



JOURNAL

**ANALYSIS OF INFLUENCING FACTORS INTENTION TO RETURN TOURIST VISIT
THE LODGE MARIBAYA BANDUNG**

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Abstract:

The purpose of this study is to determine the effect of social media marketing to destination image, the effect of social media marketing to customer satisfaction, the effect of social media marketing to customer experience, the effect of social media marketing to revisit intention, the effect of destination image to revisit intention, the effect of customer satisfaction to revisit intention, the effect of customer experience to revisit intention at The Lodge Maribaya tourism. The sample used in this research was 245 respondents who had visited The Lodge Maribaya, domiciled in Jabodetabek and Bandung, aged 17 years and over. The software used in this research is SPSS version 25 and SEM (Structural Equation Model) from AMOS version 25 software to process data and analyze research data. The results of hypothesis testing from this research all hypotheses were accepted.

Keywords: social media marketing, destination image, customer satisfaction, customer experience, revisit intention.

Background

In this era of globalization, the tourism sector is the largest financing force in driving the global economy. Indonesia is a country that has great tourism potential because Indonesia has many tourist destinations and diverse cultures in each region. According to Law Number 10 of 2009 concerning tourism, it is stated that the implementation of tourism is aimed at increasing national income in order to improve the welfare and prosperity of the people, expand and equalize business opportunities and create employment opportunities, encourage regional development, introduce and utilize tourist objects and attractions. (Suyanto et al., 2023). Tourism also contributes to creating jobs in improving regional infrastructure in the development of tourist attractions which can provide benefits in the economic sector, the most prominent influence in the economic sector is changes in livelihoods (Oktariani et al., 2019).

Based on BPS, visits by domestic tourists and foreign tourists in Indonesia are unstable every year. In 2020 there were 4,052,923 foreign tourist visits and this decreased in 2021 by 1,557,530 and



in 2022 there was an increase of 5,471,277. Meanwhile, in 2020 there were 524,571,392 visits from domestic tourists and this increased in 2021 by 613,299,459 visits and increased again in 2022 by 734,864,693 visits (BPS, 2023).

One of the provinces in Indonesia that has quite good tourism potential is West Java, one of which is the city of Bandung. Bandung is the capital of West Java Province, located 140 km southeast of Jakarta and is the largest city in the province. Bandung is one of the tourist destinations for holidays because it has very beautiful natural views and a beautiful atmosphere which makes the city of Bandung a place that is much sought after by tourists. Apart from being famous for its natural tourism, Bandung is also famous for its culinary delights, shopping places, souvenirs, hotels, villas and tourist destinations such as The Lodge Maribaya, Floating Market, Tangkuban Perahu, Dusun Bambu and many more. Tourist attractions in the city of Bandung are not only visited by domestic tourists, foreign tourists also often visit to tour the city of Bandung (Machdalena et al., 2018). The following is a table of the number of tourist visits to Bandung City. Basically, destination image is the image, perception and thoughts of tourists about a destination which includes various products or characteristics of the destination (Khan et al., 2017). Apart from that, destination image has a big influence on the success of a destination because it is one of the elements that can attract tourists to return to that destination (Suyanto et al., 2023). According to the management of The Lodge, Maribaya is a destination that was built to create natural tourism with cool air and free from population.

Based on the research results, it can be seen that social media marketing on Instagram is very influential in promoting the tourist attraction The Lodge Maribaya because it presents information about the tourist attraction and provides information in the form of price offers. This can attract consumers to return to these tourist attractions. In line with research conducted by Primananda et al., (2022) that social media marketing has a positive and significant effect on revisit intention. Apart from that, social media at The Lodge Maribaya also responds quickly to consumer responses, this can also influence the image of the destination and consumer satisfaction. Because destination image is a perception that arises about the tourist attraction. According to Ruhamak & Putra (2020) destination image is a person's perception of a product, object, behavior and event that is driven by beliefs, feelings and a series of goals that have an idea and hope for a particular place or trip. Basically, destination image has a big influence on visitor satisfaction and dissatisfaction, so that this determines visitors' tendency to come back to visit (Waluyo et al., 2022).

According to Kotler (2010) customer satisfaction is a person's feeling of happiness or disappointment that arises when comparing the performance or results of a product that is being considered with the expected performance results. If visitors are dissatisfied, they are very unlikely to return. Revisit intention is a behavior that arises due to a response to an object that shows a desire to make a purchase or return visit (Hardiansyah, 2018). According to Seetanah et al., (2020) tourism managers or parties must be able to make tourist attractions as attractive as possible so that visitors can have a good impression the first time they come, so that in the long term they will have the desire to visit again.

THEORETICAL FRAMEWORK

Revisit Intention



Revisit Intention is a consumer's desire or plan to make a return visit to the same place after purchasing a product or service that has been offered. Revisit Intention is a possibility for tourists to review an activity or revisit a destination (Salma, 2022). Revisit Intention is a form of behavior or a person's desire to come back to give positive words of support, stay or stay longer and shop more than expected (Malau et al., 2020). Revisit Intention is one of the fundamental problems for a tourism manager because repeat visitors can provide more income and minimize costs for returning visits (Pratminingsih, 2014). According to S. F. Wibowo et al., (2016) Revisit Intention is a form of behavior (behavioral intention) or a customer's desire to come back by providing positive word of mouth so that visitors' perceptions of service quality can run well so that it can lead to behavioral closeness. According to Hardiansyah (2018) there are several indicators regarding revisit intention, including: 1. Intention to recommend, namely the desire to give or recommend to other people or other parties. 2. Intention to revisit, namely a desire to come or visit again.

Destination Image

Destination Image is a belief or knowledge about a tourist destination and what experiences tourists have when traveling. According to Chotimah et al., (2009) destination image is a person's beliefs, impressions or thoughts about a place to form a destination image of that place. In general, destination image has an important role because it can influence an individual's perception in choosing a tourist destination (Salma, 2022). Destination Image is an imagination, objective, prejudice, emotional thought of an individual or group towards a particular location (Fadiryana & Chan, 2019). In increasing tourists' interest in visiting again, a destination implements a marketing strategy in the form of a destination image, this is because the destination image is the result of the process experienced by tourists who visit the tourist attraction (Fadiryana & Chan, 2019). According to (Ruhamak & Putra, 2020) destination image is a perception of products, objects, behavior and events that is driven by beliefs, feelings and a series of goals that have an idea and hope for a particular place or destination. Building a destination image means identifying the most relevant associations about a destination and strengthening its link with the destination brand (Yadindrima et al., 2021). According to Purba et al., (2021), in their research there are several indicators regarding destination image, including: 1. Cognitive is something that can be known about an object or place. 2. Affective, namely how a person can evaluate an object or place or whether they like or dislike an object or place.

Customer Satisfaction

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance or results of the product they are thinking about with the performance of the expected results (Chotimah et al., 2019). Customer Satisfaction is a form of feeling that arises in the minds of consumers when purchasing or using a service that is consumed. Customer Satisfaction is the impression of happiness or disappointment that arises after comparing the point of view of the impression of a product with its expectations (Prasetyo & Lukiastuti, 2022). Satisfaction is an assessment that the product or service provided is enjoyable to meet the level of consumption. There are two levels of customer satisfaction, namely individual specific satisfaction and cumulative satisfaction (Khasanah et al., 2020). Consumer satisfaction is one of the company's benchmarks for the future to find out whether customers feel satisfied or disadvantaged, because if the consumer is not satisfied, of course the consumer will not come back and complain about his dissatisfaction to other consumers (Firmansyah et al., 2022). According to Munawar et al., (2023), in their research there are several indicators regarding customer satisfaction, including: 1. Product quality is about the



physical condition, function and characteristics of an item that is made to meet consumer needs and satisfaction. 2. Service quality is a form of activity to fulfill consumers' needs and desires according to their perceptions. 3. Emotional, namely a feeling that is often experienced by consumers. 4. Price is an exchange value in the form of money that can be exchanged to obtain goods or services. 5. Cost is a basic price that is sacrificed to obtain something.

Customer Experience

Customer Experience is important for a company operating in the service sector to meet needs by looking at business from the customer's perspective, not from the company's perspective. To maintain customer loyalty, a strategy is needed that does not only focus on the quality of the product presented but also on the experience that can be enjoyed from the product. Experience is an event that occurs when a customer gets a sensation or knowledge from interacting with several elements created by the service provider. Customer Experience is an event that binds consumers personally, something that is fun, binding, and unforgettable because they consume something related to the experience (Rahmi et al., 2016). According to Khasanah et al., (2020) Customer Experience is an experience gained by consumers either directly or indirectly regarding the service process, company, facilities and how a consumer interacts with the company and with other consumers. Customer Experience is a strategy that is created when the moment of truth occurs, namely when the purchasing process is carried out by consumers in the long term for repeat visits (Setyaningsih et al., 2020). According to Hardiansyah (2018), in his research there are several indicators regarding customer experience, including: 1. Comfort (comfort) is a condition of a person's feelings that can feel a comfort based on a person's individual perception. In this perception, a person's perception of comfort can vary depending on how the individual feels in the situation. 2. Educational (education), namely a learning process, both formal and non-formal, that is obtained through an event or event that has been experienced either individually or collectively. 3. Hedonic (pleasure), which is an introspective attitude in life based on one's own pleasure and the pleasure of others, which symbolizes a sense of enthusiasm, enjoyment, and is easy to remember. 4. Novelty (new thing) is an element of novelty or a finding from observation and research. 5. Safety (security) is something from a state of being free from danger. 6. Beauty (beauty) is something that is good to look at or look at, good and also beautiful.

Social Media Marketing Activity

Social Media Marketing is a form of marketing that uses social media to market products and services. The use of social media is very important, it can be seen from interactions or connections with other users in creating content created by a person, company or organization (A. Wibowo et al., 2021). Social Media Marketing is an online-based marketing platform that makes it easy to interact, collaborate and share content. Currently, developments in the internet world are increasing and making it easier for people to communicate and access information. According to Chrisniyanti & Fah (2022) social media marketing is the use of sites for marketing in general by displaying content which can attract the attention of the audience which triggers them to spread the content and helps the company to expand its reach. Social Media Marketing Activity is an interactive marketing activity between a company and consumers to collaborate in selling products or services from that company and marketing activities carried out through social media which results in commitment from consumers when purchasing products or services. Social Media Marketing Activity is an online-based marketing to make it easier to interact, create content and collaborate (Seo & Park, 2018). According to As'ad & Alhadid (2014), in their research there are several indicators regarding social media



marketing, including: 1. Online Communities, namely a company or type of business that can use social media to build a community of people interested in its product or business. This aims to build loyalty, encourage discussion, and provide useful information for the development and progress of the business. 2. Interaction, namely social media allows for greater interaction by using online communities which provide up to date and relevant information from customers. 3. Sharing of content is a discussion regarding the scope of individual exchange, distribution and receipt of content within the framework of social media. 4. Accessibility, which refers to ease of access and minimal costs to use about the media.

Hypothesis

H1: Social Media Marketing Activity has a positive and significant effect on Destination Image.

H2: Social Media Marketing Activity has a positive and significant effect on Customer Satisfaction.

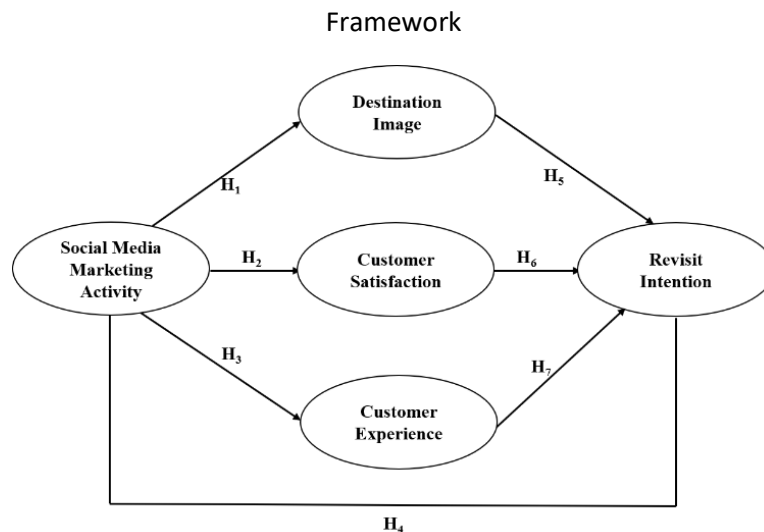
H3: Social Media Marketing Activity has a positive and significant effect on Customer Experiences.

H4: Social Media Marketing Activity has a positive and significant effect on Revisit Intention.

H5: Destination Image has a positive and significant effect on Revisit Intention.

H6: Customer Satisfaction has a positive and significant effect on Revisit Intention.

H7: Customer Experiences have a positive and significant effect on Revisit Intention.



METHOD

Based on the objectives of this research, the type of research that will be used is quantitative research methods. Quantitative research methods aim to find out or test hypotheses regarding several variables with other variables, namely independent variables and dependent variables. The causal research method is research that aims to determine the relationship between cause and effect with

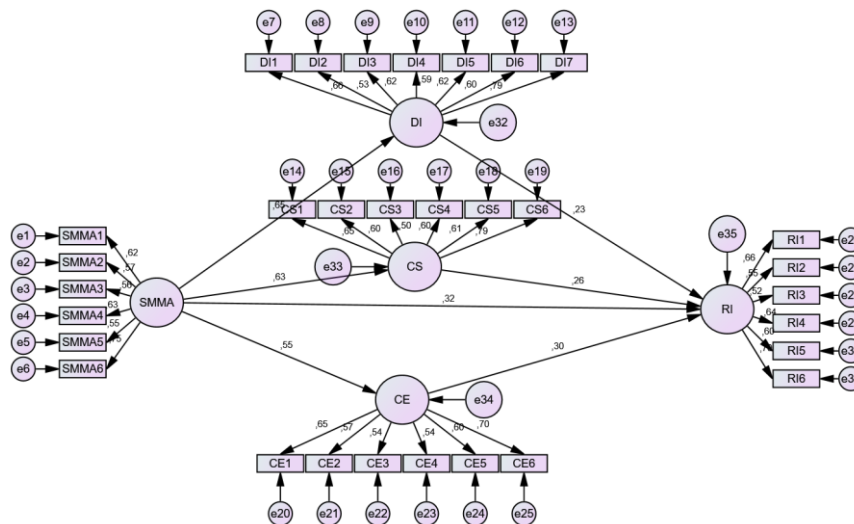


the presence of independent variables and dependent variables. According to Sugiyono (2021) quantitative research method is a research method based on positive philosophy which is used to examine a research instrument and analyze quantitative or statistical data with the aim of testing predetermined hypotheses. These variables are measured based on research instruments so that data consisting of numbers can be analyzed based on statistical procedures. In this research, the researcher uses a survey method where the researcher will create a questionnaire via the Google Form application which will be given to respondents who have visited The Lodge Maribaya tourist attraction and the researcher will also distribute the questionnaire via Whatsapp, Twitter and Instagram social media. With this online strategy and social media platforms, it will be easier for researchers to obtain larger samples.

The sample criteria taken into consideration in this research are: 1. Minimum age 17 years. The consideration of the criteria for a sample being at least 17 years old is based on the age of maturity and being considered capable of making their own decisions and being able to take responsibility for themselves. 2. Domiciled in the Jabodetabek and Bandung areas. 3. Respondents who have visited The Lodge Maribaya tourist attraction. 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 30 indicators, therefore the total sample in this study was 7 times more than the total indicators, namely 245 samples.

RESULT

SEM Test



Full Model SEM

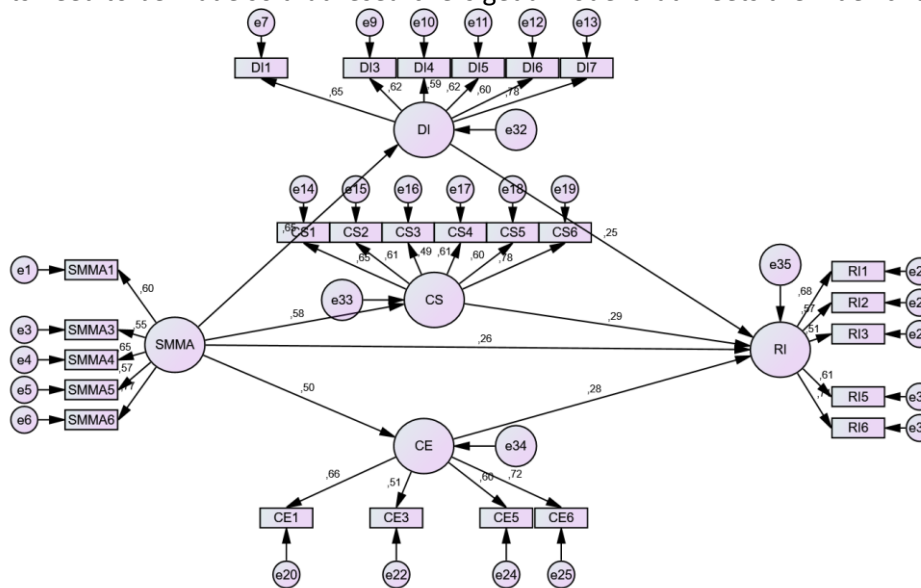
Output Full Model SEM

Indeks	Cut off Value	Output	Ket
P	$\geq 0,05$	0,000	Lack of fit
CMIN/DF	$\leq 2,00$	1,307	Fitted



GFI	≥ 0,90	0,881	<i>Lack of fit</i>
AGFI	≥ 0,90	0,862	<i>Lack of fit</i>
RMSEA	≤ 0,08	0,035	<i>Fitted</i>
TLI	≥ 0,95	0,938	<i>Lack of fit</i>
CFI	≥ 0,95	0,943	<i>Lack of fit</i>

Based on table 3, 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 = 0.881, AGFI = 0.862, TLI = 0.938, and CFI = 0.943. Therefore, adjustments need to be made so that researchers get a model that meets the index criteria.



Fitted Model SEM

Output Fitted Model SEM

<i>Indeks</i>	<i>Cut off Value</i>	<i>Output</i>	<i>Ket</i>
P	≥ 0,05	0,186	<i>Fitted</i>
CMIN/DF	≤ 2,00	1,074	<i>Fitted</i>
GFI	≥ 0,90	0,917	<i>Fitted</i>
AGFI	≥ 0,90	0,900	<i>Fitted</i>
RMSEA	≤ 0,08	0,017	<i>Fitted</i>
TLI	≥ 0,95	0,987	<i>Fitted</i>
CFI	≥ 0,95	0,988	<i>Fitted</i>

In table 4 shows the fitted model test, there are results that show a value of P = 0.186, CMIN/DF = 1.074, GFI = 0.917, AGFI = 0.900, RMSEA = 0.017, TLI = 0.987 and CFI = 0.988. The results of the fitted model test stated that all indices met the goodness of fit criteria so that this research model could be used to carry out hypothesis testing.



Hipotesis Test

Hipotesis	Jalur			C.R.	P	Hasil
H ₁	SMMA	→	DI	6,372	***	Diterima
H ₂	SMMA	→	CS	5,911	***	Diterima
H ₃	SMMA	→	CE	5,156	***	Diterima
H ₄	SMMA	→	RI	2,339	,019	Diterima
H ₅	DI	→	RI	2,825	,005	Diterima
H ₆	CS	→	RI	2,967	,003	Diterima
H ₇	CE	→	RI	2,956	,003	Diterima

DISCUSSION

The first hypothesis states that social media marketing activity towards destination image has a standardized regression weights value of 0.655 and C.R. (Critical Ratio) is 6.372, which means it is greater than 1.96, so it can be concluded that social media marketing activity has a positive and significant impact on the image of tourist destinations. Positive social media marketing activity will have a big impact on the image of a tourist destination when they visit The Lodge Maribaya. The findings of this research are consistent with studies by Asnawi (2021), Jaya and Prianthara (2020), and Suryanto (2021), who found a positive relationship and significant impact of social media marketing activity with destination image.

The second hypothesis states that the standardized regression weights are 0.582 and C.R. (Critical Ratio) is 5.911, which means it is greater than 1.96, so it can be concluded that social media marketing activity has a positive and significant impact on the satisfaction felt by visitors. Positive social media marketing activity will have a big impact on how satisfied visitors are when they visit The Lodge Maribaya. The findings of this research are consistent with studies by Chen and Lin (2019), Firmansyah (2022), and Uzir (2020), which found a positive relationship and significant impact of social media marketing activity on customer satisfaction.

The third hypothesis states that social media marketing activity on customer experience has a standardized regression weights value of 0.501 and C.R. (Critical Ratio) is 5.156, which means it is greater than 1.96, so it can be concluded that social media marketing activity has a positive and significant impact on the experience felt by visitors. Positive social media marketing activity will have a big impact on how much experience visitors feel when they visit The Lodge Maribaya. The findings of this research are consistent with studies by Atia (2021) and Situmorang (2020) which found a positive relationship and significant impact of social media marketing activity with customer experience.

The fourth hypothesis states that social media marketing activity on revisit intention has a standardized regression weights value of 0.256 and C.R. (Critical Ratio) is 2.339, which means it is greater than 1.96, so it can be concluded that social media marketing activity has a positive and significant impact on the intention to return to tourist attractions. Positive social media marketing activity will have a big impact on how willing visitors are to revisit the tourist destination The Lodge Maribaya. The findings of this research are consistent with studies by Atia (2021), Satria Nugraha and Adialita (2021), and Situmorang (2020), which found a positive relationship and significant impact of social media marketing activity with revisit intention.



The fifth hypothesis states that destination image on revisit intention has a standardized regression weights value of 0.251 and C.R. (Critical Ratio) is 2.825, which means it is greater than 1.96, so it can be concluded that destination image has a positive and significant impact on visitors' intention to revisit tourist attractions. A positive destination image will have a big impact on how much you intend to revisit The Lodge Maribaya tourist attraction. The findings of this research are consistent with studies by Rompas (2019), Ruhamak and Putra (2020), Kadi (2021), Nurazizah and Marhanah (2020), and Purba (2021) who found a positive relationship and significant impact of destination image on revisit intention. .

The sixth hypothesis states that customer satisfaction with revisit intention has a standardized regression weights value of 0.295 and C.R. (Critical Ratio) is 2.967, which means it is greater than 1.96, so it can be concluded that customer satisfaction has a positive and significant impact on the intention to return to tourist destinations. Positive visitor satisfaction will have a big impact on how much they intend to revisit The Lodge Maribaya tourist attraction. The findings of this research are consistent with studies by Ruhamak and Putra (2020), Munawar (2023), Kadi (2021), and Purba (2021) who found a positive relationship and significant impact of customer satisfaction with revisit intention.

The seventh hypothesis states that customer experience on revisit intention has a standardized regression weights value of 0.284 and C.R. (Critical Ratio) is 2.956, which means it is greater than 1.96, so it can be concluded that customer experience has a positive and significant impact on tourists' intention to revisit. The experience gained by tourists or visitors will have a positive impact on how much they intend to return to visit The Lodge Maribaya tourist attraction. The findings of this research are consistent with studies by Rompas (2019), Hardiansyah (2018), and (Nurazizah & Marhanah, 2020), which found a positive relationship and significant impact of customer experience with revisit intention.

CONCLUSION

This research was carried out with the aim of testing the analysis of factors that influence the intention to revisit The Lodge Maribaya tourist attraction with a sample of 245 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 social media marketing activity, destination image, customer satisfaction, customer experiences, and revisit intention of visitors to The Lodge Maribaya which is then processed and tested which results in the conclusion that social media marketing activity has a positive and significant effect on the destination. image, customer satisfaction, customer experiences, and revisit intention. Then destination image, customer satisfaction and customer experiences have a positive and significant influence on tourists' revisit intention at The Lodge Maribaya.

Suggestions that can be given to the management of The Lodge Maribaya tourist attraction are expected to be more active in providing information related to tourist attractions and responding to complaints or experiences from visitors to The Lodge Maribaya. The hope is that visitors can find out information more easily through social media from The Lodge Maribaya tourist attraction and influence visitors to visit The Lodge Maribaya Bandung. The management of The Lodge Maribaya Bandung tourist attraction is expected to provide easy access that can be reached by visitors. The hope is that visitors can easily and more quickly access the tourist attraction The Lodge Maribaya Bandung. The management of the tourist attraction The Lodge Maribaya Bandung is expected to provide transparency regarding price affordability and carry out more promotions at certain times. The hope is that visitors will know and be more focused on the costs incurred to visit The Lodge Maribaya Bandung tourist attraction, especially for those who have made repeated visits. With the promotions



carried out by the management, it will help them and make them return to the tourist attraction The Lodge Maribaya Bandung more often. The management must provide the best service in offering rides at the tourist attraction The Lodge Maribaya. The hope is that visitors can experience a deeper experience of the rides offered by the management of The Lodge Maribaya tourist attraction, and the management of The Lodge Maribaya tourist attraction must provide innovative services and rides for visitors to The Lodge Maribaya

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