Post-Visit Behavior Analysis in a Water-Based Tourism Destination

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Abstract. This research aims to identify factors influencing post-visit behavior at the Lembang Wonderland water tourism destination in West Bandung. The study focuses on post-visit satisfaction, actions, and the use or disposal of experiences. Using factor analysis, data were gathered from 388 respondents sampled from a population of 13,488 visitors and analyzed with SPSS version 26. Results revealed two primary factors: the Service Factor with a loading factor of 0.762 and Culinary Taste with a loading factor of 0.789. Security emerged as the dominant indicator influencing post-visit behavior, with a loading factor of 0.812. This finding emphasizes the critical role of safety in encouraging repeat visits and positive word-of-mouth recommendations. The results offer valuable insights for tourism managers to develop strategies to enhance visitor experiences, increase loyalty, and boost revisit rates.

Keywords: Post-Visit Behavior; Culinary Taste; Water Tourism Destinations

1   Introduction

Lembang Wonderland, a leading water tourism destination in West Bandung, has become a favorite among local and international tourists. Understanding post-visit behavior, which includes visitor satisfaction and subsequent actions such as revisits or recommendations, is essential for effective destination management. As highlighted by Kotler and Keller, satisfaction is a key determinant of consumer behavior and directly impacts the success of tourism destinations[1]. This study analyzes the factors influencing visitor satisfaction and its effect on post-visit behavior at lembang Wonderland.

Despite its growing popularity, academic research on Lembang Wonderland, particularly concerning post-visit behavior, remains limited. Most previous studies have focused on general tourist behavior without examining specific water tourism destinations. For example, research by Ariani and Aryanti explored the role of satisfaction and post-visit behavioral intentions at tourism destinations in Bali [2]. This study aims to address this gap by analyzing visitor satisfaction and its impact on post-visit behavior at Lembang Wonderland, providing new insights into the literature on water tourism in Indonesia.

The study addresses critical questions: what factors shape visitor satisfaction at Lembang Wonderland, and how do these factors influence post-visit behavior? Visitor

satisfaction plays a pivotal role in determining subsequent behavior, such as revisits or positive word-of-mouth [3,4]. The findings offer practical recommendations for destination management and theoretical contributions to tourism studies.

2   Methods

The research method used in this study is a descriptive quantitative method, which involves systematically gathering information, clearly defining objectives, planning the approach, measuring results, and making informed decisions [5,6]. This study was conducted over three months, from June to August 2023, at Lembang Wonderland in West Bandung. Data collection involved distributing structured questionnaires to visitors, observing behaviors during their visits, and conducting follow-up surveys to assess post-visit satisfaction and behavior. The respondents were selected using purposive sampling, targeting local and international tourists to ensure a diverse and representative sample [7]. The collected data were then analyzed using statistical tools to identify relationships between visitor satisfaction and post-visit behavior [8]. The instruments used in this research can be seen in Table 1.

Table 1. Research Instrument

Variable	Sub Variables	Indicators
Post Visit Behavior	Post-visit Satisfaction	Service
		Employee friendliness
		Security
		Employee attitude
		Facilities
		Child-friendly facilities
		Ticket price
		Culinary taste
		Safe rides
		Fun rides
		Various rides
	Post-visit Action	Recommend facilities
		Personal experience
		Recommend Culinary
		Recommend because it has implemented health protocols
	ost-visit Uses	Revisit
		Firm in his stance
		Enjoy the facilities
		Enjoy culinary tastes
		Promotion

Source: Kotler dan Keller (2016)

The population in this study is the average number of visitors per month at Lembang Wonderland during 2022, which is 13,488. To determine the sample size, researchers used the Taro Yamane formula with an error rate of 5%, thus obtaining a sample size of 388 people. The analytical tool used is Factor Analysis. Factor analysis is the study

of dependencies between variables to find a new set of fewer variables than the original ones and show which of the original variables are common factors [9].

3   Result and Discussion

Analysis of Post-Visit Behavioral Factors
The first step of factor analysis is to assess which indicators are considered appropriate and then use several tests on these indicators.

Analysis of KMO and Bartlett's Test
Table 2 below shows the results of the KMO and Bartletts tests, which were tested using SPSS 26.

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin measure of Sampling Adequacy		.967
Bartlett's Test of Sphericity	Approx. Chi-Square	6687.214
	Df	190
	Sig.	.000

Based on Table 2, the analysis results, a KMO value of 0.967 was obtained and Bartlett's Test significance value of 0.000, so it can be concluded that factor analysis is appropriate to simplify these 20 variables.

Anti-Image Correlation Data Analysis
Below is Table 3, which presents the calculation results for Measures of Sampling Adequacy (MSA) values using SPSS 26

Table 3. Measures of Sampling Adequacy (MSA) Value

No.	Indicators	MSA Value
1	Service	0,965
2	Employee Friendliness	0,967
3	Security	0,958
4	Employee Attitude	0,952
5	Facilities	0,975
6	Child Friendly Facilities	0,969
7	Ticket price	0,976
8	Culinary Taste	0,941
9	Safe Rides	0,970
10	Fun Rides	0,980
11	Various Rides	0,976
12	Recommend Facilities	0,974
13	Personal experience	0,974
14	Recommend culinary	0,932
15	Recommend because it has implemented health protocols	0,974
16	Revisit	0,972

No.	Indicators	MSA Value
17	Firm in his stance	0,946
18	Enjoy the facilities	0,977
19	Enjoy culinary tastes	0,961
20	Promotion	0,980

It can be seen from Table 3 that 20 indicators have MSA values above 0.5, which means they are valid, and further calculations can be carried out.

Factor Formation

After the variables have been determined and selected and the correlation calculations meet the requirements for analysis, the next step is to form factors to find the structure underlying the relationship between the initial variables. The method used in forming factors is principal component analysis.

Determination of the number of factors

Based on Table 4 below, the number of factors to be formed is determined by combining several criteria to determine the factors that best suit the research data.

Table 4 Total Variance Explained

Element	Initial Eigenvalues of %			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Var	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.509	62.544	62.544	12.509	62.544	62.544	9.480	47.401	47.401
2	1.136	5.681	68.225	1.136	5.681	68.225	4.165	20.824	68.225
3	.713	3.567	71.792						
4	.572	2.862	74.655						
5	.500	2.500	77.155						
6	.484	2.422	79.577						
7	.452	2.262	81.839						
8	.410	2.048	83.888						
9	.389	1.947	85.835						
10	.361	1.803	87.638						
11	.345	1.727	89.365						
12	.317	1.583	90.948						
13	.302	1.511	92.459						
14	.285	1.423	93.882						
15	.258	1.289	95.172						
16	.241	1.206	96.378						
17	.206	1.030	97.407						
18	.190	.949	98.356						
19	.185	.927	99.284						
20	.143	.716	100.000						

Based on Table 4, the factor extraction process in this study follows two primary criteria. The first criterion is the eigenvalue, where only factors with eigenvalues greater

than 1 are retained. From the results, factor 1 and factor 2 meet this criterion. The second criterion involves the cumulative total variance explained by the extracted factors. If the 20 variables are reduced into one factor, the total variance explained is calculated as $12.509/20 \times 100\% = 62.545\%$. When reduced into two factors, the second factor explains an additional $1.136/20 \times 100\% = 5.68\%$, resulting in a cumulative total variance of 68.225%. This indicates that the two factors sufficiently represent the 20 variables, explaining 68.225% of post-visit behaviors.

Thus, the extraction of two factors is sufficient and appropriate based on the eigenvalue criterion and the cumulative variance explained. These two factors effectively summarize the data, meeting the requirements for factor analysis and providing a meaningful representation of the variables under study.

Component Matrix

After knowing that two factors are the optimal number, the component matrix table shows the distribution of the twenty variables on the two factors formed. In contrast, the numbers in the table are factor loadings, showing the magnitude of the correlation between a variable and factor 1 and 2. Determining which variable will be included in which factor is carried out by comparing the magnitude of the correlation for each row, as shown in Table 6 below.

Table 5 Component Matrix[a]

	Component	
	1	2
Service	.805	-.140
Employee Friendliness	.808	-.188
Security	.835	-.188
Employee Attitude	.834	-.062
Facilities	.781	.060
Child Friendly Facilities	.824	-.142
Ticket price	.821	-.076
Culinary Taste	.731	.364
Safe Rides	.817	-.048
Fun Rides	.806	-.119
Various Rides	.800	-.189
Recommend Facilities	.822	-.167
Personal experience	.798	-.136
Recommend culinary	.716	.495
Recommend because it has implemented health protocols	.830	-.031
Revisit	.828	-.064
Firm in his stance	.541	.602
Enjoy the facilities	.835	-.052
Enjoy culinary tastes	.743	.408
Promotion	.785	.014

Rotation

The rotation process in the results of this research aims to obtain factors with factor loadings that are clear enough for interpretation. The rotated component matrix is a

correlation matrix that shows a clearer and more realistic distribution of variables compared to the component matrix, as in Table 7 below.

Table 6 Rotated Component Matrix[a]

	Component	
	1	2
Service	.762	.296
Employee Friendliness	.789	.256
Security	.812	.270
Employee Attitude	.746	.377
Facilities	.638	.454
Child Friendly Facilities	.779	.304
Ticket price	.743	.359
Culinary Taste	.439	.689
Safe Rides	.725	.381
Fun Rides	.752	.314
Various Rides	.783	.252
Recommend Facilities	.790	.281
Personal experience	.754	.296
Recommend culinary	.357	.793
Recommend because it has implemented health protocols	.727	.402
Revisit	.743	.372
Firm in his stance	.152	.795
Enjoy the facilities	.743	.386
Enjoy culinary tastes	.426	.733
Promotion	.665	.417

Rotation Method: Varimax with Kaiser Normalization. [a]
a. Rotation converged in 3 iterations.

The results obtained from Table 6 indicate that the loading factor values between a variable and several factors are sufficiently differentiated and ready for interpretation. All variables have a high loading factor on one factor and a fairly small loading factor on the other.

Interpretation of Factor Analysis Results

The next step is to determine the significance of the loading factor value to group the variables into appropriate factors. Factors with a high weight for an indicator indicate a high relationship with the indicator. The results of the rotated indicators explain which Post-Visit Behavior indicators can be categorized into factor 1 or factor 2, which can be presented in Table 7 below.

Table 7 Rotated Indicator Results

Indicators	Component	
	1	2
Service	0,762	
Employee Friendliness	0,789	
Security	0,812	

Indicators	Component	
	1	2
Employee Attitude	0,746	
Facilities	0,638	
Child Friendly Facilities	0,779	
Ticket price	0,743	
Culinary Taste		0,689
Safe Rides	0,725	
Fun Rides	0,752	
Various Rides	0,783	
Recommend Facilities	0,790	
Personal experience	0,754	
Recommend culinary		0,793
Recommend because it has implemented health protocols	0,727	
Revisit	0,743	
Firm in his stance		0,795
Enjoy the facilities	0,743	
Enjoy culinary tastes		0,733
Promotion	0,665	

Based on Table 8, the rotated factor analysis results show that post-visit behavior indicators are distributed across two factors, sorted by their loading factor values. Factor 1 includes Service, Employee Friendliness, Security, Employee Attitude, Facilities, Child-Friendly Facilities, Ticket Prices, Safe Rides, Fun Rides, Various Rides, Recommend Facilities, Personal Experience, Health Protocols, Return Visits, Enjoy Facilities, and Promotions. Factor 2 consists of Culinary Taste, Recommending Culinary, Firm in its Stance, and Enjoying Culinary Taste. Among these, the highest loading factor in Component 1 is Security (0.812), while the lowest is Facilities (0.638). Component 2's highest loading factor is Firm in its Stance (0.795), and the lowest is Culinary Taste (0.689). These findings underscore the distinct dimensions captured by the two factors, providing meaningful insights into the drivers of post-visit behavior.

Table 8 below presents the naming of factors along with their respective indicators, loading factors, and the percentage of variance based on the results of SPSS data processing.

Table 8 Naming Factors

Factors Name	Indicators	Loading Factor	% of Variance
	Service	0,762	
	Employee Friendliness	0,789	
	Security	0,812	
	Employee Attitude	0,746	
Factor 1	Facilities	0,638	62,544%
	Child Friendly Facilities	0,779	
	Ticket price	0,743	
	Culinary Taste	0,725	
	Safe Rides	0,752	

Factors Name	Indicators	Loading Factor	% of Variance
	Fun Rides	0,783	
	Various Rides	0,790	
	Recommend Facilities	0,754	
	Personal experience	0,727	
	Recommend culinary	0,743	
	Recommend because it has implemented health protocols	0,743	
	Revisit	0,665	
Factor 2	Firm in his stance	0,689	
	Enjoy the facilities	0,793	5,681%
	Enjoy culinary tastes	0,795	
	Promotion	0,733	

Based on Table 8, the names of the two factors formed can be determined based on the characteristics or characteristics of the items that are factor loadings. Factor 1 is based on Service, and Factor 2 is based on Culinary Taste. These two factors greatly influence post-visit behavior at the Lembang Wonderland water tourism destination.

Based on the test results and descriptive analysis of the variables in this research, two factors were identified, indicating that the 20 indicators of Post-Visit Behavior are well distributed through factor analysis. Each indicator significantly correlates with its respective factor, as evidenced by the loading factor values. Factor 1 comprises Service (0.762), Employee Friendliness (0.789), Security (0.812), Employee Attitude (0.746), Facilities (0.638), Child-Friendly Facilities (0.779), Ticket Prices (0.743), Safe Rides (0.725), Fun Rides (0.752), Various Rides (0.783), Recommend Facilities (0.790), Personal Experience (0.754), Health Protocols (0.727), Return Visit (0.743), Enjoy Facilities (0.743), and Promotion (0.665). Factor 2 consists of Culinary Taste (0.689), Recommending Culinary (0.793), Firm in Stance (0.795), and Enjoying Culinary Taste (0.733). These findings suggest that Factor 1, emphasizing aspects of service and overall experience, and Factor 2, focusing on culinary attributes, are the primary drivers of Post-Visit Behavior at the Lembang Wonderland water tourism destination. The dominant indicators within these factors include Security (0.812) and Culinary Taste (0.689), underscoring their significant role in shaping visitors' post-visit behavior.

The dominant factor influencing post-visit behavior at Lembang Wonderland is Factor 1, with Security emerging as the most influential indicator (loading factor: 0.812). Visitors prioritized safety and comfort, aligning with the fundamental expectation of a secure environment at tourist attractions. Security ensures that tourists can enjoy their holidays without concerns about potential risks or disturbances, highlighting its critical importance across all tourism contexts, including hotels, restaurants, and recreational facilities. [10,11]. Contrasts to the findings of Pratama and Wiraguna, who identified satisfaction as the dominant factor influencing post-visit behavior at Bali Zoo [12], the results at Lembang Wonderland reflect a broader emphasis on service-related attributes and culinary experiences, showcasing the unique preferences of its visitors.

4   Conclusion

Post-visit behavior at the Lembang Wonderland water tourism destination shows that the results of 20 questions have an average of 1,440.8, which shows that the visitor's criteria are at the agreed level. This means that post-visit behavior is considered good by visitors to the Lembang Wonderland water tourism destination. Two new factors formed through the factor analysis process, namely the service factor and culinary taste. These factors are formed from the results of the indicators that have the highest scores from each new factor formed. The factor that provides the most dominant value to post-visit behavior is the service factor; this is because the service provided to visitors can provide and explain information clearly and communicatively.

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