

# Determinants of Revisit Intention: Literature Review

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## ABSTRACT

The purpose of this study is to identify the determinants of revisit intention to tourism destinations. This research method is a description of the theory, findings, and other research materials obtained from reference materials to serve as the basis for research activities. Literature review contains reviews, summaries, and author's thoughts about several literature sources (articles, books, slides, information from the internet, etc.) on the topic discussed. A comprehensive review of the determinants of revisit intention helps to presuppose that revisit intention is significantly influenced by memorable tourism experience. The conceptual framework, which has been developed to synthesize the determinants of revisit intention, illustrates the relationship between these influences. It can also be noted that although the determinants of revisit intention discussed in this study are identified as the main determinants of revisit intention, some researchers have identified several other variables that have an impact on revisit intention, and this could be an area of further research in future literature reviews.

**Keywords:** Revisit Intention, Tourism Destination, Tourism Experience

## INTRODUCTION

Revisit intention is one of the important contents in marketing in the service industry and is an important concept in understanding products and services in marketing (Bodet, 2008; Bigne et al., 2009). Revisit intention consists of two words, namely revisit and intention.

These two things are a behavior or desire to be able to make a return visit where there is a positive impression of the quality of service or destination, this will give tourists the desire to come back. Revisit intention is defined by Rajput and Gahfoor (2020) as tourists' interest in re-experiencing the same product, brand, destination, or region in the future. Revisit intention is a form of behavioral intention or customer desire to come back, give positive word of mouth, will choose ecotourism on a return trip (Rehman, 2022). Tourism in Bali is closely related to culture, because culture is a very strong attraction to bring in tourists. In Bali, culture is also associated with one of the concepts, namely Tri Hita Karana. The concept of Tri Hita Karana is a concept adopted from Hinduism which means, Tri means three, Hita means happiness, and Karana means cause. So, Tri Hita Karana means three causes of happiness. The three causes are the harmonious relationship between man and God (Parahyangan), the harmonious relationship between man and his fellow man (Pawongan) and the harmonious relationship between man and nature (Palemahan). The essential meaning of Tri Hita Karana is expressed in a more general expression is that Tri Hita Karana can mean the concept of harmony and togetherness (Windia and Ratna, 2011).

The concept of image is quite old and was studied early by Boulding (1956), the research shows that the researcher's point of view on image is that human behavior is much more interested in image than objective reality. Destination image increases the attractiveness of the destination by combining products, attractions, places, safe environment, and other related attributes (Nazir et al., 2021). In the context of ecotourism, destination image shows tourists' feelings or emotional reactions to the landscape (Jiang et al., 2018). According to Moinuddin et al. (2022) destination image has a positive effect on revisit intention. This is also in line with research (Djamel, 2016; Kim, 2017; Kim et al., 2017; Zhanga, 2017; Chaulagain, 2019; Quynh, 2020; Primanandaa, 2021; Chi and Pham, 2022; Khan et al., 2022; Nam et al., 2022; Ren et al., 2022). Different results were shown by Astini and Sulistiyowati (2015); Li et al. (2021); Fadiryana and Chan (2019) which states that destination image has no effect on revisit intention.

One of the causes of revisit intention is tourism experience. Memorable tourism experience is a visitor's impression of a tourist attraction that continues to have post-visit memories. The impression of experience is expressed and still attached for a long time so that tourists can be said to have a memorable tourism experience of a tourist attraction. This study wants to see memorable tourism experience on tourists' revisit intention. A literature review is essential, as it plays an important role in the development of the research field, by summarizing published work in a particular area and offering new ideas. This literature review was conducted in chronological order to identify the determinants of revisit intention.

## **RESEARCH METHODS**

This research design is a literature review. Literature review is a description of the theories, findings, and other research materials obtained from reference materials to serve as the basis for research activities. Literature review contains reviews, summaries, and author's thoughts about several literature sources (articles, books, slides, information from the internet, etc.) on the topic discussed. A good literature review should be relevant, up-to-date, and adequate. Theoretical foundation, theoretical review, and literature review are some of the ways to conduct a literature review.

This research was conducted to synthesize revisit intention in the view point of several researchers. This literature review is conducted chronologically on revisit intention to find the right determinants of revisit intention.

Online journal databases such as Elsevier, Emerald, Sage, Wiley Online Library, and Taylor & Francis were used as a medium to access articles. The review considered articles published in refereed journals including Academy of Marketing Science Review, Australian Marketing Journal, European Journal of Marketing, Harvard Business Review, Journal of Consumer Behaviour, Journal of Consumer Research, Journal of Marketing, Journal of Services Marketing, and Journal of the Academy of Marketing Science, Psychology & Marketing.

## **RESULT AND DISCUSSION**

The following below is a Table regarding the definition of revisit intention according to several researchers:

**Table 1. Revisit Intention**

Author/s	Year	View
Parasuraman et al.	1985	Revisit intention is the intention to visit again after a tourist is satisfied with the destination service and is willing to visit again.
Rajput and Gahfoor	2020	Revisit Intention is the interest of tourists to experience the same product, brand, destination, or region again in the future.
Rehman	2022	Revisit Intention is a form of behavioral intention or customer desire to come back, give positive word of mouth, will choose ecotourism on a return trip.
Chung	2013	Tourist revisit intention is defined as the likelihood that a tourist would like to revisit a destination or engage in an activity again or the willingness of a tourist to recommend the destination to others.
Seetana et al.	2018	Repeat visit intention can refer to the likelihood of a visitor returning to the same destination and considers key indicators of a loyal traveler.
Zeithaml et al.	2018	Revisit intention is a form of behavioral intention or customer desire to come back, provide positive word of mouth, stay longer than expected, shop more than expected.
Chin et al.	2018	Sharing positive destination recommendations with others can be perceived as intention to revisit a destination.

**Table 2. Selection References Listed According to Revisit Intention**

Author(s)	Variable(s)	Result(s)
Chi et al. (2022)	Destination image, country image, travel motivation, travel experience.	Tourists' travel motivations and experiences positively influence revisit intentions transferred through their attitudes toward ecotourism, and that eco destination image plays an important role in amplifying the effects of travel motivations and past experiences on revisit intentions.
Moinuddin et al. (2022)	Destination image, satisfaction.	That tourist satisfaction, destination image and loyalty tend to influence and lead to revisit intentions.
Vassiliadis et al. (2021)	Different service offering scenarios, visitor satisfaction.	Different service offering scenarios and visitor satisfaction have positive associations with revisit intentions.
Rather (2021)	Tourists' destination brand engagement.	Traveler destination brand engagement has a positive effect on revisit intentions.
Prentice et al. (2021)	Passengers' airport service experiences.	Revisit intentions are significantly influenced by passenger airport service experience.
Hu & Xu (2021)	Memorability of a previous.	Travel experience has positive effect on repeat visits.
Abbasi et al. (2021)	Perceived behavioural control, perceived value, destination image, satisfaction.	Perceived behavioral control, perceived value, destination image and satisfaction significantly influence revisit intentions.
Rasoolimane sh et al. (2020)	Satisfaction.	Satisfaction has a positive effect on revisit intentions.
Rehman et al. (2022)	Destination image, perceived risk tourist, satisfaction.	The study shows that tourist satisfaction partially mediates the relationship between destination image and cultural contact with return visit intentions.
Beckman et al. (2020)	Satisfaction.	Satisfaction has a positive effect on revisit intentions.
Lai et al. (2020)	Service quality, behavioral price, monetary price.	Service quality, behavioral price, monetary price have a significant effect on revisit intention.
Lu et al. (2022)	Destination attachment, memorable travel experience.	Recall of previous travel experience positively affects repeat intention.
Johari et al. (2020)	Destination image, memorable tourism experience.	Cognitive and affective components of destination image have a positive influence on domestic travelers' revisit intention to Melaka. Memorable tourism experiences were also found to mediate this relationship.
Khoo (2020)	Corporate image, customer satisfaction.	Company image has no effect on revisit intentions; customer satisfaction has a positive effect on revisit intentions.
Kim (2017)	Destination image, tourism experiences, destination management.	MTE influences future behavioral intentions both directly and indirectly through DI and traveler satisfaction.
Evren et al. (2020)	Satisfaction.	Satisfaction has a positive effect on revisit intentions.
Mannan et al. (2019)	Customer satisfaction, restaurant reputation, variety seeking tendency.	Customer satisfaction and restaurant reputation have a positive significant effect on revisit intentions; variety seeking tendency has a negative significant effect on revisit intentions.
Nam et al. (2022)	Destination Image, destination regeneration.	There is a positive relationship between destination image and revisit intention. In addition, there are significant moderating effects of destination regeneration and place attachment between destination image and revisit intentions.
Hasan et al. (2019)	Perceived destination, tourists' satisfaction, destination image.	Perceived destination has no effect on revisit intentions; traveler satisfaction and destination image have significant effects on revisit intentions.
Zhanga et al. (2017)	Destination image, country image, memorable tourism experiences.	The results show that country image and destination image influence revisit intention through the mediating effect of MTEs.

**Theory in Tourism Marketing**

Theory of planned behavior is the best way to predict and explain a person's

behavior, namely through the person's behavioral intentions. This theory assumes that (1) people tend to behave rationally

and systematically utilize the information available to them when deciding to act or not act, (2) people's actions are guided by conscious motives and not by unconscious motives, and (3) people consider the implications of their actions before they decide to act or not act (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980; Carrington et al., 2010). Based on these assumptions, the theory was originally called the theory of reasoned action (Ajzen and Fishbein, 1980).

According to Ajzen (2005), attitudes are individual evaluations positively or negatively towards certain objects, people, institutions, events, behaviors or interests. Attitude is a learned cognitive, affective, and behavioral tendency to respond, either positively or negatively to an object, situation, institution, concept, or person. Based on the theory of planned behavior, a person who believes that performing a certain behavior will lead to positive results will have a favorable attitude towards performing the behavior, while a person who believes that performing a certain behavior will lead to negative results will have an unfavorable attitude (Ajzen, 1988; Sheeran et al., 2016). Theory of reasoned action has many research successes. Bandura et al. (1980) provide empirical evidence that a person's behavior is strongly influenced by his level of self-confidence (his perception that he has the ability to perform a behavior). Subsequent research found that an important variable was missing from the theory of reasoned action, namely perceived behavioral control (PBC). On the basis of these research findings, PBC (perceived behavioral control) was added to the theory of reasoned action, and the theory was renamed Theory of planned behavior (Ajzen, 1985; Lee and Kotler, 2011:199; Kiriakidis, 2015). In a meta-analysis, Sheppard et al. (1988) noted that the theory predicts both

behavioral intention and behavior quite well, and is useful for identifying where and how to change individual behavior. Behavioral intention can be expressed as behavior only if the behavior is under the individual's perceived control, meaning that the person considers himself to have full control over the decision to perform the behavior or not (Ajzen, 1991). Madden et al. (1992) reported that the theory has been widely used to model the prediction of behavioral intentions and behavior.

### **Revisit Intention in Bali Tourism**

Revisit intention is defined by Rajput and Gahfoor (2020) as consumer interest in reexperiencing the same product, brand, destination, or region in the future. Revisit intention is a form of behavioral intention or customer desire to come back, give positive word of mouth, will choose ecotourism on a return trip (Rehman, 2022). Tourist revisit intention is defined as the likelihood that a tourist wants to revisit a destination or engage in an activity again or the willingness of a tourist to recommend the destination to others (Chung, 2013). In the tourism industry, revisit intentions can refer to the likelihood of visitors returning to the same destination and consider key indicators of loyal travelers (Seetanah et al., 2018). Li et al. (2018) identified revisit intention as one of the main research topics in tourism literature. Revisit intention as a result of the evaluation process of a product or service. The final stage in decision making in buying the desired product, evaluating the product at the time of consumption and storing information for future use. Sharing positive destination recommendations with others can also be considered a destination revisit intention (Chin et al., 2018; Som and Badrneh, 2018).

### **Tri Hita Karana as Memorable Tourism Experience for Revisit Intention**

Local wisdom in the formation of culture has a very large role, not only as an identity, but also as a characteristic of a distinctive culture of origin that has undergone a process of filtering and adjustment (Budiyanto, 2005). Local wisdom can be described as habits, values, norms, rules inherent in social life in a particular region or place, which have become a habit of community life. It is reviewed based on three aspects of the local wisdom domain, namely, the first human relationship with God, the second human relationship with humans, and the third human relationship with nature (Amir, 2018). Culture in Bali is also associated with one of the concepts, namely Tri Hita Karana. Tri Hita Karana is a concept adopted from Balinese Hinduism. According to Peter and Wardana (2013), Tri Hita Karana is the three causes of happiness, where Tri means three, Hita means happiness and Karana means cause. The three causes are the harmony between humans and God (Parhyangan), the harmony between humans and their neighbors (Pawongan) and the harmony of human relations with nature (Palemahan). The essential meaning if Tri Hita Karana is expressed in a more general expression is that Tri Hita Karana means the concept of harmony and togetherness (Windia and Ratna, 2011). Koentjaraningrat (1993) stated that culture is a way of life that is passed down from generation to generation, in the form of values, norms, and traditions that are held firmly in everyday life. Koentjaraningrat explained that the components of culture or culture consist of components or dimensions of mindset or values (analogous to Parhyangan), social components or dimensions (analogous to Pawongan), and material components or dimensions

(analogous to Palemahan). Judging from this concept, it is expected that the destination image based on Tri Hita Karana in tourist villages in Bali will become a competitive advantage. Basically, the aspects of Parhyangan, Palemahan and Pawongan are part of a system and therefore the three aspects are interrelated. As a system, the system must have a goal in this case the goal is none other than the essence of Tri Hita Karana itself, namely the achievement of harmony and togetherness so as to realize happiness (Windia and Ratna, 2011).

Pine et al. (1999), experience is an event that occurs and is felt by each person personally which can provide a different impression for the individual who feels it. Experience is also the result of individual observation or participation in an event, where the event is real and what actually happened. Today we are in a new era, a more advanced economy, which is service-based and must provide higher emotional experiences to consumers (Stasiak, 2013). Economic prosperity can be sustained through the acquisition of added value at the experience stage. Tourism is very dependent on how the experience is felt by tourists so that the intention to visit the destination again occurs. Atmari and Putri (2021) state that tourism experience has a positive effect on revisit intention. This is also in line with research from (Johari and anuar, 2020; Lu et al., 2022; Yaou and Songjun, 2021; Huang and Liu, 2017; Rosid et al., 2022; Kim, 2017; Lee et al., 2019; Stanov et al., 2021; Tan, 2016; Barnes et al., 2016; Aswaty and Anggraini, 2022).

### **CONCLUSION**

Memorable tourism experience is important in tourism marketing, a good impression of a tourism destination will make tourists will visit again at a tourist attraction. Tourism experience or

travel experience is the most important thing in the tourism sector because it is about the important impression obtained by someone when visiting a tourist spot. If the tourism experience is not easily forgotten and is always remembered by someone for a long time, then that person can be said to have obtained a memorable tourism experience when visiting a tourist spot. Memorable tourism experience has eight dimensions, namely hedonism, refreshment, social and local culture, meaningfulness, knowledge, adverse feeling, novelty. A comprehensive review of the determinants of revisit intention helps to presuppose that revisit intention is significantly influenced by memorable tourism experiences. The conceptual framework (figure), which has been developed to synthesize the determinants of revisit intention, illustrates the relationship between these influences. It can also be noted that although the determinants of revisit intention discussed in this study are identified as the main determinants of revisit intention, some researchers have identified several other variables that have an impact on revisit intention, and this could be a further study of the next literature review.

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