Revisit Intention at Menganti Kebumen Beach After The End of The Covid 19 Pandemic for Young Visitors

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ABSTRACT.
This study aims to examine the effect of experience quality and personality traits on revisit intention and customer satisfaction as a mediation. The research population is all visitors who want to revisit Menganti Beach tourism after the Covid-19 pandemic. The research sample was 225 respondents using the purposive sampling method. The results show that experience quality and personality traits affect visitor satisfaction, in experience quality and personality traits affect revisit intention. Visitor satisfaction is also able to mediate between experience quality and personality traits on revisit intention. The conclusion of the study shows that revisit intention can occur if visitors have a quality experience from the visit as well as personality traits that reflect a willingness to return with satisfaction received from previous visits.

Keywords: experience quality, personality traits, visitor satisfaction, Menganti Beach

1. INTRODUCTION

The post-COVID-19 tourism industry has a unique opportunity to thrive beyond pre-pandemic periods. This results from global communities' overwhelming need for a change in routine. Governments worldwide have enforced activity-limiting measures and travel restrictions, resulting in immense feelings of confinement. Over 1.5 billion students had to stay home due to school closures and restricted travel between cities and countries.The decline of international arrivals has been severe in 2020, with the World Tourism Organization (UNWTO) reporting up to a 70% decrease, resulting in a loss of $730 billion in export revenue for the first eight months of the year [2]. Research conducted by Alvara Research Center indicates a significant desire among people to travel, with 21% expressing high enthusiasm and 8.5% indicating a desire to hang out among the total respondents [3].

Since the first confirmed cases of COVID-19 in March 2020, Indonesia's society and individuals have been affected by confusion, fear, anxiety, and fatigue. People have experienced isolation and minimized face-to-face contact, causing depression. The tourism industry has undoubtedly been impacted under such extraordinary circumstances and remains uncertain when it will recover after the various restrictions imposed upon it. Tourism restrictions have curbed individuals' desire to travel and participate in tourism activities. Numerous studies have examined the correlation between COVID-19 and tourism, including research highlighting the detrimental effects on the industry[4] [5] and investigations into post-pandemic tourism recovery [6].

The COVID-19 pandemic has been devastating, with many individuals experiencing a sense of diminished personal agency [7]. Researchers have introduced personality traits to establish how personal needs drive consumer behavior. Known as the Big Five theory, the framework was established by Goldberg [8]. Personal values, as claimed by Hofstee [9], are a supplementary influence. Values have been integrated into the model by McAdams [10] and McClelland [11]. Personality traits and personal values are integrated into a model to examine their empirical relationship. Consistent technical terms are used, and the language is objective and formal while adhering to standard conventions and avoiding bias. Additionally, clear structure and logical progression are maintained throughout the text. It is determined through these traits how strongly people perceive their experiences, particularly about tourism services, and if it influences their intention to travel.

This study examines the potential resurgence of tourism following the conclusion of the COVID-19 pandemic, particularly among return visitors. The customer experience is crucial in sustaining long-term relationships between organizations and their patrons [12]. Pine and Gilmore propose a distinctive customer experience through a marketing lens, incorporating emotional, physical, intellectual, or spiritual elements [13].

The aspect of customer experience is founded on customer values and the industry's efforts to provide such an experience. Holbrook and Hirschman underwent a business shift from service-based to experience-based [14].

This point is also emphasized in the works of Kim et al. [15], Verhoef et al. [16], and Pine and Gilmore [13]. The industry must exercise control over consumer reactions as anticipated to attain a competitive edge by prioritizing customer experience[13], leading to a lasting association between both parties[17]. Consequently, ensuring that visitors desire to return in the future is imperative. Revisit intention pertains to the tourists' or visitors' inclination or plans to revisit a particular destination, as noted by Cole and Scott [18].

This research yields two key insights about revisiting an establishment. Firstly, personality traits have a favourable effect on reinforcing visitors to enhance experience quality via Baggozzi's integrative theory approach [19]. Revisiting tourist destinations has a strong positive correlation with both customer satisfaction and overall experience ([20];[21]; [22]; [23]; [24]; [25]; [23]. Additionally, past vacation experiences play a significant role in shaping revisit intentions [26]; [20]; [27]. Given the current pandemic conditions, it remains unclear if and how these factors will be impacted in the future. Limited studies have connected personality traits to service products, particularly within the tourism industry. Personality arises from the affective nature of what is owned, indicating an appreciation for the experience [28]. The impact of the pandemic on personality and previous experiences' influence on revisit intention was examined in the tourism industry post-pandemic, specifically on Menganti beach tourism in the Kebumen district, Indonesia.

2. LITERATURE REVIEW AND HYPOTHESIS

Revisit intention is a useful concept for tourists interested in engaging in a previously enjoyed activity or revisiting a particular facility or destination [29]. As per Cole and Scott, revisit intention is characterized as a traveller's desire or intention to return to the same destination [18]. What's more, both studies differentiate between overall satisfaction and the quality of experience, the latter being defined as the benefits or outcomes derived from visiting. Repeat visits are often used by marketing researchers to evaluate businesses. It is accepted that repeat visits are a phenomenon and an attraction of travel destinations that rely heavily on visitors [30]; [31]. Various studies have examined the main antecedents of previous vacation experiences that have an impact on visitors' intention to re-visit the destination [26]; [20].

2.1. Personality Traits

Personality is a set of behavioural, cognitive, and emotional patterns that develop from biological and environmental factors [32]. Traits refer to habitual patterns of behaviour, thought, and emotion. Freud, the first psychologist to present a theory of personality, described it as dynamic, multiple, and cumulative. The personality is divided into three layers or elements: Personality studies in marketing, developed by Goldberg [33], utilize the Big-Five theory, which categorizes personality traits into five dimensions of the model (O.C.E.A.N): openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism. A unified model integrating both traits and values is needed to empirically test the relationship between personality traits and personal values. The model of personality traits has been extensively researched [34]; [35]. It combines personality traits into five dimensions openness to experience, agreeableness, extraversion, conscientiousness, and emotional stability which are orthogonal to each other.

The empirical study puts forward multiple hypotheses concerning the impact of personality traits, particularly openness to experience, on the quality of aesthetic experience. Leder, Belke, Oeberst, and Augustin posited that aesthetic appreciation involves not only cognitive processes but also affective processes that are influenced by dispositional variables such as personality and values [36] [28]. Personality traits exhibit unique behaviours and unorthodox evaluations [37], as well as openness to experience [38]. The openness to experience aspect comprises of six components: fantasy, aesthetics, feelings, actions, ideas, and values. According to Zuckerman [39], five of these factors represent the internal type of experience-seeking, while actions represent the external type, although all disclose an interest in experience [40].

Research indicates that individuals with introverted tendencies have a more limited scope and intensity of interests [37] and fewer hobbies or pleasures [41] compared to those with open tendencies. Therefore, we propose the following hypotheses:

H1. Openness to experience is directly and positively linked to experience quality;

H2. Openness to experience is directly and positively linked to revisit intention;

H3. Openness to experience positively and directly correlates to revisit through the quality of the experience provided.

2.2. Experience Quality

Experience quality pertains to the psychological impacts stemming from customer involvement. Specifically, it denotes an-affective response to socio-psychological benefits sought by the customer. According to Holbrook

and Hirschman's [14] definition, customer experience represents the entire interaction that customers have with a particular business. Kotler et al. posit that customer experience involves adding value to customers who purchase products and services through customer participation and connection, by managing all aspects of the encounter [42]. In light of the crucial role customer experience plays, many organizations presently focus on holistically designing and delivering total customer experiences that generate superior customer value [43]. Kim and colleagues [15] assert that companies must prioritize creating memorable experiences and promoting economic value, rather than solely producing goods and delivering services. Similarly, Haeckel and colleagues [43] argue that competitive advantage is contingent on customer experience, rather than the traditional factors of price, quality, and service.

Customer experience is conceptualized in three stages: pre-purchase, purchase, and post-purchase [44]; [45]. Pre-purchase pertains to the experience before purchase, starting from the initial recognition of a need/goal/impulse to the consideration of fulfilling that need/goal/impulse with a purchase [46]. The initial stage of purchasing centres on marketing activities/marketing mix [47], as well as the environment and atmosphere [48], [49]. During the post-purchase phase, the key focus should be on the consumption experience [14] as well as repurchase [50]. The positive message tourists receive from a tourist spot service through the visit process plays a crucial role in customer experience in the tourism industry. Increasing positive behavioural intentions requires attention to this aspect. Experience quality should be understood as an emotional reaction from tourists to the desired social-psychological advantages. This study found that there can be a strong personal influence on experience quality that impacts evaluation results and future decisions. The study aims to create customer satisfaction through the psychological experience. Experience quality may impact customer satisfaction, as argued by Otto and Ritchie [51], Verleye [52], and Deshwal [53]. Various studies have explored the indirect effect on repurchase intention through satisfaction, such as those conducted by Oh and Jeong et al. [54]. As a result, the following hypothesis is supported:

H4. The quality of experience has a direct and positive correlation with visitor satisfaction.

**H5**. Visitor satisfaction, in turn, leads to greater intention to revisit.

2.3. Visitor Satisfaction

Customer satisfaction is commonly used in marketing as a metric for evaluating products and services that meet or surpass customer expectations. While sales and market share are indications of company performance, satisfaction serves as the most reliable predictor of customers' likelihood of making repeat purchases. Extensive research has shown that customer satisfaction has the most significant impact on retention rates. This is because it increases the probability of customers returning in the future. Customer satisfaction studies have identified a significant emotional factor, specifically, affective [55](Westbrook and Oliver, 1991). To determine overall satisfaction, cognitive and affective components reciprocally influence each other over time [56](Homburg, et. al, 2006). Customer satisfaction increases with prolonged product use or interaction with services, based on comparing expectations and performance perceptions. Satisfaction evaluates the extent to which a consumer is satisfied with a product feature, similar to attitude. Pfaff [57] developed cognitive and affective satisfaction models as alternatives. Some studies suggest that consumers purchase goods and services to combine hedonic and utilitarian benefits [58]. The evidence suggests that consumers purchase products with hedonic benefits, which are associated with sensory attributes and product experiences. The purchase of products with utilitarian benefits is typically linked to the instrumental and functional attributes they possess.

Tourism satisfaction is assessed by examining destination attributes using a satisfaction scale ranging from satisfied to dissatisfied [59] or a similar scale ranging from happy to unhappy [20]. By assessing tourist satisfaction, attribute models can be developed to provide significant managerial insights. However, tourists often encounter the issue of being incapable of objectively assessing product offerings and frequently adding their interpretations, leading to subjective evaluations [60]. Additionally, tourists typically do not provide a comprehensive evaluation of each characteristic and tend to exhibit bias towards certain characteristics over others [61]. In the measurement of visitor satisfaction with destination attributes, scores are determined by the attributes selected for the measuring instrument. The conceptual model utilized to address visitor satisfaction is a distinct construct that allows for empirical assessment of its relationship with antecedents. The current management of the tourism industry demonstrates continued growth and economic value in vacation destinations, which heavily rely on repeat visits [62]; [63]. Tourist satisfaction, including attractions, accommodations, accessibility, facilities, and activities, plays a crucial role in ensuring repeat visits, and meeting expectations [64]. Thus, these findings support the following hypothesis:

H6. The level of visitor satisfaction is positively correlated with their intention to revisit the location.

The hypotheses presented above lead us to propose an explanatory model of personality traits, experience quality, visitor satisfaction, and revisit intention, which is illustrated in Figure 1. The model outlines causal connections between these variables and provides a logical progression of information. We avoid biased language and employ clear, objective terminology to maintain academic writing quality. Consistent citation and adhering to formal register and grammatical correctness are also crucial elements of our writing. The hypotheses presented above lead us to propose an explanatory model of personality traits, experience quality, visitor satisfaction, and revisit intention, which is illustrated in Figure 1:
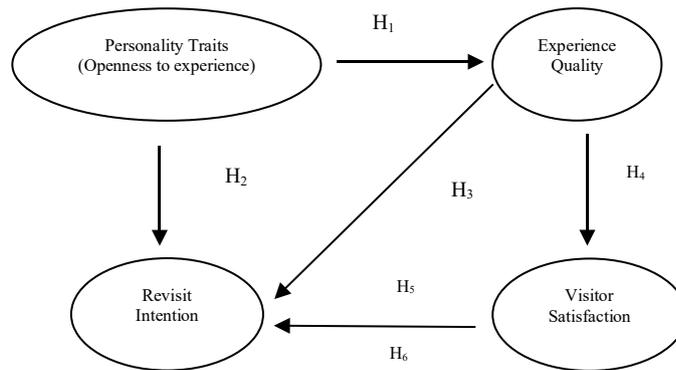
Figure 1. Proposed Causal Model.

3. METHODOLOGY

Visitors at Menganti Beach in Kebumen, Indonesia comprise the investigation population. The research site was chosen for specific reasons. Primarily, tourism services offered by attraction managers have been comparatively less studied by destination marketing scholars [65]; [23]. Second, recent research has investigated people's response to travel intentions after more than two years of the COVID-19 pandemic affecting virtually the entire world. This is relevant to the constructs proposed in our model. For instance, the need for social affiliation has a significant relationship with the desire to revisit travel after the pandemic, as found [66].

Menganti Beach has a large population of visitors. A total of 320 questionnaires were distributed to visitors after they visited Menganti Beach. Out of these questionnaires, 281 were completed correctly and can be used to test the hypothesis. The data was collected between August and February of 2022. Different constructs were measured, and their origin is shown on the relevant level of tested validity and reliability scales to make them suitable for the studied area. Additionally, all scales used in this study were unidimensional.

To test the proposed hypotheses, we employed structural equation analysis. Various methods exist that facilitate the application of structural equation methods, predicated on covariance adjustment (such as the amos or lisrel programs). Yet, alternative techniques, like the partial least squares (PLS) technique, purportedly represent a potent analytical method [67]. Several marketing studies have demonstrated the superiority of the PLS technique over other techniques [68]; [69]. Additionally, PLS avoids the issues associated with techniques based on adjusting for existing covariance [70]. Utilization of pls is conditional on certain factors [71]. Our hypotheses focus on constructing a model of marketing literature, giving attention to predictive causal analysis associated with the PLS technique.

Table 1 Indicators, Composite Reliability, And Average Variance Extract (AVE)

		Indicators	Composite reliability	AVE
Openness to experience [39]	1.	I still have interesting images of Menganti Kebumen beach	0,919	0,696
	2.	I still remember seeing the beauty of Menganti Kebumen beach		
	3.	I feel amazed by the beauty of Menganti Kebumen beach		
	4.	I have a dream to return to Menganti Beach next time feel that Menganti Beach is the right place to pleasure vacation.		
Experience Quality [51]	1.	I fondly recall my experience of Menganti Beach's natural splendour. The serene and secure ambience of Menganti Beach has a soothing effect on my mind.	0,932	0,775

	2. The serene and secure ambience of Menganti Beach has a soothing effect on my mind. 3. I aspire to revisit Menganti Beach during any future travel plans. 4. I believe that tourism at Menganti Beach is important to visit in the future.		
Visitor Satisfaction [59]	1. I see that the manager has presented Menganti Beach tourism services well 2. I feel safe/calm and pleasant when enjoying Menganti Beach tourism 3. I feel the current tourist service to be a reference for future tours. 4. I feel pleasant memories of travelling again in the future 5. I feel access to information and ease of travelling again in the future.	0,917	0,687
Revisit Intention [72]; [73], [74])	1. I plan to explore other attractions near Menganti beach tourism. 2. I intend to revisit Menganti Beach in the future. 3. I will schedule another visit during my next vacation 4. I suggest to my relatives and friends that they consider visiting Menganti Beach.	0,924	0,752

Table 2 Discriminant validity

	OE	EQ	VS	RI
Openness to experience	**0.834**			
Experience Quality	0.549	**0.880**		
Visitor Satisfaction	0.556	0.795	**0.841**	
Revisit Intention	0.546	0.744	0.786	**0.867**

[a] The diagonal elements represent the square root of the average variance extracted (AVE) for each construct, while the remaining values represent the correlations between the constructs.

4. RESULTS AND DISCUSSION

4.1. Respondent Characteristics

The study participants were classified by gender, type of current activity, and place of residence, along with responses to an open-ended question about intentions to revisit. Of the 281 participants, a majority identified as male, with 172 (61.21%), while 109 (38.79%) identified as female. The findings suggest a potential gender imbalance among those who may revisit. The majority of daily activities involve school and higher education (65.12%), followed by private pursuits (28.11%), and freelance work (6.76%). Regarding place of residence, most respondents reside in the city where tourism is concentrated (72.59%), with a smaller proportion from surrounding areas (18.15%), and a minority from other cities outside Central Java province (9.25%). The reason for my intention to revisit Menganti Beach is that it is located near my residence and boasts a stunning view distinct from the surrounding beaches. Additionally, despite being compared to tourist beaches in Bali, Menganti Beach holds its unique charm.

4.2. Measurement Model

The reliability of each item was assessed by analyzing the loadings or simple correlations of the indicators with their respective constructs. The findings demonstrated that all indicators surpassed the suggested 0.55 threshold as introduced by Falk and Miller [71] during the scale's initial development. Furthermore, Carmines and Zeller recommended that the indicators should be above the 0.707 level [75]. Additionally, we utilized composite reliability to assess construct reliability as it is regarded as a more suitable measure than Cronbach's alpha [70]. According to Table 1, all constructs exhibit reliability as their composite reliability values surpass the threshold of 0.7 and even the stricter 0.8 [76].

Evaluating convergent validity employs Fornell and Larcker's [70] average variance extract (AVE) measurement. AVE should exceed 0.50, implying that over half of the construct, variance is resultantly accounted for by its indicators. Table 1 reveals that the AVE values for all constructs are greater than the reference values set.

To evaluate discriminant validity, Fornell and Larcker suggested contrasting the AVE of each component with the shared variance among the components in the model such that the former surpasses the latter [70]. In this analysis, we compared the square root of the AVE measure with the correlations among the components in Table 2. To establish the discriminant validity of a construct, it is essential for the square root of the average variance extracted (AVE) to be higher than the correlation between each construct and the other constructs. The AVE's square root was significantly greater than the correlations between the constructs in all cases, allowing us to verify the existence of discriminant validity (from the discriminant validity scale statement) [77].

4.3. Structural Model Fit

Structural model evaluation uses a measure of the predictive power of the dependent latent variable, such as the amount of variance in the construct explained by the model, which should be greater than or equal to 0.1 [71]. The contribution of the predictor variables to the explained variance of the endogenous variables is evaluated with the help of the path coefficient (b), to be considered significant it must explain at least 1.5% of the predetermined variance. Finally, the significance of the path coefficients was checked by analyzing the t-values of the parameters obtained using the bootstrap non-parametric resampling technique, following the indications given by Chin [67]. Thus, 281 sub-samples were generated using the t-Student distribution with 2-tailed and 280 degrees of freedom (n-1, where n represents the number of sub-samples) to calculate the significance of the path coefficient (b), obtaining the values: t(0.01;280) = 2.5934; t(0.001;280) = 3.3255. The resulting significance level of the structural path determines the acceptance or rejection of the proposed hypothesis (Table 3, Figure 2).

The tested hypotheses' overall acceptance is demonstrated in terms of the explained variance of the three endogenous variables (refer to Figure 2). The model displays satisfactory predictive power, with all endogenous constructs achieving an explained variance greater than 0.1, the reference value established by Falk and Miller [71]. The hypotheses that explain the direct relationship between openness to experience, experience quality, and visitor satisfaction, which combine to build the revisit intention construct (H2, H5, and H6), have been accepted at satisfactory significance levels and with path coefficient values.

Table 3 Results of the structural model

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X -> Y1	0.549	0.546	0.055	9.909	0.000
X -> Y2	0.436	0.434	0.052	8.372	0.000
X -> Y3	0-487	0.484	0.060	8.138	0.000
Y1 -> Y2	0.795	0.793	0.027	29.523	0.000
Y1 -> Y3	0.683	0.679	0.044	15.651	0.000
Y2 -> Y3	0.493	0.495	0.074	6.656	0.000

[a] When the t-value obtained using the Bootstrap technique exceeds the t-Student t-value (0.001;280) 3.3255, the hypothesis is accepted (po0:001) (***).
[b] When the t-value obtained using the Bootstrap technique exceeds the t-Student t-value (0.01;280) = 2.5934, the hypothesis is accepted (po0:01) significance (**).

Regarding the effect of openness to experience, this construct is directly related to experience quality and revisit intention, H1 and H2 are accepted with a high level of significance. Openness to experience contributes 54.9% and 11.2% to the explained variance of experience quality and revisit intention, respectively. It can be noted that the high values for the path coefficients of the relationships with the previous constructs have indirect effects through experience quality (Table 4).

Concerning the role of openness to experience, this trait is related to building experience quality and revisit intention. Thus, H3 has been accepted with a significance level of po0:000, and contributes 37.5% to the explained variance of revisit intention. Experience quality has a direct effect on visitor satisfaction (Table 4), contributing 79.5%. However, experience quality also has a direct effect on revisit intention (corroborating the findings of, 29% [16]). H5 has been accepted with a significance level of po0:00, and the contribution of visitor satisfaction is about 39.2% to the variance of experience quality. Finally, H6 has also been accepted, by the findings of authors such as

[59], [20], [21], [22], [23], with a significance level of po0:00, and this trait contributes about 49.3% to the explained variance of revisit intention.
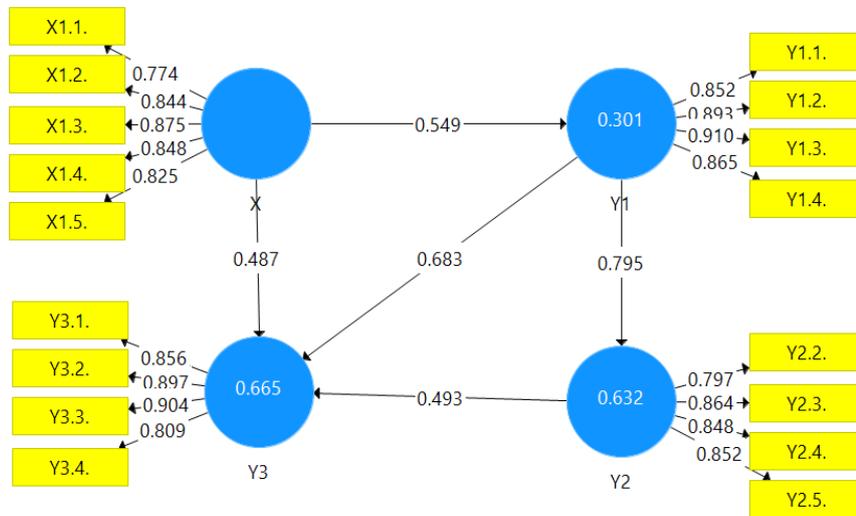

Figure 2. Supported hypotheses in the structural model

Table 4 Total effects on revisit intention

	Direct effects	Indirect effects	Total effects
OE -> EQ	0.549		**0,549**
OE -> RI	0.112	0.375	**0.436**
OE -> RI			**0.487**
EQ -> VS	0.795	0.436	**0.795**
EQ -> RI	0.290	0.392	**0.683**
VS -> RI	0.493		**0.493**

The total effects in bold are those which can be considered significant.

5. CONCLUSION

The core of this research consists of testing the explanatory model of revisit intention, visitor satisfaction, and experience quality derived from customers' psychological traits, especially those related to personality traits (openness to experience). The findings lead to interesting and useful conclusions for tourism management in the place.

First, with authors such as Baggozzi [19], we have found a direct positive relationship between openness to experience and experience quality. Therefore, if they are more open to experience, young visitors will have more substantial experiences to remember. This means, on the other hand, that young visitors who have experience quality will be more likely to have the intention to revisit in the future. Therefore, to make young visitors excited to recall the visit, the tourism service providers in the venue should continue to provide a unique experience; that is, the need to have a good experience should be met by providing excellent services. On the other hand, young visitors who are open to having an experience feel the need for the quality of the resulting experience to form a firm intention to remember it and can plan to visit again.

Other results also show that experience quality influences visitor satisfaction and revisit intention, as proposed by the literature on this construct [78]. Therefore, Menganti beach tourism managers should utilize efforts to improve visitors' perceptions of satisfaction during visits. This will lead to the intention to visit again. Following Freud's theory, further developed by Goldberg [33], we propose strategic suggestions, namely:

a. In marketing studies, personality reflects affective aspects that can add to the idea of personality traits that influence consumer behaviour. As stated by Rallapalli [79]; Deeter and Sojka [80]; Kim, Suh, Eves [15]; Turkyilmaza, Erdema, and Uslua [81], personality explains the relationship effectively in marketing studies between consumers and companies.

b. Experience quality refers to the psychological outcomes resulting from customer participation after interacting with the customer journey, brand touchpoints, and the environment. Customer experience to create customer value [43], through delivery by making experience[15].

c. Young tourists make revisit intentions based on visitor satisfaction, this is to the research of Woodside et al. [78], Bou et al., 2001, Gremler and Brown [82], Caruana et al., [83], Shemwell et al. [84]. Seeing this, the manager of the tourist attraction needs to prioritize the satisfaction aspect to build future visiting intentions.

5.1. Future research

Our study has limitations that need to be addressed, as many things cannot be captured in research mode [85]. The current limitation is that it has not added the aspect of organizational competence to create good service in internal development by complementing the theory built from internal resource-based relationships.

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