DETERMINANTS OF TOURIST REVISIT INTENTION

TO KOTA BATU

Merzelinda Fairuz Ramadlani*, Djumilah Hadiwidjaja

International Management Program, Faculty of Economic and Business, University of Brawijaya

*merzelinda.dini@gmail.com

Abstract

This research is aimed at understanding what factors make the tourists satisfied and have revisit intention to a tourism destination, specifically Kota Batu. There are five determinants of revisit intention in this study, perceived attractiveness, perceived quality, perceived value, perceived risk, and satisfaction. This research is an explanatory research, based on the fact that the purpose of this study is to explain the relation and the influence of some pre-determined variables. Method used in gathering data is questionnaire with a random 100 sample of tourist in Kota Batu selected by non probability sampling. To analyze the data, a path analysis and classical assumption (i.e. normality and linearity) are used. The result of this study indicates that perceived attractiveness, perceived quality and perceived value significantly affect the tourist revisit intention only when the tourist are satisfied. Satisfaction in the consumer perception (attractiveness, quality, value and risk) influences and enhances the tourist revisit intention. This study also shows that the tourists feel highly attracted, consider the holiday to be high quality, a good value and a satisfactory experience. They also have quite a high intention to visit Kota Batu again in the future. Although they also consider Kota Batu to have a high risk, the perceived risk does not significantly influence satisfaction and revisit intention.

Keywords : tourism, tourist destination, consumer behavior, consumer perception, return visit intention, maketing strategy.

Background of the study

In the Manila Declaration on World Tourism of 1980, tourism is acknowledged as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations." As one of the fastest developing and one of the most important industry in the world, tourism brings in a large amounts of income in payment for goods and services available, and also creates opportunities for employment in the service sector of the economy, associated with tourism.

Among the tourism destination in Indonesia, Kota Batu is one of the tourist destination in East Java that has seen a lot of growth in its tourism sectors in the past few years. This region offers many tourist attractions, from naturals tourist destination like hotsprings and waterfall to the artificial ones, like theme parks.

For the tourism industry in Kota Batu to continue growing, and with the increasingly competitive nature of the tourism industry following the globalisation, internet and the development of transportation, it will be an advantage for Kota Batu to have loyal tourist that visit the destination more than once, since a revisit behavior is one of the sign of their loyalty to the destination.
Studies have documented that a 5% increase of customer retention can generate a profit growth of 25-95% across a range of industries. In addition, retaining current customer has usually a much lower associated costs than winning new ones, so a larger proportion of the gross profit counts toward the bottom line. Furthermore, loyal customer are more likely to act as a free word of mouth advertising agents that informally brings a network of friends, relatives and other potential consumer to a product or service. In fact, word of mouth referrals account up to 60% of sales to a new customer. With that kind of return, loyalty becomes a fundamental strategic component for organization. Understanding what makes the tourist satisfied and return to the destination can help the tourist destination management to concentrate on the factors that affect it, and thus induce tourist retention and loyalty.

There has not been many research found conducted on city tourism, specifically about city tourism tourists’ revisit intention to the destination. This research is created to understand what factors influence tourist revisit intentions to a tourist destination.

Therefore, there are two problems that are used as the base of this study: (1) Do perceived attractiveness, perceived quality of service, perceived value and perceived risk positively influence overall satisfaction of tourist in Kota Batu?; and (2) Does overall satisfaction positively influence revisit intention of tourist in Kota Batu?

**Literature Review**

**Consumer Behavior**

Understanding the consumer behavior has become a very important concept for companies’ success nowadays. According to the American Marketing Association, consumer behavior is defined as “the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives”.

**Consumer Satisfaction**

Consumer satisfaction is one of the concepts in consumer behavior. Consumer satisfaction has always been considered as an important business goal because if a consumer is satisfied with a product, service or brand, then they would be more likely to continue to purchase it and tell others of their favorable experience with it.

Meng et al. (2006:41) concluded that between nine theories on customer satisfaction, expectancy disconfirmation model was accepted the most. According to it, satisfaction has traditionally been considered as the result of a cognitive process (Oliver, 1980:460). This theory is based on the assumption that consumer assess product satisfaction by comparing their post purchase perception result with their expectation in such way that a result superior to the expectations (positive disconfirmation) will lead to satisfaction while the opposite effect (negative disconfirmation) will result in dissatisfaction. Based on this theory therefore, consumer perception about the product or service after it is consumed is important in the making of consumer satisfaction.
**Consumer Perception**

Consumer perception is an important attribute in the making of consumer satisfaction. The satisfaction of a consumer is rarely because of the quality in fact, but more because of the quality of the product, brand or service in their perception.

Tourist perceptions about a holiday destination can help to determine the destination success or failure since loyal customers act as “information channels that informally link networks of friends, relatives and other potential travelers to a destination” (Reid and Reid, 1993:3), produce more sales revenue and minimize marketing cost. The perceived attractiveness, perceived quality and perceived value of a holiday destination can influence repeat visitation, contributing to increased employment and modern infrastructure (Darnell and Johnson, 2001:119). On the other hand, negative occurrences that pose as high perceived risk such as bad weather, poorly organized events and negative word of mouth can distort perceptions of the holiday destination (Formica, 2002: 350), resulting in tourist opting to travel to other destination.

In the holiday destination manager perspective, perceived attractiveness can be defined as the destination apparent ability to deliver individual benefits. From the tourist perspective however, perceived attractiveness can be defined as an assessment whether the destination can meet a specific holiday criteria, (Um et al., 2006:5). It can be assumed therefore, that the more a holiday destination can meet the tourist expectation of a holiday destination will attribute to the tourist overall satisfaction and their revisit intention.

Another perception that contribute to the overall satisfaction of the tourist is the consumer perception on quality or the perceived quality. Perceived quality can be defined as consumer’s opinion on whether the product is able to fulfill the consumer’s expectation. In the tourism industry, perceived quality can be defined as a combination of tourist trip experiences and perceived services received in relation to their expectation of the actual service performance. The standard involved in the perceived quality perception of the consumer includes the quality of the food, room service and other services provided in the destination.

Another consumer perception assumed to attribute to tourist overall satisfaction and revisit intention in this study is the perceived value. Perceived value is defined as”the consumer overall assessment of the utility of a product based on perception of what is received and what is given” Therefore in a tourism perspective, perceived value can be defined as cognitive evaluation of the time and/or money invested in a trip in a comparison to the tourist experiences that were gained (Murphy et al., 2000:43).

The last consumer perception assumed to attribute to tourist overall satisfaction and revisit intention is the perceived risk. Simply said, perceived risk is the level of risk a consumer believes exists regarding the purchase of a specific product from a specific retailer, whether or not the risk actually exist. A low perceived risk will can impact the destination reputation on
safety and encourage repeat visitation (Kozak et al., 2007:233).

**Consumer Retention**

Customer Retention is the process when customer continues to buy products and services within a determine time period and consumer satisfaction is the key to it. Yoon and Uysal (2005: 45) studied the effects of motivation and satisfaction on destination loyalty. The study found a relationship between satisfaction of travel experience and destination loyalty. Hui et al. (2007: 965) found that a likelihood of revisiting Singapore was positively related to tourists’ overall satisfaction levels. Chen and Tsai (2007:1122) studied the effect of destination image and perceived destination’s values on the behavioral intention. The study found that the more positive the feelings of tourists on the destination image, the higher they would perceive the trip quality, and the more positive their behavioral intention would be.

**Consumer Behavior Intention**

Behavioral intention is a proposition connecting self and future action. One can think intention as a plan to engage in a specific behavior in order to reach a goal. According to Fishbein (Peter and Olson, 1999:137), behavioral intention is the single best predictor of actual behavior. Consumer will consciously consider the consequence of alternative behaviors under consideration and will choose the one that leads to the most desirable consequences. The outcome of this process is the intention to engage in that particular behavior.

Under the theory of reasoned action, Behavioral intention are created through a choice/decision process in which a belief about the consequences of that behavior, mainly social norms and attitude towards that behavior, are considered and integrated to evaluate alternative behavior and select among them. Behavioral intention vary in strength, which can be measured by having customer rate the probability that they will perform the behavior of interest.

**Tourism**

The World Tourism Organisation or WTO (1991) defines tourism as “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.” City tourism is a tourism type that uses the city as a gateway to the surrounding region (Law, 2002: 2). There were eight prime visitor markets of urban tourism, which were business travelers, conference/exhibition delegates, short-break holiday-makers (1-3 nights), day trippers, visitors to friends/relatives, long holiday-makers on a tour or stopping off for a short visit, cruise travelers, and long holiday-makers (4 nights) using the city as a gateway to the surrounding region. (Law, 2002: 55).

**Kota Batu Tourism**

Kota Batu and its surrounding region has been known as the holiday place for royal families since the tenth century. Located about 871 meters above the sea level and surrounded by mountains, Kota Batu offers an breathtaking and beautiful scenery, just like Swiss in Europe.
Kota Batu’s income or PAD (Pendapatan Asli Daerah) shows an increasing number from 2009 to 2012. On 2009 it is accounted to be 17,39 billion rupiahs, and on 2012 its already as much as 30 billion rupiahs. Kota Batu branch president of Indonesia hotels association, Uddy Syaifudin, predicts the income will have an increase as much as 9,2 billion rupiahs for 2013. Eighty five percent of that income is supported by the tourism sector.

On 2011 alone, there is about 2.584.777 visiting tourist to Kota Batu (kompasiana.com). The number of tourist are usually increasing in holiday season. For example, on normal season there is about 8.569 units of cars. While on holiday season, its dramatically increase to 17.000 units with an estimation of 74.020 passangers.

**Hypothesis**
Based on the literature and previous research, the hypotheses in this study are as follows:

H1 Perceived attractiveness will have a positive affect on satisfaction.
H2 Perceived quality will have a positive affect on satisfaction.
H3 Perceived value have a positive affect on satisfaction.
H4 Perceived risk have a positive affect on satisfaction.
H5 Perceived attractiveness will have a direct positive effect on tourist revisit intention to Kota Batu
H6 Perceived quality will have a direct positive effect on tourist revisit intention to Kota Batu
H7 Perceived value will have a direct positive effect on tourist revisit intention to Kota Batu
H8 Perceived risk will have a direct positive effect on tourist revisit intention to Kota Batu
H9 Perceived attractiveness will have an indirect positive effect to tourist revisit intention to Kota Batu through satisfaction.
H10 Perceived quality will have an indirect positive effect to tourist revisit intention to Kota Batu through satisfaction.
H11 Perceived value will have an indirect positive effect to tourist revisit intention to Kota Batu through satisfaction.
H12 Perceived risk will have an indirect positive effect to tourist revisit intention to Kota Batu through satisfaction.

**Research Metodology**

**Type of Research**

Based on the formulation of the problem and research objectives, this study is using the quantitative approach, which emphasizes on hypotheses testing and the use of parametric data or measured data. This study is also categorized as explanatory research which is a research that describes the causal relationships between variables through hypothesis testing.

In the implementation explanatory research using the survey method, a method of research that attempt to explain or describe a social phenomenon by looking at the relationship of research variable (Singarimbun, 2006).

To determine the number of samples, according to Naresh K Maholtra (1993:662) the number of sample size
should be at least four or five times the number of attributes used in the study.

There are six attributes in this study, Perceived Attractiveness (X1), Perceived Quality (X2), Perceived Value (X3), Perceived Risk (X4), Satisfaction (Y) and Revisit Intention (Z). Therefore, the 100 samples used in this study is deemed appropriately representing the population.

The Sampling Techniques

The sampling technique in this study is non probability sampling. Non-probability sampling is a sampling of ways in which each element of the unknown probability of being selected to be the subject population samples (Sekaran, 2009). According to Marzuki (2007) purposive sampling were selected based on consideration of the sample in accordance with the purposes and intent of the study.

Research Variable

According to Sugiyono (2008:38) the study variable is an attribute of an object or activity which may have particular variations set by the investigator to be learned and conclusions drawn. In this study the variables used are the perceived attractiveness (X1), perceived quality (X2), perceived value (X3) and perceived risk (X4) as independent variables; tourist satisfaction (Y) as mediating or intervening variable and revisit intention (Z) as the dependent variable.

The independent variable in path analysis are affected only by factors outside of the model. There are four independent variables in this study, those are:

- a. Perceived Attractiveness (X1), Activities (X1.1), Food and beverages (X1.2), Safety of activities (X1.3), Cleanliness of tourist attractions (X1.4), Uniqueness of landscape (X1.5), Climate (X1.6), Accessibility (X1.7), Travel information(X1.8).

- b. Perceived Quality (X2), with the same items as perceived attractiveness to measure the quality.

- c. Perceived Value (X3), The previous visit to Kota Batu was good value (monetarily) (X3.1), The visit worth the tourist money and time sacrifices (X3.2)

- d. Perceived Risk (X4), The perceived risk of additional cost in buying merchandise (X4.1), The risk of wasted time and uncomfortability on the road, The risk of weather change (X4.2)

In this study, there is one mediating variable, tourist satisfaction (Y1). The visit to Kota Batu was a fun holiday experience (Y1.1), The tourist enjoyment of the previous visit to Kota Batu (Y1.2), The previous visit work out exactly as the tourist expectation (Y1.3), The previous visit was a satisfactory experience for the tourist (Y1.4).

The dependent variable or the endogenous variable in this study is the revisit intention variable of the tourist to Kota Batu.

Data Collection Method

Data collection method used in this study are questionnaire and a preliminary interview to determine whether the person have visited Kota Batu before.
Data Analysis Technique

Data obtained from questionnaires subsequently processed and analyzed in classical assumption test in order for the model used to provide a representative result, the classical assumption test conducted on a model to test the hypothesis. Model developed in this study must satisfy the basic assumption of normality and linearity.

Data Analysis Method

This study is using the path analysis to answer the problem formulated in the study. Path analysis is very useful to explain the causal relationship between variables, and is used to confirm or test a proposed model and not to develop a model (Riduwan and Kuncoro, 2008).

The path analysis has two types of effect. The first is the direct effect, and the second is the indirect effect. When the exogenous variable has an arrow directed towards the dependent variable, then it is said to be the direct effect. When an exogenous variable has an effect on the dependent variable, through the other exogenous variable, then it is said to be an indirect effect. To see the total effect of the exogenous variable, we have to add the direct and indirect effect. One variable may not have a direct effect, but it may have an indirect effect as well.

The relationship between variables in this study are as follows:

- The perceived attractiveness (PA) to tourist satisfaction (SAT) and tourist revisit intention (RVI)
- The perceived quality (PQ) to tourist satisfaction (SAT) and tourist revisit intention (RVI)
- The perceived value (PV) to tourist satisfaction (SAT) and tourist revisit intention (RVI)
- The perceived risk (PR) to tourist satisfaction (SAT) and tourist revisit intention (RVI)
- Perceived attractiveness (PA), perceived quality (PQ), perceived value (PV), perceived risk (PR) directly to tourist revisit intention (RVI)

Path analysis

According to Ulfa (2007) there are several steps to follow in path analysis, those are:

a) Developing the model based on concept and theory
   In developing the model, the first step to do is to design or create a hypothetical model based on concepts and theory. In this study, theoretically perceived attractiveness (PA), perceived quality (PQ), perceived value (PV), perceived risk (PR) and satisfaction (SAT) affect directly or indirectly to revisit intention (RVI).

b) Integration with the base assumptions
   Assumptions that are the base of path analysis are as follows:
   - In a path analysis model, the relationship between variables are linier and aditive. Only recursive model—one way causal relationship, are used in path analysis.
   - Endogen variables data are minimal on interval scale.
- Observed variables are measured without fault (measuring instruments are valid and reliable).
- Analysed model are specified (identified) correctly based on relevant concepts and theories.

c) Discovering the parameters (calculating the path coefficient)
Discovering the parameters are usually implemented in calculating path coefficient. There are three method in calculating path coefficients. The matrix correlation approach \( p = R_x^{-1} R_y \), regression coefficient followed by a calculation process \( p_i = b_i (S_{xi} / S_y) \), and standardized regression coefficient. On this study, the chosen method is the standardized regression coefficient, as this method are considered to be the simplest one. Beside that, the calculation of goodness of fit by coefficient of determination and the trimming theory can be done more practically. The calculation of standardized regression coefficient are done partially on every equation, because the model is a recursive model, the method used is ordinary least square (OLS) method.

d) Validity test of the model
Validity test on path coefficient on every direct path equation are the same as in regression analysis, by using the p-value in t-value test, which is the partially standardized variables regression test. The non-significant path are eliminated so that there will be a model supported (confirmed) by empirical data.

e) Model interpretation
The last step in path analysis is intrepreting the result of the analysis. First of all by observing the result of the model validity test and then followed by calculating the direct effect coefficient, the indirect effect coefficient and the total effect coefficient of all variables that have a causal relationship with the endogenous variable.

**Hypothesis Test**

The approach used in testing the variables affecting the dependent variable is by the significance test. Generally, significance test is a procedure to check whether a hypothesis is correct or not. The hypothesis test used in this study, both for the direct effect and indirect effect is using the t-value test. The t-value is referred to the critical ratio value produced from the calculation using SPSS 20.0.

**Findings and discussion**

**Research Object**
The object in this study is a city tourism destination or urban tourism destination. Specifically Kota Batu which has shown an increase number of tourist in the past few years.

**Tourism and City Tourism**
Under the auspices of the United Nations, the World Tourism Organisation or WTO (1991) defines tourism as “the activities of persons travelling to and staying in places outside their usual environment for not
more than one consecutive year for leisure, business and other purposes."

City tourism is a tourism type that uses the city as a gateway to the surrounding region. Among the travel products, city tourism is one of the fastest growing. A city needed to promote its unique qualities to differentiate itself from the competitors who offered similar products.

**Kota Batu and Tourism**

Kota Batu and its surrounding region has been known as the holiday place for royal families since the tenth century and then the holiday destination for the Dutch in the nineteenth century. Located about 871 meters above sea level, 19 km west of Malang region and surrounded by mountains, Kota Batu offers a breathtaking and beautiful scenery.

Kota Batu’s income or PAD (Pendapatan Asli Daerah) shows an increasing number from 2009 to 2012. Eighty five percent of that income is supported by the tourism sector. On 2012 only, Kota Batu’s PAD is 30 billion rupiahs. Kota Batu branch president of Indonesia hotels association, Uddy Syaifudin, predicts the income will have an increase as much as 9.2 billion rupiahs for 2013.

**Characteristic of respondent**

Respondent in this study is tourist visiting Kota Batu for the second time or more which are present in 13th and 14th of April in Jatim Park and Alun Alun Kota Batu when this reasearch is conducted. One hundred samples were taken randomly.

**Validity and Reliability Test**

The validity of the instrument is a measure that shows the levels of validity and the authenticity of an instrument. It is said to be a valid instrument, able to measure or disclose the data of the studied variables appropriately.

Validity shows how far an instrument measure what its supposed to measure. The validity of the instrument is a measure that shows the level of validity and the authenticity of the an instrument. An instrument is considered valid by comparing the Pearson Product Moment Correlation index with a significance level of 5% (0.05) and r values (correlation coefficient). Variable is declared valid if the significance level is less than or < 5% (0,05) and r values greater than > 0.3. For this reasearch, the researcher uses 100 sample expecting that the sample represent the population. The critical value of r table with n=100 and level of error tolerance (alpha) 5% is 0.195. The result is showing that all statement item above is valid.

A reliability testing is done to determine the level of comformability or a constant measuring tool. Reliability provides the correspondence between the result of the measurements. A reliable instrument means that the instrument is good enough to be able to uncover reliable data.

This test is used to determine the extent to which a person’s answers are consistent or stable over time. Reliability shows in a sense that an instrument can be trusted enough to be used as an instrument collecting data because the instrument is proper.

In this study, the reliability testing is done using the formula of Cronbach Alpha (α). An item in the questionnaire can be considered highly reliable when the Cronbach Alpha value is bigger than 0,600 which is used as a comparison and can be
considered as a high reliability scale and lower than 0.6 means that the variable have a low reliability. In this study, the test shows that all of the variables are reliable, however variable X3 have low reliability because its cronbach alpha value is less than 0.6.

**Index Analysis**

Index number analysis show the general perceptions of respondents about the variables researched. This analysis is done by using index analysis technique to describe respondent’s perceptions to items proposed in the questionnaire (Ferdinand, 2006). The three-box method is used to calculate the range, 80 is divided by three and will create a range number of 26.67. That range will be used as the base to decide respondents perception index to the variables used in this research (Ferdinand, 2006). The result shows that all of the variables are in the high range of the index.

**Result of Clasical Assumption Test**

**Normality Test**

Normality test is needed to make sure whether the distributions of the researched data are normally distributed or not. The normality test are done by using SPSS. The purpose of test data by testing the normality of the distribution of residuals to see if the data are normally distributed, the data distribution is bell shaped.

In the model 1 below, which is the model for the direct effect of X1, X2, X3, and X4 to Y, have a residual histogram which is bellshaped and have a diagonal line shape in a normal PP-plot graphic. Therefore, it can be concluded that the residual regression on path model 1 is normally distributed.

![](image1)

The same thing also applies on the model 2 below, which is the model for the direct effect between X1, X2, X3, X4 and Y to Z, also have a residual histogram that is bell shaped and a diagonal line in the PP-plot graphic. Therefore it can be concluded that the residual regression on path model 2 is normally distributed.
Model 2
Path II Normality test

In other word, the normality assumption for path analysis has met the requirement.

**Linearity test**

Linearity test is done to know whether the proposed model is linear or not. The linearity test is done by using curve fit and using the principal of parsimony—when the whole model is significant or non-significant, the model can be said a linier model. The correlation between variables are linier when (1) model linier is significant or the value of Sig Linier $< 0.05$, or (2) the whole model is non-significant and the whole model have Sig $> 0.05$ value.

**Table 1**

Result of Linearity test

<table>
<thead>
<tr>
<th>Exogenous Variable</th>
<th>Endogenous Variable</th>
<th>Significance</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>$X_1$</td>
<td>$Y$</td>
<td>0.000</td>
<td>Linier</td>
</tr>
<tr>
<td>$X_2$</td>
<td>$Y$</td>
<td>0.000</td>
<td>Linier</td>
</tr>
<tr>
<td>$X_3$</td>
<td>$Y$</td>
<td>0.000</td>
<td>Linier</td>
</tr>
<tr>
<td>$X_4$</td>
<td>$Y$</td>
<td>0.000</td>
<td>Linier</td>
</tr>
<tr>
<td>$X_5$</td>
<td>$Y$</td>
<td>0.000</td>
<td>Linier</td>
</tr>
<tr>
<td>$X_2$</td>
<td>$Z$</td>
<td>0.000</td>
<td>Linier</td>
</tr>
<tr>
<td>$X_3$</td>
<td>$Z$</td>
<td>0.000</td>
<td>Linier</td>
</tr>
<tr>
<td>$X_4$</td>
<td>$Z$</td>
<td>0.000</td>
<td>Linier</td>
</tr>
<tr>
<td>$Y$</td>
<td>$Z$</td>
<td>0.000</td>
<td>Linier</td>
</tr>
<tr>
<td>$Z$</td>
<td>$Z$</td>
<td>0.000</td>
<td>Linier</td>
</tr>
</tbody>
</table>

Source: processed data 2013

Based on the result of the linearity test as presented in the table above, the significance value are all not above 0.05. Therefore, it can be concluded that the relationship between variables are linier. In other word, the linearity assumption for the path analysis has met the requirement.

**Path Analysis**

On this study the analysis used to test the hypotheses proposed between the variable in the hypotheses is by using path analysis. This analysis is used to know the level of influence in a causal relationship with data gathered from the sample surveyed.

a) Developing the model based on concept and theory

A theoritical model is developed in this study is by scientifically exploring variables and the relationship between them that is already observed in theories and in the result of previous research.
b) Calculation of path coefficient

The calculation of the path coefficient this study is by using the standardized regression analysis by seeing the simultaneous and partial influence on each of the equations. The method used is the ordinary least square (OLS) which is the least square method which is calculated by using SPSS 20.0 software:

a. Direct effect of $X_1$, $X_2$, $X_3$ and $X_4$ to $Y$

The result of the standardized regression are presented in table 2 below:

**Table 2**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Beta</th>
<th>T</th>
<th>Sig t</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>$X_1$</td>
<td>0.186</td>
<td>2.139</td>
<td>0.035</td>
<td>Significant</td>
</tr>
<tr>
<td>$X_2$</td>
<td>0.447</td>
<td>4.640</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>$X_3$</td>
<td>0.251</td>
<td>3.409</td>
<td>0.001</td>
<td>Significant</td>
</tr>
<tr>
<td>$X_4$</td>
<td>0.104</td>
<td>1.670</td>
<td>0.098</td>
<td>Not significant</td>
</tr>
</tbody>
</table>

$t_{\text{table}} = 1.985$

Adjusted $R^2 = 0.790$

Source: processed data 2013

Some statements can be created from the data in the table above, as follows:

1) The adjusted r-square number is calculated to be 0.790 or 79% value. This means that the variable Satisfaction ($Y$) in tourist are being influenced as much as 79% by Perceived attractiveness ($X_1$), Perceived quality ($X_2$), Perceived value ($X_3$) and Perceived risk ($X_4$). The rest 21% are influenced by other variables other than the independent variables in this study.

2) Standardize regression equation:

Equation sub-structure 1:
- $Y = 0.186X_1 + 0.900$
- $Y = 0.447X_2 + 0.900$
- $Y = 0.251X_3 + 0.900$
- $Y = 0.104X_4 + 0.900$

3) The statements concluded from the t-count value are as follows:
   - Perceived attractiveness ($X_1$) has a t-count value as much as 2.139 with its probability value 0.035. Because the $|t_{\text{count}}| > t_{\text{table}} (2.139 > 1.985)$ or the sig t < 5% (0.035 < 0.05), $X_1$ (Perceived attractiveness) is considered to be significantly influencing Tourist satisfaction ($Y$).
   - Perceived quality ($X_2$) has a t-count value as much as 4.640 with the probability value to be 0.000. Because the $|t_{\text{count}}| > t_{\text{table}} (4.640 > 1.985)$ or sig t < 5% (0.000 < 0.05), $X_2$ (Perceived quality) is considered to be significantly influencing Tourist satisfaction ($Y$).
   - Perceived value ($X_3$) has a t-count value as much as 3.409 with the probability value to be 0.001. Because $|t_{\text{count}}| > t_{\text{table}} (3.409 > 1.985)$ or sig t < 5% (0.001 < 0.05), $X_3$ (Perceived value) is considered to be significantly influencing Tourist satisfaction ($Y$).
   - Perceived risk ($X_4$) has a t-count value as much as 1.670 with the probability value to be 0.098. Because $|t_{\text{count}}| < t_{\text{table}} (1.670 < 1.985)$ or sig t > 5% (0.098 > 0.05), $X_4$ (Perceived risk) is considered to be not significantly influencing ($Y$).

b. The direct effect of $X_1$, $X_2$, $X_3$, $X_4$ and $Y$ to $Z$

The result of the standardized regression are presented in table 3 below:
### Table 3
Result of Path Analysis for $X_1$, $X_2$, $X_3$, $X_4$ and $Y$ to $Z$

<table>
<thead>
<tr>
<th>Variables</th>
<th>Beta</th>
<th>$T$</th>
<th>Sig t</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>$X_1$</td>
<td>0.047</td>
<td>0.529</td>
<td>0.598</td>
<td>Not significant</td>
</tr>
<tr>
<td>$X_2$</td>
<td>0.010</td>
<td>0.096</td>
<td>0.924</td>
<td>Not significant</td>
</tr>
<tr>
<td>$X_3$</td>
<td>0.006</td>
<td>0.077</td>
<td>0.939</td>
<td>Not significant</td>
</tr>
<tr>
<td>$X_4$</td>
<td>0.022</td>
<td>0.354</td>
<td>0.724</td>
<td>Not significant</td>
</tr>
<tr>
<td>$Y$</td>
<td>0.827</td>
<td>8.027</td>
<td>0.000</td>
<td>Significant</td>
</tr>
</tbody>
</table>

$t_{table} = 1.985$

Adjusted $R^2 = 0.789$

Source: processed data 2013

Some statements can be created from the data in the table above, as follows:

1) The adjusted $r$-square number is calculated to be 0.789 or 78.9%. This means that Revisit intention ($Z$) is influenced by as much as 78.9% by Perceived attractiveness ($X_1$), Perceived quality ($X_2$), Perceived value ($X_3$), Perceived risk ($X_4$) and Tourist satisfaction ($Y$). The rest 21.1% are influenced by other variables outside the independent variables in this study.

2) Standardize regression equation:
   Equation sub-structure 2:
   - $Z = 0.047X_1 + 0.287$
   - $Z = 0.010X_2 + 0.287$
   - $Z = 0.006X_3 + 0.287$
   - $Z = 0.022X_4 + 0.287$
   - $Z = 0.827Y + 0.287$

3) The statements concluded from the $t$-count value are as follows:
   - Perceived attractiveness ($X_1$) has a $t$-count value as much as 0.529 with the probability counted to be 0.598. Because $|t_{count}| < t_{table} (0.529< 1.986)$ or $\text{sig } t > 5% (0.598> 0.05)$, $X_1$ (Perceived attractiveness) is considered to be not significantly influencing to Revisit intention ($Z$).
   - Perceived quality ($X_2$) has a $t$-count value as much as 0.096 with the probability counted to be 0.924. Because $|t_{count}| < t_{table} (0.096< 1.986)$ or $\text{sig } t > 5% (0.924> 0.05)$, $X_2$ (Perceived quality) is considered to be not significantly influencing to Revisit intention ($Z$).
   - Perceived value ($X_3$) has a $t$-count value as much as 0.077 with the probability counted to be 0.939. Because $|t_{count}| < t_{table} (0.077< 1.986)$ or $\text{sig } t > 5% (0.939> 0.05)$, $X_3$ (Perceived value) is considered to be not significantly influencing to Revisit intention ($Z$).
   - Perceived risk ($X_4$) has a $t$-count value as much as 0.354 with the probability counted to be 0.724. Because $|t_{count}| < t_{table} (0.354< 1.986)$ or $\text{sig } t > 5% (0.724> 0.05)$, $X_4$ (Perceived risk) is considered to be not significantly influencing to Revisit intention ($Z$).
   - Tourist satisfaction ($Y$) has a $t$-count value as much as 8.027 with the probability counted to be 0.000. Because $|t_{count}| > t_{table} (8.027> 1.986)$ or $\text{sig } t < 5% (0.000< 0.05)$, $Y$ (Tourist satisfaction) is considered to be significantly influencing Revisit intention ($Z$).
c) Path Model Interpretation

The direct effect of the path coefficient equation are as follows:
Equation sub-structure 1 (Direct effect of $X_1$, $X_2$, $X_3$ and $X_4$ to $Y$)
- $Y = \rho_{YX1} X_1 + \rho_{YX2} X_2 + \rho_{YX3} X_3 + \rho_{YX4} X_4 + \rho_{YX5} X_5 + \rho_{YX6} X_6$
  - $Y = 0.186X_1 + 0.447X_2 + 0.251X_3 + 0.104X_4 + 0.900$
- $Y = \rho_{YX1} X_1 + \rho_{YX2} X_2 + \rho_{YX3} X_3 + \rho_{YX4} X_4 + \rho_{YX5} X_5 + \rho_{YX6} X_6$
  - $Y = 0.186X_1 + 0.447X_2 + 0.251X_3 + 0.104X_4 + 0.900$
- $Y = \rho_{YX1} X_1 + \rho_{YX2} X_2 + \rho_{YX3} X_3 + \rho_{YX4} X_4 + \rho_{YX5} X_5 + \rho_{YX6} X_6$
  - $Y = 0.186X_1 + 0.447X_2 + 0.251X_3 + 0.104X_4 + 0.900$

Equation sub-structure 2 (Direct effect of $X_1$, $X_2$, $X_3$, $X_4$ and $Y$ to $Z$)
- $Z = \rho_{ZX1} X_1 + \rho_{ZX2} X_2 + \rho_{ZX3} X_3 + \rho_{ZX4} X_4 + \rho_{ZX5} X_5 + \rho_{ZX6} X_6$
  - $Z = 0.047X_1 + 0.010X_2 + 0.006X_3 + 0.023X_4 + 0.900$
- $Z = \rho_{ZX1} X_1 + \rho_{ZX2} X_2 + \rho_{ZX3} X_3 + \rho_{ZX4} X_4 + \rho_{ZX5} X_5 + \rho_{ZX6} X_6$
  - $Z = 0.047X_1 + 0.010X_2 + 0.006X_3 + 0.023X_4 + 0.900$
- $Z = \rho_{ZX1} X_1 + \rho_{ZX2} X_2 + \rho_{ZX3} X_3 + \rho_{ZX4} X_4 + \rho_{ZX5} X_5 + \rho_{ZX6} X_6$
  - $Z = 0.047X_1 + 0.010X_2 + 0.006X_3 + 0.023X_4 + 0.900$

The indirect effect of the path coefficient are as follows:
Equation sub-structure 3 (Indirect effect of $X_1$, $X_2$, $X_3$ and $X_4$ through $Y$ to $Z$)
- $Z = (\rho_{YX1} X_1 \times \rho_{ZY} Y) + \rho_{ZX1} = (0.186X_1 \times 0.827Y) + 0.287$
- $Z = (\rho_{YX2} X_2 \times \rho_{ZY} Y) + \rho_{ZX2} = (0.447X_2 \times 0.827Y) + 0.287$
- $Z = (\rho_{YX3} X_3 \times \rho_{ZY} Y) + \rho_{ZX3} = (0.251X_3 \times 0.827Y) + 0.287$
- $Z = (\rho_{YX4} X_4 \times \rho_{ZY} Y) + \rho_{ZX4} = (0.104X_4 \times 0.827Y) + 0.287$

Discussion

1. Perceived Attractiveness
Perceived attractiveness can be defined as the destination apparent ability to deliver individual benefits that provide relaxation and entertainment that are away from the routine at home. In this study, the result shows that perceived attractiveness directly influence satisfaction positively and significantly. It also has a positive and significant indirect effect on revisit intention through satisfaction. The index analysis shows that the general respondents perceptions of the perceived attractiveness are generally high. Therefore, Kota Batu ability to meet the tourist specific holiday criteria are generally high.

2. Perceived Quality
Perceived quality can be defined as consumer’s opinion on whether the product is able to fulfill the consumer’s expectation. It is the combination of tourist trip experiences and perceived services received in relation to their expectation of the actual service performance. In this study the result shows that perceived quality directly influence satisfaction positively and significantly. It also has a positive and significant indirect effect on revisit intention through satisfaction. The perceived quality in fact, is the most dominant variable that influences satisfaction directly and revisit
intention indirectly. The index analysis shows that the general respondents perceptions of the perceived quality are generally high. Therefore, the general respondents perception are that Kota Batu is highly able to fulfill their expectation.

3. Perceived Value
Perceived value is consumer’s trade-off on the product based on their perception of the product benefits quality compared to the sacrifice to get it. Therefore in a tourism perspective, perceived value can be defined as cognitive evaluation of the time and/or money invested in a trip in a comparison to the tourist experiences that were gained. In this study the result shows that perceived value directly influence satisfaction positively and significantly. It also has a positive and significant indirect effect on revisit intention through satisfaction. The index analysis shows that the general respondents perceptions of the perceived value are generally high. Therefore, the general respondents perception is that what they sacrificed compared to what they gained of their trip to Kota Batu are generally high and good value.

4. Perceived Risk
Perceived risk is the level of risk a tourist believes exists regarding the visit to a destination, whether or not the risk actually exist. In this study the result shows that perceived risk does not have the expected direct influence on satisfaction and revisit intention, although it have a positive influence on both of them, it does not have a significant effect. It indirect effect to revisit intention through satisfaction also does not have a significant effect, although it still have a positive influence. The index analysis shows that the general respondents perceptions of the perceived risk are generally high. Therefore, the general respondents perception is that holiday to Kota Batu have a quite high risk however it does not much affecting their satisfaction and revisit intention.

5. Satisfaction
Tourist satisfaction is defined as how the tourist feels about the holiday in a destination after they finished the holiday. In this study the result shows that satisfaction is positively influenced by perceived attractiveness, perceived quality, perceived value and perceived risk, and is significantly influenced by perceived attractiveness, perceived quality and perceived value. The result also shows that satisfaction has a positive and significant direct influence to revisit intention. The most dominant variable that affect satisfaction is perceived attractiveness, followed by perceived value, perceived attractiveness and perceived risk, respectively. The index analysis shows that the general respondents perceptions of the satisfaction are generally high. Therefore, the general respondents perception is that holiday to Kota Batu is highly satisfactory.

6. Revisit Intention
Revisit intention is defined as the tourist intention to visit a destination again in the future after they finished their holiday. Basically, it is an intention as a plan to engage in a specific behavior in order to reach a goal. In this study the result shows that revisit intention is positively and significantly influenced by satisfaction. Perceived attractiveness, perceived quality, perceived value and perceived risk have a positive but not significant effect on revisit intention on direct effect. While on
indirect effect, perceived attractiveness, perceived quality and perceived value are the one that affecting revisit intention significantly. The most dominant variable on the direct effect that affecting revisit intention is satisfaction, while in the indirect effect is perceived quality. The index analysis shows that the general respondents perceptions of revisit intention are generally high. Therefore, the general respondents perception is they have high intention to visit Kota Batu again in the future.

Based on these result, the problem of this study can be answered. For the first problem, perceived attractiveness, perceived quality, perceived value and perceived risk does have a positive influence to satisfaction of tourist in Kota Batu. However only perceived attractiveness, perceived quality and perceived value influence satisfaction significantly. Out of those three, the most dominant variable that is affecting satisfaction is perceived quality.

Perceived quality can be defined a combination of the tourist trip experiences and perceived services received in relation to their expectation of the actual service performance, or basically their opinion on whether the experience is able to fulfill the their expectation. By becoming the most dominant variable that positively and significantly influences satisfaction, it reconfirms the Expectancy Disconfirmation Theory, which is based on the assumption that consumer assess product satisfaction by comparing their post purchase perception result with their expectation in such way that a result superior to the expectations (positive disconfirmation) will lead to satisfaction while the opposite effect (negative disconfirmation) will result in dissatisfaction.

Perceived value is the second dominant variable that positively and significantly affecting satisfaction. Perceived value itself can be defined as cognitive evaluation of the time and/or money invested in a trip in a comparison to the tourist experiences that were gained. By being the second most dominant that influences satisfaction shows that perceived value have quite a role in creating satisfaction in tourist in Kota Batu. It also proves the basis of the Fishbein & Ajzen behavioral model (Fishbein & Ajzen, 1975), that affect is significantly influenced by cognition. With satisfaction as an affective feeling, perceived value is the cognitive feeling that have influence in it. Perceived value represents the tourist cognition of the nature of relational exchanges with their holiday destination, and satisfaction reflects customers’ overall feeling derived from the perceived value.

Perceived attractiveness is the third dominant variable that is affecting satisfaction. Perceived attractiveness can be defined as the tourist assessment whether the destination can meet a specific holiday criteria. With it being the third most dominant variable after perceived quality and perceived value, it is quite different with the result from Quintal and Polczynski (2009) research in West Australia where perceived attractiveness is the most dominant variable that affects satisfaction and revisit intention.

Perceived risk have a positive but not significant effect on satisfaction. This is the same with the result from previous
research of Quintal and Polczynski (2009). It is likely that it is because Kota Batu is considered to be safe and with the more information that is available for the tourist from the internet and other sources beside having visited it previously, the tourist might have perceived all aspects of risk, including financial ones, to be insignificant to their satisfaction with the trip and revisit intention to Kota Batu.

The second problem of the study is also answered in the result, satisfaction does influence revisit intention. The direct effect of satisfaction to revisit intention is the most dominant influence and the only significant influence in the direct effect. While in the indirect effect, the perceived attractiveness, perceived quality, perceived value and perceived risk are all positively influencing revisit intention through satisfaction. Although only the perceived attractiveness, perceived quality and perceived value affect it significantly. The indirect effect result also shows that perceived quality is the most dominant variable that is affecting revisit intention through satisfaction followed by perceived value, perceived attractiveness and perceived risk (not significant).

This study path model also shows that perceived attractiveness, perceived quality and perceived value are only affecting revisit intention if the tourist is satisfied with the perceived attractiveness, perceived quality and perceived value. So, the tourist should have their specific holiday criteria fulfilled (perceived attractiveness), fulfill their expectation (perceived quality) and have a good value (Perceived value) to gain the tourist satisfaction, which in turn will be affect the tourist revisit intention to Kota Batu. If the tourist is not satisfied, perceived attractiveness, perceived quality and perceived value can not influence their revisit intention. Therefore, its safe to assume that satisfaction is one of the most important contributor to ensure revisit intention and loyalty.

**Conclusion**

1. Tourist perception influences their satisfaction about the holiday. The most dominant variable that influences a tourist satisfaction is the perceived quality, that is the tourist experiences and perceived services received in relation to their expectation of the actual performance. The following tourist perceptions that significantly influences satisfaction are perceived value and perceived attractiveness, respectively.
2. The most dominant tourist perception that is affecting revisit intention after the tourist is satisfied is perceived quality. When the tourist have a higher perception of quality in Kota Batu they are more satisfied and thus more likely to have intention to visit Kota Batu again in the future. The following perceptions that is affecting revisit intention after the tourist is satisfied is perceived value and perceived attractiveness, respectively.
3. Satisfaction in the perceived attractiveness, perceived quality and perceived value influences and enhances a tourist revisit intention. A satisfied tourist is more likely to have an intention to return. Therefore, it is safe to assume that satisfaction is in fact, the most important variable to ensure tourist revisit intention and loyalty.
4. Perceived risk does not have the expected influence on revisit intention and satisfaction. The general perception is that the perceived risk is quite high, however the result shows that even though it is high, perceived risk is insignificant to the tourist satisfaction and revisit intention.

5. This study also shows general tourist perception on the attractiveness, quality, value, risk, satisfaction and revisit intention in Kota Batu. The tourist generally thought that they are highly attracted, consider the holiday to be high quality, a good value and that they had a satisfactory experience. They also stated that they have a quite high intention to visit Kota Batu again in the future. Although they also consider Kota Batu to have a high risk, the perceived risk is insignificant to the satisfaction and revisit intention.

**BIBLIOGRAPHY**


Jacoby, J. and Kaplan, L., 1972, ‘‘The components of perceived risk’’, this paper is presented at 3rd Annual Conference of the Association for Consumer Research, Chicago.


