



**JOURNAL**  
**FACTORS AFFECTING TOURIST REVISIT INTENTION PRAMBANAN TEMPLE**  
**TOURIST DESTINATIONS**

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**Abstract:**

This research aims to see whether there is an influence between destination image and place attachment, tourist satisfaction, memorable tourism experiences, and revisit intention as well as the influence of destination image, place attachment, tourist satisfaction, and memorable tourism experiences on revisit intention at the Prambanan Temple tourist destination. The research method used is quantitative. The respondents for this research were 210 respondents who had visited Prambanan Temple at least once in the last five years. Data analysis used the SPSS version 24 and Amos version 24 applications. The research results showed that destination image had a positive and insignificant effect on place attachment and tourist satisfaction. Then destination image has a positive and significant effect on memorable tourism experiences and revisit intention. Then this research also shows that place attachment, tourist satisfaction, and memorable tourism experiences have a positive and significant effect on revisit intention.

**Keywords: destination image, place attachment, tourist satisfaction, memorable tourism experiences, revisit intention.**

**Background**

Tourism is a very important sector in a country's economy. Manzoor et al. (2019) stated in their research that tourism growth has an influence on the country's economic development. In Indonesia, tourism has an important role in the Indonesian economy by being one of the largest foreign exchange contributors.

According to DataIndonesia.id (2022), in the period from 2016 to 2019, Indonesia's foreign exchange earnings always increased. However, there was a significant decline in 2020 and 2021 due to the Covid-19 pandemic. However, along with the recovery of the Indonesian tourism sector after Covid-19, foreign exchange earnings from the tourism sector have increased again, where in 2022, the tourism sector will contribute as much as 5.95 billion dollars to Indonesia's foreign exchange.

Meanwhile, Yogyakarta Province has five city/district regions, namely Yogyakarta City, Sleman Regency, Bantul Regency, Kulon Progo Regency, Gunung Kidul Regency, each of which has attractive tourist destinations for foreign and domestic tourists.



**Table 1. Number of Tourist Visits per Regency/City in DIY 2017-2021**

No	City/Capital	2017	2018	2019	2020	2021
1	Yogyakarta City	5.347.303	4.752.351	4.216.601	1.366.570	459.262
2	Sleman Capital	6.814.558	7.898.088	10.378.154	4.250.119	1.728.418
3	Bantul Capital	9.141.150	8.840.442	8.012.666	2.265.423	2.819.748
4	Kulon Progo Capital	1.400.786	1.969.623	2.036.170	56.643	909.107
5	Gunung Kidul Capital	3.246.996	3.055.284	3.680.803	1.981.599	1.937.635
Total		25.950.793	26.515.788	28.324.394	9.920.354	7.854.170

Source: Dinas Pariwisata DIY (2023)

The table data above shows that total visits to the cities and districts of Yogyakarta Province always increased from 2017 to 2019. Then it can be seen that Sleman Regency and Bantul Regency during the 2017-2021 period always received the most tourist visits compared to other cities and regencies. Sleman Regency is the area with the second largest number of domestic tourist visits with 31,069,337 tourist visits. The Sleman Regency area has several famous tourist attractions such as Prambanan Temple, Merapi Tourism Area, Breksi Cliff, Tourism Village, and others.

Based on the DIY Provincial Service (2022), it can be seen that Prambanan Temple is in first place with visits of 262,107 tourists. The presence of Prambanan Temple in first place is not surprising because Prambanan Temple is a tourist destination that is well known even abroad. Based on Kompas.com (2020) Prambanan Temple is the second choice for historical and cultural heritage tourist destinations below Borobudur Temple.

**Table 2. Tourist Visits to Prambanan Temple 2017-2021**

Prambanan Temple Visitor Data 2017 - 2021					
Year	2017	2018	2019	2020	2021
Local Tourist	1.887.038	2.216.760	2.326.128	41.745	261.757
Foreign Tourists	208.090	222.373	183.527	0	350
Total	2.095.128	2.439.133	2.509.655	41.745	262.107

Source: Dinas Pariwisata DIY (2023)

In the table above, it can be seen that domestic tourists visiting Prambanan Temple were always stable in 2017-2019. In 2021, there was a drastic decline with only 261,757 visits. However, in 2021 foreign tourists began to return to visit Prambanan Temple even though the number was only 350 tourists. With Prambanan Temple being widely known by the Indonesian people, increasing tourist visits to Prambanan Temple is one way that can be done to boost the economy again. Efforts to increase tourist visits can be made by increasing tourists' intention to revisit (Poon and Koay, 2021).

Before tourists have the intention to visit again, there are several things that are thought to trigger the intention to visit again. Place attachment is thought to influence tourists' intention to revisit a destination. According to Han et al. (2019), place attachment can be measured by tourists' affective behavior. Tourist satisfaction is thought to influence tourists' intention to revisit. According to Huseno (2022), facilities at tourist attractions and staff service are factors that can make tourists satisfied. It is suspected that memorable tourism experiences can influence tourists' intention to revisit a tourist destination. When tourists have a positive experience while traveling, that experience can be remembered positively by tourists (Kim 2018). Destination image is thought to influence tourists'



intention to revisit tourist destinations. Li et al. (2018) in their research found that destination image can influence tourists' desire to revisit a destination

## **THEORETICAL FRAMEWORK**

### **Revisit Intention**

According to Rasoolimanesh et al. (2023) revisit intention includes post-purchase behavior, namely re-purchasing and is formed after tourists evaluate the destination and feel satisfied, giving rise to the intention to visit again. Acharya et al. (2023) defines revisit intention as the behavioral intention of tourists to visit a destination again in the future. Peng et al. (2023) argue that revisit intention is an individual's willingness or readiness to revisit the same destination. According to Rather (2021), revisit intention is one component of behavioral intention which refers to tourists' intention to get the same experience when revisiting a tourist destination. Revisit intention is a tourist's intention to revisit the same place after evaluating the first visit (Rajput and Gahfoor, 2020). According to (Zeithaml et al., 2018) the revisit intention variable can be identified with the following four dimensions:

1. Willingness to visit again, is the desire of tourists to visit again.
2. Willingness to invite, is the desire of tourists to invite, recommend other people to visit tourist destinations.
3. Willingness to tell positive stories, is the desire of tourists to tell other people about their visiting experiences.
4. Willingness to place the visiting destination in priority, is the desire of tourists to determine a tourist destination as the main priority in their trip.

### **Destination Image**

Destination image is currently recognized as one of the tools used to empower the tourism industry because it can generate behavioral intentions (Afshardoost and Eshaghi, 2020). (Zhang et al., 2022) argue that destination image is a collection of tourists' perceptions, impressions, feelings and beliefs about a destination. It can be seen that destination image is defined as an individual's perception of a destination. Perception can be said to be more important than reality because perception can influence actual consumer behavior (Lee and Xue, 2020). Styliadis and Cherifi (2018) define destination image as a collection of beliefs, ideas and impressions that a person has towards a destination. Furthermore, Styliadis and Cherifi (2018) stated that there are three stages in destination image, namely the first stage includes the image that people believe in a destination that has not been visited (non-visitor image). In the second stage, the image develops according to the results of tourists during their visit. The third stage, the image of a destination develops again after tourists have finished their visit. Akgün (2020) states that there are three dimensions in destination image, namely:

1. Cognitive, is what is known about an object or place. Cognitive consists of the quality of experiences received by tourists such as attractions in tourist destinations, entertainment, cultural traditions, environment and infrastructure of the destination.
2. Affective, is a person's way of assessing an object or place or their likes and dislikes towards an object or place. Affective consists of arousing, pleasant and interesting feelings when at a destination.
3. Conative, is an action carried out by an individual or an individual's way of behaving towards an object or place.

### **Place Attachment**



According to (Khasanah et al., 2020), place attachment is an emotional bond or deep relationship that develops in a particular place over time as a result of repeated positive interactions. Taufan et al. (2021) defines place attachment as a form of individual emotional attachment to a place. Place attachment is widely known as the bond that an individual has with a particular place and the extent to which the individual can appreciate or identify with the environment in that place. Han et al. (2019). A place can be connected with individuals or people which results in satisfaction and concern which will later influence human affection, perception and behavior. Dwyer et al. (2019) suggest that place attachment broadly embraces people's relationships with the environment, which gives rise to the affective attitudes a person has towards the environment. According to Styliadis (2018) place attachment is a collection of people's cumulative experiences with the physical and social aspects of an environment which leads to an emotional bond with that environment. According to Han et al. (2019) there are four dimensions of place attachment, namely:

1. Place identity, which refers to the relationship between a place and a person's personal identity. When tourists visit a particular destination, their affective or symbolic attachment to that destination develops through the accumulation of their experiences in that place.
2. Place dependence, which refers to the functional attachment of an individual to a place. Place dependence relates to the unique social and physical characteristics of a place.
3. Place affect, which refers to the emotional bond an individual has with a place. Place affect builds sentiment from individuals about a place and gives its own meaning to that place.
4. Place social bonding, which refers to human experiences that come from social interactions with other humans in certain places.

### **Tourist Satisfaction**

Satisfaction according to Biswas et al. (2021) is an individual's feelings of happiness or disappointment that arise as a result of comparing product performance with expectations. If the product's performance meets expectations, it will lead to satisfaction. On the other hand, if it is not appropriate, there will be a feeling of disappointment. Huwae et al. (2020) define satisfaction as a feeling of happiness or disappointment that occurs after comparing expectations with the quality of a product or service. Meanwhile, tourist satisfaction is the enjoyment felt by tourists based on tourism experiences that are able to fulfill the needs and desires of the tourism (Pai et al., 2020). Beard and Ragheb in Zhang et al. (2018) define tourist satisfaction as the level of affirmative emotions and awareness that is formed after tourists have carried out their tourist trip. According to Sangpikul (2018) tourist satisfaction refers to the results of tourist evaluations that compare product or service performance with expectations. According to Huseno (2022), there are five dimensions that can identify tourist satisfaction, namely as follows:

1. Tangible, which refers to the appearance and physical facilities that support the tourist attraction.
2. Reliability, which refers to the ability of officers to provide services as they should.
3. Responsiveness, which is related to awareness or desire to help tourists and provide fast service.
4. Assurance, which refers to the knowledge, trust and courtesy provided by the service provider
5. Empathy. willingness to provide attentive service, protection, and explore the needs of tourists.

### **Memorable Tourism Experiences**

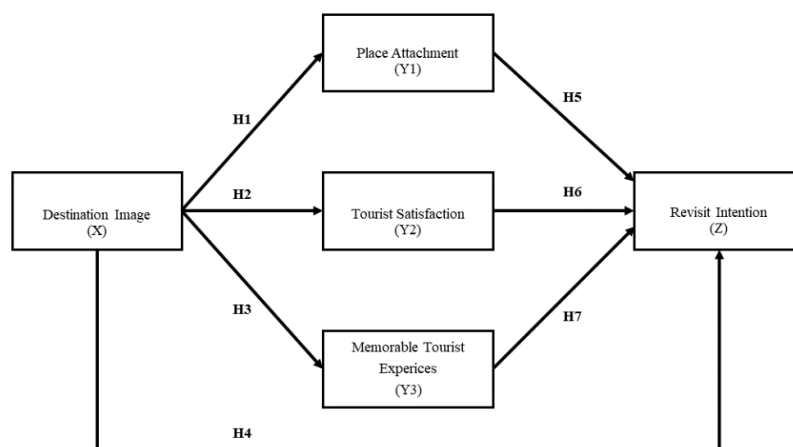


Hansen (2020) states that the tourism experience is explained through a series of physical, spiritual and emotional impressions felt subjectively by tourists. According to Vada et al. (2019) memorable tourism experiences are defined as tourist experiences that will be remembered and recalled after the event occurs. Memories of holidays contribute to individual happiness through remembering the holidays (Sthapit and Coudounaris, 2018). Zhang et al. (2022) stated that tourism experiences and memorable tourism experiences are two things that are interrelated, but different in connotation and extension. So not all tourism experiences are memorable because only experiences that tourists remember selectively when describing their travel experiences can be said to be memorable tourism experiences. Vada et al. (2019) stated that memorable tourism experiences occur due to tourists' assessment of the experience gained and making pleasant memories from that experience. Pleasant memories can create a positive mood and provide feelings of happiness which play an important role in a person's life (Kim, 2018). Rasoolimanesh et al. (2021) stated that memorable tourism experiences are tourist experiences that are remembered positively after a tourist trip based on individual assessment. According to Kim (2018) there are seven dimensions that support memorable tourism experiences, namely:

1. Hedonism, which refers to pleasure, feeling hedonistic and enjoyable in every activity.
2. Novelty, which refers to the search for something new, such as looking for new experiences.
3. Local Culture, which refers to the experience of tourist involvement with local culture.
4. Refreshment, which refers to feeling fresh and calm while visiting a tourist destination.
5. Meaningfulness, which refers to finding meaningful experiences or getting benefits during a tourist trip.
6. Involvement, which refers to the level of involvement of tourists in their tourist trip.
7. Knowledge, which refers to the information or knowledge that tourists obtain when visiting tourist destinations.

### Hypothesis

- H1: Destination image has a positive and significant effect on place attachment.  
H2: Destination image has a positive and significant effect on revisit intention.  
H3: Destination image has a positive and significant effect on memorable tourism experiences.  
H4: Destination image has a positive and significant effect on revisit intention.  
H5: Place attachment has a positive and significant effect on revisit intention.  
H6: Tourist satisfaction has a positive and significant effect on revisit intention.  
H7: Memorable tourism experiences have a positive and significant effect on revisit intention.



**Figure 1. Theoretical Framework**

Source: Data processed by researchers (2023)



## METHOD

In this study, researchers determined that the research subjects were tourists who were or had visited Prambanan Temple at least once. The research location was at Prambanan Temple for tourists who were visiting Prambanan Temple. The research method used is a quantitative method. Meanwhile, the data collection method in this research uses a survey method, namely distributing structured questionnaires and then giving them to respondents. The population in this study are tourists who are or have visited Prambanan Temple. The population type in this study is infinite because researchers do not know for certain the number of tourists who are or have visited Prambanan Temple. The sampling technique in this research uses a nonprobability sampling technique with purposive sampling type. The sample criteria taken into consideration in this research are:

1. Minimum age 17 years. Consideration of the sample criteria of being at least 17 years old is based on the age of maturity and is considered capable of making its own decisions and can be responsible for itself.
2. Tourists who have visited (at least once) the Prambanan Temple tourist destination in the last five years.

The analysis technique used in this research is structural equation modeling (SEM). Hair et al. (2019) stated that the method for determining the sample size is at least 5 times greater than the total number of indicators of the variables to be analyzed, and a more acceptable sample size if the number of indicators has a ratio of 10:1 or 10 times the total of all indicators. In this study there were 35 indicators, therefore the total sample in this study was 6 times more than the total indicators, namely 210 samples.

## RESULT

### Validity and Reliability Test

Validity testing is carried out using the Exploratory Factor Analysis (EFA) method with the factor loading value must be above 0.40 to be said to be valid. Meanwhile, the reliability test uses Cronbach's Alpha (CA) with the CA value having to be above 0.70 to have good reliability.

**Table 3. Validity and Reliability Test Results**

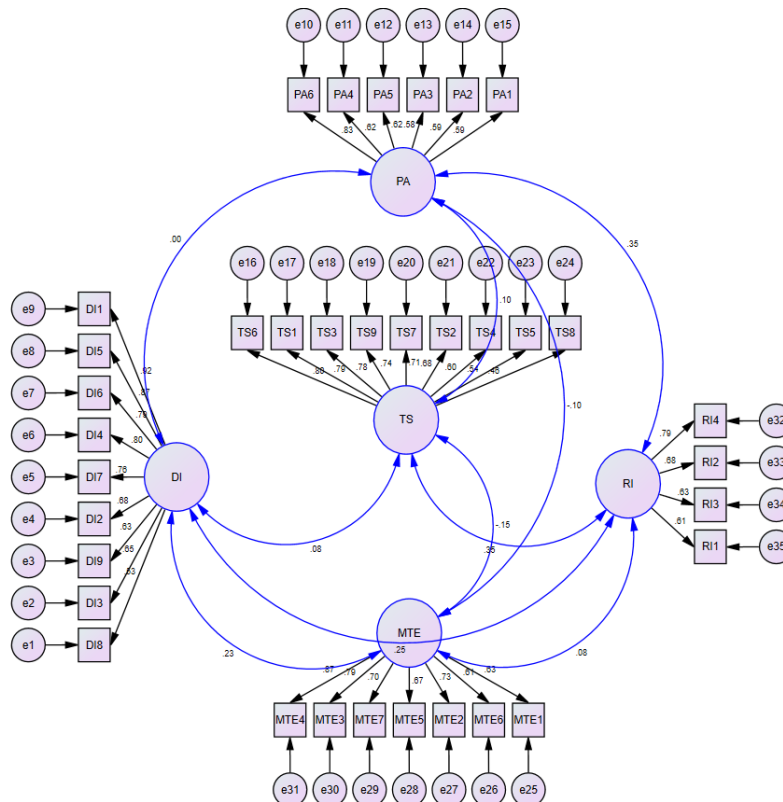
Item	Factor Loading	Cronbach's Alpha
<b>Revisit Intention</b>		
RI4	0.842	,769
RI2	0.771	
RI3	0.755	
RI1	0.705	
<b>Destination Image</b>		
DI1	0.905	,917
DI5	0.867	
DI6	0.833	
DI4	0.811	
DI7	0.78	
DI2	0.729	
DI9	0.712	
DI3	0.7	
DI8	0.616	
<b>Place Attachment</b>		
PA6	0.827	,803
PA4	0.709	
PA5	0.704	



PA3	0.68	
PA2	0.679	
PA1	0.668	
<b>Tourist Satisfaction</b>		
TS6	0.809	,887
TS1	0.807	
TS3	0.806	
TS9	0.788	
TS7	0.748	
TS2	0.712	
TS4	0.659	
TS5	0.62	
TS8	0.55	
<b>Memorable Tourism Experiences</b>		
MTE4	0.861	,877
MTE3	0.796	
MTE7	0.772	
MTE5	0.764	
MTE2	0.764	
MTE6	0.702	
MTE1	0.691	

Source: Data processed by researchers (2023)

### SEM Test



**Figure 2. Full Model SEM Test**

Source: Data processed by researchers (2023)

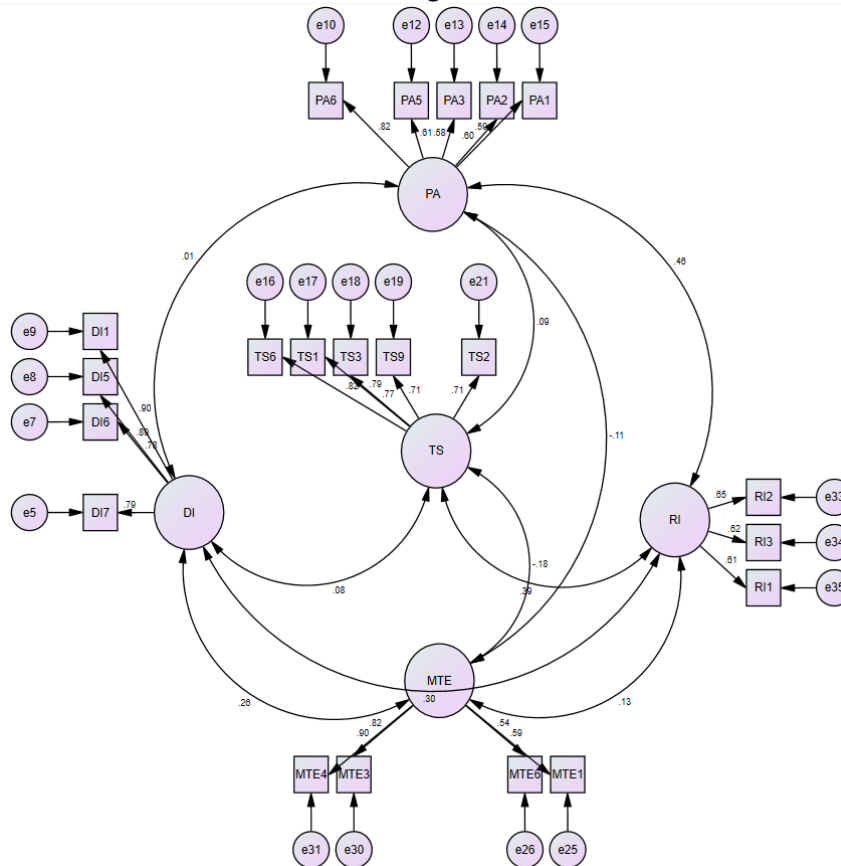


**Table 4. Full Model SEM Test Results**

Indeks	Cut off Value	Result	Status
P	$\geq 0,05$	0,000	Lack of fit
CMIN/DF	$\leq 2,00$	1,546	Fitted
GFI	$\geq 0,90$	0,805	Lack of fit
AGFI	$\geq 0,90$	0,776	Lack of fit
RMSEA	$\leq 0,08$	0,051	Fitted
TLI	$\geq 0,95$	0,905	Lack of fit
CFI	$\geq 0,95$	0,912	Lack of fit

Source: Data processed by researchers (2023)

Based on table 4, it can be seen that the results of the tests that have been carried out do not show the suitability of the model being tested because there are still indices that do not meet the requirements, namely  $P = 0.000$ ,  $GFI = 0.805$ ,  $AGFI = 0.776$ ,  $TLI = 0.905$ , and  $CFI = 0.912$ . Therefore, adjustments need to be made so that researchers get a model that meets the index criteria.



**Figure 3. Fit Model SEM Test**

Source: Data processed by researchers (2023)

**Table 5. Results of Fitted SEM Model Testing**

Indeks	Cut off Value	Result	Status
P	$\geq 0,05$	0,574	Fitted
CMIN/DF	$\leq 2,00$	0,977	Fitted
GFI	$\geq 0,90$	0,927	Fitted
AGFI	$\geq 0,90$	0,905	Fitted
RMSEA	$\leq 0,08$	0,000	Fitted





TLI	≥ 0,95	1,003	Fitted
CFI	≥ 0,95	1	Fitted

Source: Data processed by researchers (2023)

In table 4 shows the fitted model test, there are results that show the value of P = 0.574, CMIN/DF = 0.977, GFI = 0.927, AGFI = 0.905, RMSEA = 0.000, TLI = 1.003, and CFI = 1. The results of the fitted model test state that All indices have met the goodness of fit criteria so that this research model can be used to test hypotheses.

### Hypothesis test

**Table 6. Hypothesis Test Results**

Hypothesis	Path		C.R.	P	Result
H <sub>1</sub>	<i>Destination Image</i>	→ <i>Place Attachment</i>	0,138	0,890	Rejected
H <sub>2</sub>	<i>Destination Image</i>	→ <i>Tourist Satisfaction</i>	0,950	0,342	Rejected
H <sub>3</sub>	<i>Destination Image</i>	→ <i>Memorable Tourism Experiences</i>	3,326	***	Accepted
H <sub>4</sub>	<i>Destination Image</i>	→ <i>Revisit Intention</i>	2,523	0,01	Accepted
H <sub>5</sub>	<i>Place Attachment</i>	→ <i>Revisit Intention</i>	4,692	***	Accepted
H <sub>6</sub>	<i>Tourist Satisfaction</i>	→ <i>Revisit Intention</i>	4,256	***	Accepted
H <sub>7</sub>	<i>Memorable Tourism Experiences</i>	→ <i>Revisit Intention</i>	2,081	0,037	Accepted

Source: Data processed by researchers (2023)

### DISCUSSION

The first hypothesis predicts a positive and significant influence of the destination image variable on place attachment. In the SEM calculation results there is a C.R. value. (Critical Ratio) of 0.138. The C.R value is less than 1.96, so there is a conclusion that the destination image variable does not have a positive and significant influence on place attachment and gives the conclusion that the first hypothesis is rejected. Rejection of the first hypothesis is in accordance with research conducted by Kang et al. (2019).

The second hypothesis predicts that there will be a positive and significant influence of the destination image variable on tourist satisfaction. In the SEM calculation results there is a C.R. value. (Critical Ratio) of 0.950. The C.R value is less than 1.96 so there is a conclusion that the destination image variable does not have a positive and significant influence on tourist satisfaction and gives the conclusion that the second hypothesis is rejected. Rejection of the second hypothesis is in accordance with research conducted by Purba et al. (2021).

The third hypothesis predicts that there is a positive and significant influence of the destination image variable on memorable tourism experiences. In the SEM calculation results there is a C.R. value. (Critical Ratio) of 3.326. The C.R value is greater than 1.96, so there is a conclusion that the destination image variable has a positive and significant influence on memorable tourism experiences and provides the conclusion that the third hypothesis can be accepted. The results of this study are in accordance with previous research conducted by Zhang et al. (2018).

The fourth hypothesis predicts that there will be a positive and significant influence of the destination image variable on revisit intention. In the SEM calculation results there is a C.R. value.



(Critical Ratio) of 2.563. The C.R value is greater than 1.96, so there is a conclusion that the destination image variable has a positive and significant influence on revisit intention and provides the conclusion that the fourth hypothesis can be accepted. The results of this study are in accordance with previous research conducted by Luvsandavaajav et al. (2022).

The fifth hypothesis predicts that there will be a positive and significant influence of the place attachment variable on revisit intention. In the SEM calculation results there is a C.R. value. (Critical Ratio) of 4.692. The C.R value is greater than 1.96, so there is a conclusion that the place attachment variable has a positive and significant influence on revisit intention and provides the conclusion that the fifth hypothesis can be accepted. The results of this study are in accordance with previous research conducted by Song et al. (2017).

The sixth hypothesis predicts that there will be a positive and significant influence of the tourist satisfaction variable on revisit intention. In the SEM calculation results there is a C.R. value. (Critical Ratio) of 4.256. The C.R value is greater than 1.96, so there is a conclusion that the tourist satisfaction variable has a positive and significant influence on revisit intention and provides the conclusion that the sixth hypothesis is acceptable. The results of this research are in accordance with previous research conducted by Abdullah and Lui (2018).

The seventh hypothesis predicts that there will be a positive and significant influence of the memorable tourism experiences variable on revisit intention. In the SEM calculation results there is a C.R. value. (Critical Ratio) of 2.081. The C.R value is greater than 1.96, so there is a conclusion that the tourist satisfaction variable has a positive and significant influence on revisit intention and provides the conclusion that the seventh hypothesis can be accepted. The results of this research are in accordance with previous research conducted by Kim (2018).

## **CONCLUSION**

This research was carried out with the aim of testing the factors that influence tourists' intention to revisit Prambanan Temple with a sample of 210 respondents. The sampling process was carried out by distributing questionnaires offline and online. The data processing analysis method used is exploratory factor analysis with the help of the SPSS application and confirmatory factor analysis with the help of the AMOS application. The data used is primary data regarding destination image, place attachment, tourist satisfaction, memorable tourism experiences, and revisit intention of visitors to Prambanan Temple which is then processed and tested which results in the conclusion that destination image has a positive and insignificant effect on place attachment –and tourist satisfaction. Furthermore, destination image has a positive and significant influence on memorable tourism experiences. Then destination image, place attachment, tourist satisfaction, and memorable tourism experiences have a positive and significant influence on tourists' revisit intention at Prambanan Temple.

Suggestions that can be given to Prambanan Temple managers are to pay more attention to the environment and atmosphere in the Prambanan Temple area, such as adding more trees and places to rest in order to create positive feelings from tourists. Furthermore, the Prambanan Temple management is expected to pay more attention to the temples in the Prambanan Temple area so that they are better cared for and protected from the dirty hands of tourists who damage the temples and restoration can also be carried out on temples that have been damaged so that the appearance of the temples can become attractive again. . Then the Prambanan Temple management can also provide good service for tourists or provide a travel experience that is different from other tourist attractions, such as making a tour bus around Prambanan Temple accompanied by a tour guide. Then the Prambanan Temple management can provide innovations related to the tourism experience at Prambanan Temple, such as holding more music performances or cultural exhibitions at Prambanan Temple so that they can provide a different holiday experience than before. Finally, so that visitors to



Prambanan Temple want to invite the people closest to them, it is hoped that the Prambanan Temple management will add facilities that can be used to gather, play or rest with the people closest to them.

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