

CHAPTER III

RESEARCH METHODOLOGY

3.1 Types of research

This research is research with quantitative methods. Quantitative methods are data in the form of numbers. This research aims to analyze the influence of Destination Attraction, Tourist Motivation and E-Wom on Tourist Revisit Intention as an intervening variable.

3.2 Data source

The data sources used in this research are primary data and secondary data. Primary data is data collected by researchers themselves in the form of a questionnaire. Secondary data is data that has been processed for certain purposes by certain parties (Umi Narimawati: 2019). Secondary data obtained by researchers is data in the form of articles.

3.3 Data Collecting Method

According to Arikunto (2005) data collection techniques are methods that can be used by researchers to collect data. A way of showing something abstract, which cannot be realized in visible objects, but can only be shown by the user. Data collection is a systematic and standard procedure for obtaining the necessary data. There is always a relationship between the data collection method and the research problem to be solved (Nazir, 2005). Data collection in this research was by distributing questionnaires.

3.3.1 Questionnaire

A questionnaire is a data collection technique that is carried out by giving respondents a set of written questions to answer. A questionnaire is an efficient data collection technique if the researcher knows exactly the variables to be measured and knows what to expect from the respondent. Apart from that, questionnaires are also suitable for use if the number of respondents is large enough and spread over a wide area. Questionnaires can be in the form of closed or open questions, can be given to respondents directly or sent via post or internet.

Like most other researchers, in its implementation the survey model used in this research was supported by distributing questionnaires. Where questionnaires were distributed to domestic and foreign tourists who had visited Lampung province. The results obtained after distributing the questionnaire are primary data, namely data that comes from the first source. Where researchers use questionnaires as data collection instrumentation. The measurement instrument uses a Likert scale with 4 alternative respondent answers. This is to avoid biased answers and confusing respondents in making their choices. Apart from that, researchers asked respondents to really show their attitude when responding to statements regarding marine tourism in Lampung province (Suapasha, 2020)

Table 3.1 Interval Scale Instrument

Study	Score	Scale
Strongly Agree (SS)	4	Likert Scale
Agree (S)	3	
Disagree (TS)	2	
Strongly Disagree (STS)	1	

1.4 Population and Sample

3.4.1 Population

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study is domestic and foreign tourists who have visited Lampung province during 2022 and 2023 with a total of .14.884.548

3.4.2 Sample

The research sample is part of the population that is used as the research object. The sampling technique used was Non-Probability Sampling using Purposive Sampling. "Purposive sampling is a technique for determining samples with certain considerations" (Sugiyono, 2019: 138).

Table 3.2 Number of tourist visits in 2022 & 2023

No.	Year	Number of tourist visits
4	2022	4,604,548
5	2023	10,280,000

The samples were taken from the total number of domestic and foreign tourists who visited Lampung province in the last 2 years, in 2022 there were 4,604,548 and in 2023 there were 10,280,000. In this study, researchers used the Slovin formula to determine the number of samples in the study (Umar, 2008:79). The following is the calculation of the Hair et al (2018) formula for sampling:

$$N = \text{Total Indikator} \times \text{Derajat Kepercayaan}$$

Information :

Total Indicators 19

Degree of deviation tolerated 10%

$$N = 19 \times 10$$

$$N = 190$$

The number of respondents obtained for the sample in this study was 190 consisting of 95 domestic tourist respondents and 95 foreign tourist respondents with the following criteria:

- 1) At least high school education or equivalent.
- 2) Aged 17-50 years.
- 3) Live outside Lampung Province and outside Indonesia.
- 4) These are domestic tourists and foreign tourists.
- 5) Have visited marine tourism destinations in Lampung Province.
- 6) Have visited marine tourism destinations in Lampung province in 2022 and 2023

3.5 Research Variables

Research variables are things determined by researchers to be studied so that information is obtained and then conclusions are drawn (Sugiyono: 2016). This variable uses two variables, namely the independent and dependent variables.

3.5.1 Exogenous Variables

Exogenous (independent) variables are independent variables, namely variables that influence or cause changes or emergence of the dependent variable. The independent

variables of this research are Destination Attraction (X1), Tourist Motivation (X2) and E-Wom (X3).

3.5.2 Endogenous Variable

The endogenous (dependent) variable is the dependent variable. The dependent variable is a variable that is influenced or becomes a consequence, because of the existence of an independent variable. The dependent variable in this research is Tourist Revisit Intention (Y).

3.5.3 Intervening Variable

An intervening variable or mediating variable is a variable that connects the main independent variable with the dependent variable being analyzed (Ferdinand, 2006). This variable has a comparable role to the independent variable. In the context of this research, the mediating variable or intervening variable is Tourist Satisfaction (M)

1.6 Operational Definition of Variables

Operational variables explain the variables being studied, concepts, indicators and measurement scales to facilitate understanding and avoid differences in perception in research. The following is the operational definition of the variables used in this research.

Table 3.3 Operational Definition of Variables

Variable	Variable Dimensions	Indicator	Items	Scale
Destination Attraction (X1)	Potential reasons or motivation for visitors to revisit tourist destinations in Lampung province. (Gusriza, 2022)	1. Privileges and variety of power tourism attraction, 2.Related information tourist attraction facilities, and accessibility, 3.Friendliness 4.Cleanliness (Gusriza., 2022),	1. Marine tourism in Lampung Province boasts a diverse array of attractions, ranging from pristine beaches and vibrant coral reefs to picturesque islands and adventurous water sports activities. 2. The unique selling points of Lampung's marine destinations, attract tourists seeking unforgettable experiences.	Likert Scale

			<ol style="list-style-type: none">3. Tourists visiting marine attractions in Lampung Province have access to comprehensive information, including details about accommodations, transportation options, and tour packages, facilitating seamless trip planning.4. Online resources and visitor centers provide up-to-date information on accessibility features, facilities, and safety guidelines at marine tourism sites in Lampung, ensuring a hassle-free experience for tourists.5. The warm hospitality and welcoming attitude of local people in Lampung Province creates a positive and inclusive atmosphere for tourists, fostering memorable interactions and cultural exchanges.6. Tourists appreciate the genuine kindness and helpfulness of the local people in Lampung, which enhances their overall satisfaction and encourages them to return for future visits.7. Lampung's marine tourism areas prioritize cleanliness and environmental	
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			<p>preservation, ensuring a pleasant and hygienic experience for tourists</p> <p>8. Regular clean-up efforts and waste management initiatives at marine tourism sites in Lampung demonstrate a commitment to preserving the beauty and cleanliness of the coastal areas, contributing to a pleasant and hygienic experience for tourists.</p>	
Tourist Experiences (X2)	<p>The better the experience and the more memorable the tourist visit to Almpung province, the greater the potential for repeat visits by tourists to Lampung province.</p> <p>(Putri et al, 2023)</p>	<ol style="list-style-type: none"> 1. Feelings or 'feel' 2. Thinking or 'think' 3. Action or 'act' 4. Connection <p>(Putri et al., 2023)</p>	<ol style="list-style-type: none"> 1. Tourists feel peace and happiness when enjoying marine tourism in Lampung province 2. The scenery and beauty of marine tourism in Lampung province arouses a sense of amazement among tourists. 3. Tourists realize the importance of preserving marine tourism after witnessing the beauty of marine tourism in Lampung Province. 4. Tourists think about the steps they can take to support the preservation of marine tourism. 5. Tourists actively make efforts to maintain cleanliness in marine tourism in Lampung Province 	Likert Scale

			<p>6. Tourists carry out snorkeling, diving and observing marine animals to support conservation efforts and enjoy the natural beauty of Lampung's underwater world.</p> <p>7. Tourists build positive social relationships and enrich their experiences in Lampung marine tourism destinations.</p> <p>8. Tourists strengthen relationships with local communities and increase the positive impact of tourism in Lampung Province.</p>	
E-Wom (X3)	<p>A good impression and satisfaction in the minds of tourists will increase the potential for promotions carried out through social media. The better the image that is built on social media, the more tourist visits to Lampung</p>	<p>1. <i>Assistance platform</i></p> <p>2. <i>Social Benefits</i></p> <p>3. <i>Concern for others</i></p> <p>4. <i>Advice Seeking</i></p> <p>(Hennig-thurau et al., 2004)</p>	<p>1. Online platforms provide comprehensive information and user reviews about marine tourism activities, accommodations, and attractions in Lampung Province, assisting tourists in making informed decisions</p> <p>2. Tourists benefit from the convenience of digital platforms for booking tours, accessing maps, and receiving real-time updates about weather conditions, enhancing their marine tourism experience in Lampung.</p>	Likert Scale

	<p>province will increase</p> <p>(Destari, 2017)</p>		<ol style="list-style-type: none"> 3. Through social media platforms, tourists share their experiences of marine adventures in Lampung, inspiring others to explore the region and promoting sustainable tourism practices. 4. Online communities centered around marine tourism in Lampung facilitate networking opportunities and the exchange of tips and recommendations among travelers, fostering a sense of camaraderie and shared enthusiasm. 5. Tourists utilize online platforms to raise awareness about environmental conservation efforts and responsible tourism practices in Lampung, encouraging others to prioritize sustainability. 6. By sharing respectful and culturally sensitive travel experiences on social media, tourists demonstrate their consideration for local communities and their customs, promoting cultural understanding and appreciation. 7. Through electronic word of mouth, tourists seek advice 	
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			<p>and recommendations from fellow travelers, bloggers, and influencers who have previously explored marine tourism destinations in Lampung Province.</p> <p>8. Online reviews and testimonials serve as valuable sources of information for tourists seeking insights into the best diving spots, snorkeling sites, and eco-friendly tours in Lampung, aiding in their trip planning process.</p>	
Revisit Intention (Y)	<p>Revisit Intention is a tourist's willingness to make a return visit to a tourist destination that is the same as previously visited.</p> <p>(Jannah, 2023)</p>	<ol style="list-style-type: none"> 1. Transactional Interest 2. Referential interest 3. Preferential interest 4. Exploratory interest <p>(Agung et al., 2015)</p>	<ol style="list-style-type: none"> 1. Tourists are interested in returning to Lampung's marine tourism spots for shopping and commercial activities. 2. The allure of unique shopping experiences motivates tourists to consider revisiting marine destinations in Lampung. 3. Tourist intends to revisit Lampung's marine attractions to share positive experiences with others. 4. They plan to recommend Lampung's marine destinations to friends and family, fostering word-of-mouth promotion. 5. Tourists express a preference for visiting 	Likert Scale

			<p>specific marine sites in Lampung due to favored activities or amenities.</p> <p>6. The intention to return is driven by the desire to indulge in preferred recreational activities or relive memorable moments.</p> <p>7. Tourists are keen on revisiting Lampung's marine tourism areas to explore new attractions and adventures</p> <p>8. They seek to uncover hidden gems and expand their exploration beyond previous experiences in Lampung's marine destinations.</p>	
Tourist Satisfaction (Z)	<p>Satisfaction is a feeling condition that includes the feeling of pleasure or disappointment felt by visitors after comparing the performance of the management of a place with the expectations held by visitors.</p> <p>(Dally, 2018)</p>	<p>1. Satisfied with supporting facilities</p> <p>2. Recommend</p> <p>3. Satisfied with the attractiveness of the object</p> <p>(Dally., 2018)</p>	<p>1. Tourists are pleased with the availability and quality of facilities such as accommodations and dining options in Lampung's marine tourism areas.</p> <p>2. Adequate amenities such as rest areas and information centers contribute to tourists' comfort and overall satisfaction.</p> <p>3. Visitors enthusiastically endorse Lampung's marine tourism destinations to others, promoting the scenic</p>	Likert Scale

			<p>beauty and range of activities available.</p> <p>4. Positive recommendations from satisfied tourists play a vital role in attracting more visitors and promoting Lampung as a premier marine tourism destination</p> <p>Tourists express high satisfaction with the stunning natural landscapes, clear waters, and diverse marine life found in Lampung's marine tourism sites.</p> <p>5. The captivating beauty and rich biodiversity of Lampung's marine attractions exceed tourists' expectations, leaving a lasting impression and ensuring their enjoyment.</p> <p>6. Tourists are interested in returning to Lampung's marine tourism spots for shopping and commercial activities.</p> <p>7. The allure of unique shopping experiences motivates tourists to consider revisiting marine destinations in Lampung.</p>	
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3.7 Data analysis method

Data analysis in this research uses path analysis with a Partial Least Square (PLS) approach with a component or variant-based Structural Equation Modeling (SEM) model. SEM and PLS are alternative techniques for SEM analysis where the data used

does not have to have a multivariate normal distribution (Oda et al., 2014). Besides being able to be used to confirm theories, PLS can also be used to explain whether or not there is a relationship between latent variables. PLS can simultaneously analyze constructs formed with reflective and formative indicators.

According to Ghozali (2006), the purpose of PLS is to help researchers predict the formal model by defining latent variables, namely linear aggregates of the indicators. Weight estimation is to create latent variable score components that are obtained based on how the inner model (structural model that connects latent variables) and outer model (measurement model, namely the relationship between indicators and their constructs) are specified. The result is the residual variance of the dependent variable. The researchers' reasons for using smartPLS are as follows.

1. PLS can process all types of data
2. PLS has two tests in it, namely the measurement model test which concerns construct validity and construct reliability. Apart from that, it also has a structural model test, namely the t test from partial least squares itself. So that it can present various complete results and can be analyzed thoroughly.
3. PLS can be used for predictions, confirmation of theory, and explaining whether there is a relationship between latent variables. (Jogiyanto and Abdillah, 2009).
4. PLS has a relationship between latent variables and indicators in reflexive and formative form. The reflexive model assumes that the construct or latent variable influences the indicator (the direction of causality from the construct to the indicator or manifest). The reflexive model is often called the principal factor model where the covariance of indicator measurements is influenced by latent constructs or reflects variations in latent constructs. In the reflexive model, unidimensional constructs are depicted in an ellipse with several arrows from the construct to the indicators. This model means that changes to the latent construct will influence changes to the indicators.
5. PLS is an alternative approach that shifts from a covariance-based SEM approach to a variance-based one (Ghozali, 2006). Covariance-based SEM generally tests causality or theory while PLS is more of a predictive model.

3.7.1 Measurement model (Outer Model)

Outer Model analysis or measurement model in the Partial Least Squares test is carried out to test internal validity and reliability. Using outer model analysis will specify the relationship between the latent variables and the indicators, or it can be defined that the outer model explains how each indicator is related to the latent variable. Latent variables can be classified into two, namely as follows.

1. Exogenous latent variables are independent (free) variables that influence the dependent (bound) variables. In this research, the exogenous latent variables are the variables Destination Attraction (X1), Touristaexperiences (X2), E-Wom (X3).
2. Endogenous latent variables are dependent variables that are influenced by independent variables. In this research, the endogenous latent variable is Tourist Revisit Intention (Y).
3. Intervening variables are variables that mediate variables (X) and variables (M). In this research, the endogenous latent variable is Tourist Satisfaction (M).

According to Ghozali (2013), the measurement model (outer model) can also be called the outer model, connecting all manifest variables or indicators with the latent variables. In PLS, one manifest variable can only be related to one latent variable. All manifests associated with one latent variable are referred to as one block. The way variables are related to their indicators can be reflective or formative. In this outer model, the tests carried out are as follows:

1. Convergent Validity

Convergent validity is achieved when the indicators of a construct are highly correlated with each other and have sufficient loading scores.

Validity is demonstrated not only by the loading score but also by the convergence of all measuring indicators in a construct. Discriminant validity shows that the indicators in other constructs. Validity is achieved not only when the loading score meets the criteria but also discriminates the correlation of other construct indicators. Convergent and discriminant validity are positively correlated, meaning that constructs that meet discriminant validity should meet convergent validity. The Convergent Validity value is the loading factor value

on the latent variable with its indicators. The expected value > 0.6 is considered sufficient (Mahdai Ibrahim, Irma Suryani, 2017).

2. Discriminant Validity

This value is a factor Cross Loading value which is useful for knowing whether the construct has adequate discriminants, namely by comparing the loading value on the targeted construct, it must be greater than the loading value on other constructs.

3. Reliability Test

The reliability test according to Abdillah, et al (2020) shows the level of consistency and stability of measuring tools or research instruments in measuring a concept or construct. The concept of reliability goes hand in hand with

construct or quantitative validity. A valid construct is definitely reliable, whereas a reliable construct is not necessarily valid. Therefore, researchers generally prioritize achieving construct validity rather than reliability. When construct validity is not achieved, researchers then hope to at least achieve reliability. The following are several techniques for testing reliability. The following research uses reliability techniques with Cronchbach's Alpha. If the alpha value is > 0.7 , it means sufficient reliability, whereas if alpha > 0.80 it shows that all items are reliable and the entire test consistently has strong reliability. If alpha > 0.90 then the reliability is perfect. If alpha is between $0.70 - 0.90$ then reliability is high. If alpha is $0.50 - 0.70$ then reliability is moderate. If alpha < 0.50 then reliability is low. If alpha is low, it is possible that one or more items are unreliable.

3.7.2 ModelStructural (Inner Model)

This Inner Model Analysis or structural model can be used to predict causal relationships between the variables being tested. This structural model can be seen from several indicators. The R-Square Coefficient of Determination (R^2) contained in the Partial Least Squares model can be evaluated by looking at the Q-Square (Predictive Relevance) for the variable model. Q-Square functions to measure how good the

observation values obtained from the model and parameter estimates are. A model has a Predictive Relevance value if the Q-Square value is greater than 0 (zero), while a model that lacks Predictive Relevance has a Q-Square value of less than 0 (zero).

3.7.3 Hypothesis test

A. Partial hypothesis test (t test)

The significance measure of hypothesis support can be used to compare t-table and t-statistic values. If the t-statistic is higher than the t-table value, it means the hypothesis is supported or accepted (Suharyadi and Purwato, 2015). In this study, the confidence level is 95% (alpha 95%), so the t-table value for the one tailed hypothesis is 1,645 for 2 tails with a t table value of 1,960.

B. Simultaneous hypothesis testing (F test)

The F test is used to find out whether together (simultaneously) the independent variables have an influence or no influence on the dependent or dependent variable. One way to carry out an F test is to compare the calculated F value with the table F value. If the calculated F value is greater than the table F value, then the alternative hypothesis states that all independent variables simultaneously influence the dependent variable.

The significance of the regression model is simultaneously tested by looking at the significance value (sig) where if the sig value is below 0.05 then the independent variable has an effect on the dependent variable.