to which the places visited by tourists are meaningful to them. Finally, novelty is interpreted as something new that is obtained by tourists during a tourist visit [15, 18, 20]. After the pandemic, the intention to visit again of course Most people want to get a new atmosphere. The limitation of movement for 2 years, makes people bored at home, so the intention to revisit tourist places that have been visited is hoping to get a new atmosphere from the visit.

6 Conclusion

Based on the results of the discussion, it can be understood that, in the intention of visiting again, tourists do not at all consider how their experience was when traveling to that place before. This moment is very good for the manager of tourist attractions, either to renew the image of the managed tourist destination from the image of the previous tourist destination, or simply by maintaining the image of the managed tourist destination. Besides that, there is also an opportunity for tourist destination managers to open new places, because post-covid-19, people will definitely make visits to available tourist attractions, without considering what experience they will get. However, for long-term sustainability, the experience gained during a tour will greatly affect people's desire to visit again.

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