

ATTACHMENTS

Appendix 1
Questionnaire

**ANALYZING THE INFLUENCES OF
DESTINATION ATTRACTION, TOURIST EXPERIENCES AND E-WOM
TOWARDS TOURIST REVISIT INTENTION WITH TOURIST'S
SATISFACTION AS INTERVENING
VARIABLE (CASE STUDY AT MARINE TOURISMIN LAMPUNG PROVINCE)**

Bandar Lampung, 7th February 2024

Subject: Request for Help Filling Research Questionnaires

Dear.

Mr/Mrs In
place

Sincerely,

I would be very grateful if you would help me to fill out the questionnaire that has been carried out in order to complete my studies at Management postgraduate program IIB Darmajaya Bandar Lampung regarding "ANALYZING THE **INFLUENCES OF DESTINATION ATTRACTION, TOURIST EXPERIENCES AND E-WOM TOWARDS TOURIST REVISIT INTENTION WITH TOURIST'S SATISFACTION AS INTERVENING VARIABLE (STUDY CASE AT MARINE TOURISM IN LAMPUNG PROVINCE)**", I ask for your help in filling in the attachment.. It is hoped that this research can provide useful results, therefore it is hoped that you are willing to answer this questionnaire correctly and honestly. We need to inform you that the information you provided is solely for the purposes of this research. Therefore, I guarantee confidentiality.

For your attention, assistance and good cooperation from Mr/Mrs, I say thank you
Best regards,
Researcher,

Sumaria Liswita

* Indicates required questions

1. **SCREENING QUESTIONS**

*

Have you ever visited a tourist destination in Lampung Province on 2022 and 2023?

Mark just one oval.

Ever

Never (enough to fill out the questionnaire until here)

2. Name*

3. Where is your domicile?

*

(If you live in Indonesia, enter the name of the province. If you live abroad, enter the name of the country)

4. Gender*

Mark just one oval.

Male

Female

5. Age*

Mark just one oval.

17-25 years

26-32 years old

32-40 years

41-50 years

6. Education*

Mark just one oval.

Senior High School

Diploma

Undergraduate Degree

Master Degree

Doctorate Degree

7. In the last 2 years, how many times have you visited tourist destination in

*

Lampung Province?

Mark just one oval.

1 time

2 times

3 times

More than 3 times

INSTRUCTIONS

Instructions for filling out the questions or statements :

1. Please answer the questions or the statement below honestly
2. All questions or statements must be answered. so that the data can be fully processed by the researcher.
3. This questionnaire consists of 5 variables with a total of 38 statements that must be answered

Choose the number between 1-4 to answer that you think is most appropriate in the answer column with the following :

1. Totally Disagree
2. Disagree
3. Agree
4. Strongly Agree

Destination Attraction (X1)

The specialtiest and diversity of tourism destination attraction (X1,I1)

8. 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.

Mark just one oval.

1

2

3

4

9. The unique selling points of Lampung's marine destinations, attract tourists seeking unforgettable experiences. *

Mark just one oval.

1

2

3

4

Destination Attraction (X1)

Related information about tourist attraction, facilities, and accessibility (X1,I2)

10. Tourists visiting marine attractions in Lampung Province have access
*comprehensive information, including details about accommodations, transportation options, and tour packages, facilitating seamless trip planning.

Mark just one oval.

1

2

3

11. Online resources and visitor centers provide up-to-date information

*accessibility features, facilities, and safety guidelines at marine tourism sites in Lampung, ensuring a hassle-free experience for tourists.

Mark just one oval.

1

2

3

4

Destination Attraction (X1)

Friendliness of local people (X1, I3)

12. 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.

Mark just one oval.

1

2

3

4

13. 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.

Mark just one oval.

1

2

3

4

Destination Attraction (X1)

Cleanliness (X1,I4)

14. Lampung's marine tourism areas prioritize cleanliness and environmental preservation, ensuring a pleasant and hygienic experience for tourists

Mark just one oval.

1

2

3

4

15. 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.

Mark just one oval.

1

2

3

4

Tourist's Experiences (X2)

Feeling (X2,I1)

16. Tourists feel peace and happiness when enjoying marine tourism in Lampung province

*

Mark just one oval.

1

2

3

4

17. The scenery and beauty of marine tourism in Lampung province arouses a sense of amazement among tourists.

Mark just one oval.

1

2

3

4

Tourist's Experiences (X2)

Thinking (X2,I2)

18. Tourists realize the importance of preserving marine tourism after witnessing the* beauty of marine tourism in Lampung Province.

Mark just one oval.

1

2

3

4

19. Tourists think about the steps they can take to support the preservation of marine* tourism.

Mark just one oval.

1

2

3

4

Tourist's Experiences (X2)

Acting (X2, I3)

20. Tourists actively make efforts to maintain cleanliness in marine tourism in *

Lampung Province

Mark just one oval.

1

2

3

4

21. Tourists carry out snorkeling, diving and observing marine animals to support conservation efforts and enjoy the natural beauty of Lampung's underwater world. *

Mark just one oval.

1

2

3

4

Tourist's Experiences (X2)

Relationship (X2, I4)

22. Tourists build positive social relationships and enrich their experiences in *

Lampung marine tourism destinations.

Mark just one oval.

1

2

3

4

23. Tourists strengthen relationships with local communities and increase the positive impact of tourism in Lampung Province. *

Mark just one oval.

1

2

3

4

Electronic Word of Mouth (E-WOM) (X3)

Platform Assistance (X3, I1)

24. Online platforms provide comprehensive information and user reviews about marine tourism activities, accommodations, and attractions in Lampung Province, assisting tourists in making informed decisions *

Mark just one oval.

1

2

3

4

25. Tourists benefit from the convenience of digital platforms for booking tou

*accessing maps, and receiving real-time updates about weather conditions, enhancing their marine tourism experience in Lampung.

Mark just one oval.

1

2

3

4

Electronic Word of Mouth (E-WOM) (X3)

Social Benefits (X3, I2)

26. Through social media platforms, tourists share their experiences of marine

*adventures in Lampung, inspiring others to explore the region and promoting sustainable tourism practices.

Mark just one oval.

1

2

3

4

27. Online communities centered around marine tourism in Lampung facility

*networking opportunities and the exchange of tips and recommendations among travelers, fostering a sense of camaraderie and shared enthusiasm.

Mark just one oval.

1

2

3

4

Electronic Word of Mouth (E-WOM) (X3)

Concern for Others (X3, I3)

28. Tourists utilize online platforms to raise awareness about the environment

*conservation efforts and responsible tourism practices in Lampung, encouraging others to prioritize sustainability.

Mark just one oval.

1

2

3

4

1. 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.

Mark just one oval.

1

2

3

4

Electronic Word of Mouth (E-WOM) (X3)

Seeking Advice (X4, I4)

2. Through electronic word of mouth, tourists seek advice and recommendations

*from fellow travelers, bloggers, and influencers who have previously explored marine tourism destinations in Lampung Province.

Mark just one oval.

1

2

3

4

3. 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.

Mark just one oval.

1

2

3

4

Tourist's Satisfaction (M)

Satisfied with Supporting Facilities (M, I1)

4. Tourists are pleased with the availability and quality of facilities like accommodations and dining options in Lampung's marine tourism areas. *

Mark just one oval.

1

2

3

4

5. Adequate amenities such as rest areas and information centers contribute to tourists' comfort and overall satisfaction. *

Mark just one oval.

1

2

3

4

Tourist's Satisfaction (M)

Recommend(

M, I2)

6. Visitors enthusiastically endorse Lampung's marine tourism destinations to others, praising the scenic beauty and range of activities available. *

Mark just one oval.

1

2

3

4

7. Positive recommendations from satisfied tourists play a vital role in attracting *

more visitors and promoting Lampung as a premier marine tourism destination

Mark just one oval.

1

2

3

4

Tourist's Satisfaction (M)

Satisfied with the attractiveness of the object (M, I3)

8. Tourists express high satisfaction with the stunning natural landscapes, clear waters, and diverse marine life found in Lampung's marine tourism sites. *

Mark just one oval.

1

2

3

4

9. The captivating beauty and rich biodiversity of Lampung's marine attractions

*exceed tourists' expectations, leaving a lasting impression and ensuring their enjoyment.

Mark just one oval.

1

2

3

4

Tourist Revisit Intention (Y)

Transactional Interest (Y, I1)

10. Tourists are interested in returning to Lampung's marine tourism spots for shopping and commercial activities. *

Mark just one oval.

1

2

3

4

11. The allure of unique shopping experiences motivates tourists to consider revisiting marine destinations in Lampung. *

Mark just one oval.

1

2

3

4

Tourist Revisit Intention (Y)

Referential Interest (Y, I2)

12. Tourist intends to revisit Lampung's marine attractions to share positive experiences with others. *

Mark just one oval.

1

2

3

4

13. They plan to recommend Lampung's marine destinations to friends and family, fostering word-of-mouth promotion. *

Mark just one oval.

1

2

3

4

Tourist Revisit Intention (Y)

Preferential Interest (Y, I3)

14. Tourists express a preference for visiting specific marine sites in Lampung due* to favored activities or amenities.

Mark just one oval.

1

2

3

4

15. The intention to return is driven by the desire to indulge in preferred recreation*
activities or relive memorable moments.

Mark just one oval.

1

2

3

4

Tourist Revisit Intention (Y)

Explorative Interest (Y, I4)

16. Tourists are keen on revisiting Lampung's marine tourism areas to explore new areas*
attractions and adventures

Mark just one oval.

1

2

3

4

17. They seek to uncover hidden gems and expand their exploration beyond*
previous experiences in Lampung's marine destinations.

Mark just one oval.

1

2

3

4

This content is not created or endorsed by Google.

Google Form

Appendix 2
SPSS Frequency Table Results

		Statistics				
		DOMICILI	GENDER	AGE	EDUCATIO	TOTALVIS
		E			N	ITE
N	Valid	190	190	190	190	190
	Missing	0	0	0	0	0

Frequency Table

		DOMICILIE			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Australia	7	3.7	3.7	3.7
	Bali	2	1.1	1.1	4.7
	Banda Aceh	1	.5	.5	5.3
	Bangka Belitung	4	2.1	2.1	7.4
	Banten	3	1.6	1.6	8.9
	Bengkulu	3	1.6	1.6	10.5
	Brazil	5	2.6	2.6	13.2
	Brunei Darussal	3	1.6	1.6	14.7
	China	6	3.2	3.2	17.9
	France	3	1.6	1.6	19.5
	Jakarta	16	8.4	8.4	27.9
	Jambi	5	2.6	2.6	30.5
	Japan	4	2.1	2.1	32.6
	West Java	8	4.2	4.2	36.8
	Central Java	6	3.2	3.2	40.0
	East Java	3	1.6	1.6	41.6
	Sel Kalimantan	1	.5	.5	42.1
	East Kalimantan	1	.5	.5	42.6
	Madagascar	2	1.1	1.1	43.7
	Malaysia	14	7.4	7.4	51.1
	Morocco	2	1.1	1.1	52.1
	Mexico	2	1.1	1.1	53.2
	Pakistan	5	2.6	2.6	55.8
	Palestine	8	4.2	4.2	60.0
	Philiphine	4	2.1	2.1	62.1
	Riau	3	1.6	1.6	63.7
	Russia	1	.5	.5	64.2
	Singapore	3	1.6	1.6	65.8
	South Africa	1	.5	.5	66.3
	South Korea	2	1.1	1.1	67.4

Southeast Sulawesi	1	.5	.5	67.9
West Sumatra	7	3.7	3.7	71.6
South Sumatra	18	9.5	9.5	81.1
North Sumatra	5	2.6	2.6	83.7
Taiwan	2	1.1	1.1	84.7
Thailand	1	.5	.5	85.3
Turkey	5	2.6	2.6	87.9
United Kingdom	6	3.2	3.2	91.1
United States	2	1.1	1.1	92.1
Vietnamese	5	2.6	2.6	94.7
Yemen	1	.5	.5	95.3
Yogyakarta	9	4.7	4.7	100.0
Total	190	100.0	100.0	

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	97	51.1	51.1	51.1
	Male	93	48.9	48.9	100.0
	Total	190	100.0	100.0	

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25 years	60	31.6	31.6	31.6
	26-32 years old	77	40.5	40.5	72.1
	32-40 years	47	24.7	24.7	96.8
	41-50 years	6	3.2	3.2	100.0
	Total	190	100.0	100.0	

EDUCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	17	8.9	8.9	8.9
	Doctorate Degree	6	3.2	3.2	12.1
	Master Degree	40	21.1	21.1	33.2
	Senior High Sch	27	14.2	14.2	47.4
	Undergraduate D	100	52.6	52.6	100.0
	Total	190	100.0	100.0	

TOTALVISITE

		Frequency	Percent	Valid Percent	Cumulative Percent
--	--	-----------	---------	---------------	--------------------

Valid	1 time	65	34.2	34.2	34.2
	2 times	53	27.9	27.9	62.1
	3 times	24	12.6	12.6	74.7
	More than 3 teams	48	25.3	25.3	100.0
	Total	190	100.0	100.0	

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	2	1.1	1.1	1.1
	D	13	6.8	6.8	7.9
	A	90	47.4	47.4	55.3
	S.A	85	44.7	44.7	100.0
	Total	190	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	13	6.8	6.8	6.8
	A	66	34.7	34.7	41.6
	S.A	111	58.4	58.4	100.0
	Total	190	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	1	.5	.5	.5
	D	5	2.6	2.6	3.2
	A	81	42.6	42.6	45.8
	S.A	103	54.2	54.2	100.0
	Total	190	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D	10	5.3	5.3	5.3
	A	55	28.9	28.9	34.2
	S.A	125	65.8	65.8	100.0
	Total	190	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	2	1.1	1.1	1.1
	D	19	10.0	10.0	11.1
	A	90	47.4	47.4	58.4
	S.A	79	41.6	41.6	100.0
	Total	190	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	4	2.1	2.1	2.1
	D	22	11.6	11.6	13.7
	A	83	43.7	43.7	57.4
	S.A	81	42.6	42.6	100.0
	Total	190	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	2	1.1	1.1	1.1
	D	18	9.5	9.5	10.5
	A	78	41.1	41.1	51.6
	S.A	92	48.4	48.4	100.0
	Total	190	100.0	100.0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	7	3.7	3.7	3.7
	D	30	15.8	15.8	19.5

	A	85	44.7	44.7	64.2
	S.A	68	35.8	35.8	100.0
	Total	190	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	1	.5	.5	.5
	D	13	6.8	6.8	7.4
	A	82	43.2	43.2	50.5
	S.A	94	49.5	49.5	100.0
	Total	190	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	2	1.1	1.1	1.1
	D	20	10.5	10.5	11.6
	A	62	32.6	32.6	44.2
	S.A	106	55.8	55.8	100.0
	Total	190	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	2	1.1	1.1	1.1
	D	21	11.1	11.1	12.1
	A	59	31.1	31.1	43.2
	S.A	108	56.8	56.8	100.0
	Total	190	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	2	1.1	1.1	1.1

	D	35	18.4	18.4	19.5
	A	90	47.4	47.4	66.8
	S.A	63	33.2	33.2	100.0
	Total	190	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	5	2.6	2.6	2.6
	D	59	31.1	31.1	33.7
	A	82	43.2	43.2	76.8
	S.A	44	23.2	23.2	100.0
	Total	190	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	8	4.2	4.2	4.2
	D	34	17.9	17.9	22.1
	A	69	36.3	36.3	58.4
	S.A	79	41.6	41.6	100.0
	Total	190	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	3	1.6	1.6	1.6
	D	42	22.1	22.1	23.7
	A	80	42.1	42.1	65.8
	S.A	65	34.2	34.2	100.0
	Total	190	100.0	100.0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
--	--	-----------	---------	---------------	--------------------

Valid elementary school	2	1.1	1.1	1.1
D	26	13.7	13.7	14.7
A	65	34.2	34.2	48.9
S.A	97	51.1	51.1	100.0
Total	190	100.0	100.0	

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid elementary school	7	3.7	3.7	3.7
D	29	15.3	15.3	18.9
A	86	45.3	45.3	64.2
S.A	68	35.8	35.8	100.0
Total	190	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid elementary school	1	.5	.5	.5
D	11	5.8	5.8	6.3
A	84	44.2	44.2	50.5
S.A	94	49.5	49.5	100.0
Total	190	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid elementary school	2	1.1	1.1	1.1
D	12	6.3	6.3	7.4
A	70	36.8	36.8	44.2
S.A	106	55.8	55.8	100.0
Total	190	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	1	.5	.5	.5
	D	13	6.8	6.8	7.4
	A	80	42.1	42.1	49.5
	S.A	96	50.5	50.5	100.0
	Total	190	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	2	1.1	1.1	1.1
	D	20	10.5	10.5	11.6
	A	60	31.6	31.6	43.2
	S.A	108	56.8	56.8	100.0
	Total	190	100.0	100.0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	3	1.6	1.6	1.6
	D	42	22.1	22.1	23.7
	A	78	41.1	41.1	64.7
	S.A	67	35.3	35.3	100.0
	Total	190	100.0	100.0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	6	3.2	3.2	3.2
	D	33	17.4	17.4	20.5
	A	86	45.3	45.3	65.8
	S.A	65	34.2	34.2	100.0
	Total	190	100.0	100.0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	3	1.6	1.6	1.6
	D	29	15.3	15.3	16.8
	A	68	35.8	35.8	52.6
	S.A	90	47.4	47.4	100.0
	Total	190	100.0	100.0	

M1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	1	.5	.5	.5
	D	19	10.0	10.0	10.5
	A	55	28.9	28.9	39.5
	S.A	115	60.5	60.5	100.0
	Total	190	100.0	100.0	

M.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	3	1.6	1.6	1.6
	D	17	8.9	8.9	10.5
	A	82	43.2	43.2	53.7
	S.A	88	46.3	46.3	100.0
	Total	190	100.0	100.0	

M.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	2	1.1	1.1	1.1
	D	11	5.8	5.8	6.8
	A	92	48.4	48.4	55.3
	S.A	85	44.7	44.7	100.0

Total	190	100.0	100.0	
-------	-----	-------	-------	--

M.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid elementary school		7	3.7	3.7	3.7
	D	29	15.3	15.3	18.9
	A	99	52.1	52.1	71.1
	S.A	55	28.9	28.9	100.0
	Total	190	100.0	100.0	

M.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid elementary school		5	2.6	2.6	2.6
	D	28	14.7	14.7	17.4
	A	96	50.5	50.5	67.9
	S.A	61	32.1	32.1	100.0
	Total	190	100.0	100.0	

M.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid elementary school		7	3.7	3.7	3.7
	D	34	17.9	17.9	21.6
	A	91	47.9	47.9	69.5
	S.A	58	30.5	30.5	100.0
	Total	190	100.0	100.0	

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid elementary school		2	1.1	1.1	1.1
	D	26	13.7	13.7	14.7

	A	68	35.8	35.8	50.5
	S.A	94	49.5	49.5	100.0
	Total	190	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	1	.5	.5	.5
	D	26	13.7	13.7	14.2
	A	73	38.4	38.4	52.6
	S.A	90	47.4	47.4	100.0
	Total	190	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	1	.5	.5	.5
	D	15	7.9	7.9	8.4
	A	52	27.4	27.4	35.8
	S.A	122	64.2	64.2	100.0
	Total	190	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	1	.5	.5	.5
	D	24	12.6	12.6	13.2
	A	76	40.0	40.0	53.2
	S.A	89	46.8	46.8	100.0
	Total	190	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	1	.5	.5	.5

	D	15	7.9	7.9	8.4
	A	48	25.3	25.3	33.7
	S.A	126	66.3	66.3	100.0
	Total	190	100.0	100.0	

Y.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	1	.5	.5	.5
	D	16	8.4	8.4	8.9
	A	57	30.0	30.0	38.9
	S.A	116	61.1	61.1	100.0
	Total	190	100.0	100.0	

Y.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	3	1.6	1.6	1.6
	D	23	12.1	12.1	13.7
	A	75	39.5	39.5	53.2
	S.A	89	46.8	46.8	100.0
	Total	190	100.0	100.0	

Y.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	elementary school	1	.5	.5	.5
	D	20	10.5	10.5	11.1
	A	73	38.4	38.4	49.5
	S.A	96	50.5	50.5	100.0
	Total	190	100.0	100.0	

Appendix 2
SPSS Frequency Table Results

Outer Loading Real Model

	m	X1	X2	X3	Y
M1	0.773				
M2	0.769				
M3	0.565				
M4	0.675				
M5	0.723				
M6	0.695				
X1.1		0.560			
X1.2		0.731			
X1.3		0.641			
X1.4		0.784			
X1.5		0.810			
X1.6		0.799			
X1.7		0.793			
X1.8		0.592			
X2.1			0.769		
X2.2			0.765		
X2.3			0.788		
X2.4			0.763		
X2.5			0.469		
X2.6			0.635		
X2.7			0.589		
X2.8			0.763		
X3.1				0.668	
X3.2				0.882	
X3.3				0.840	
X3.4				0.860	
X3.5				0.860	
X3.6				0.521	
X3.7				0.686	
X3.8				0.216	
Y1					0.719
Y2					0.755
Y3					0.914
Y4					0.774
Y5					0.918
Y6					0.877
Y7					0.761
Y8					0.796

Outer Loading Structural Model (1)

	(X1)	(X3)	(Y)	(X2)	(M)
M1					0.892
M2					0.846
M5					0.526
X1.2	0.750				
X1.4	0.808				
X1.5	0.825				
X1.6	0.827				
X1.7	0.824				
X2.1				0.814	
X2.2				0.854	
X2.3				0.848	
X2.4				0.724	
X2.8				0.756	
X3.2		0.904			
X3.3		0.871			
X3.4		0.890			
X3.5		0.894			
X3.6		0.514			
X3.7		0.588			
X3.8		0.201			
Y1			0.707		
Y2			0.745		
Y3			0.918		
Y4			0.762		
Y5			0.923		
Y6			0.882		
Y7			0.766		
Y8			0.804		

Outer Loading Structural Models (2)

	(X1)	(X3)	(Y)	(X2)	(M)
M1					0.923
M2					0.840
X1.2	0.750				
X1.4	0.806				
X1.5	0.825				
X1.6	0.829				
X1.7	0.825				
X2.1				0.816	
X2.2				0.855	
X2.3				0.847	
X2.4				0.723	
X2.8				0.754	
X3.2		0.909			
X3.3		0.922			
X3.4		0.895			
X3.5		0.935			

Y1			0.706		
Y2			0.744		
Y3			0.918		
Y4			0.761		
Y5			0.923		
Y6			0.883		
Y7			0.767		
Y8			0.805		

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
(X1) -> (Y)	0.231	0.233	0.067	3,470	0.001
(X1) -> (M)	0.217	0.216	0.085	2,536	0.012
(X3) -> (Y)	-0.285	-0.280	0.100	2,842	0.005
(X3) -> (M)	0.391	0.403	0.130	2,999	0.003
(X2) -> (Y)	0.513	0.521	0.088	5,825	0,000
(X2) -> (M)	0.253	0.245	0.105	2,418	0.016
(M) -> (Y)	0.520	0.507	0.103	5,055	0,000

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1->M->Y	0.113	0.113	0.057	1,971	0.049
X2->M->Y	0.203	0.202	0.073	2,794	0.005
X3->M->Y	0.131	0.120	0.050	2,607	0.009

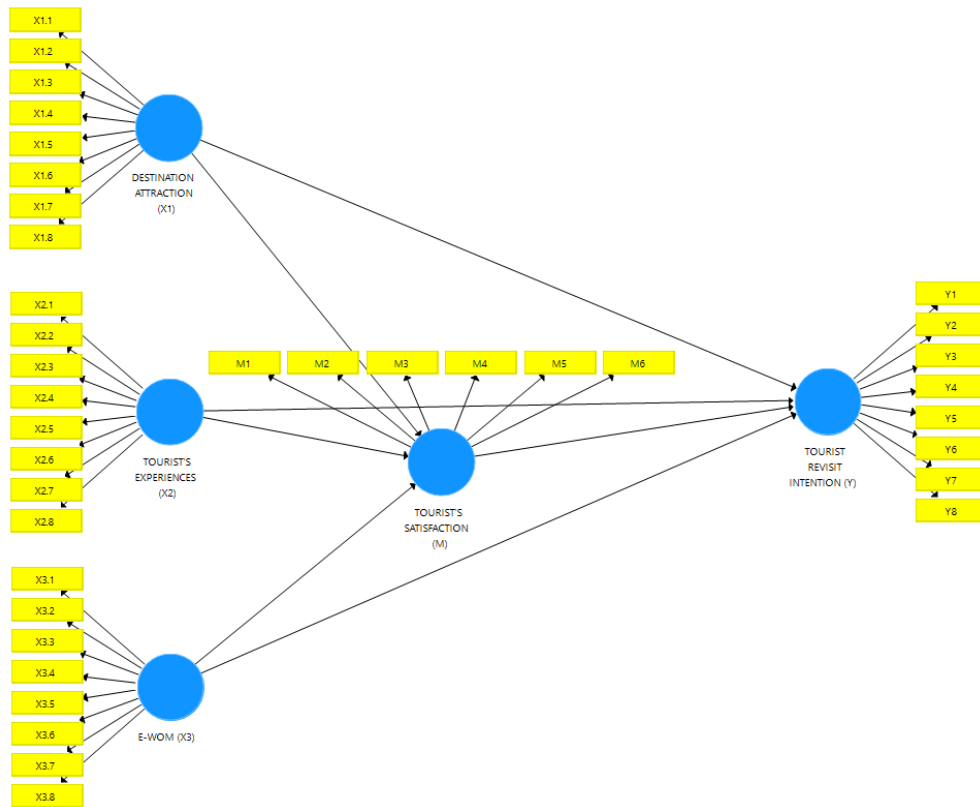
R Square

	R Square	R Square Adjusted
TOURIST REVISIT INTENTION (Y)	0.837	0.833
TOURIST'S SATISFACTION (M)	0.628	0.622

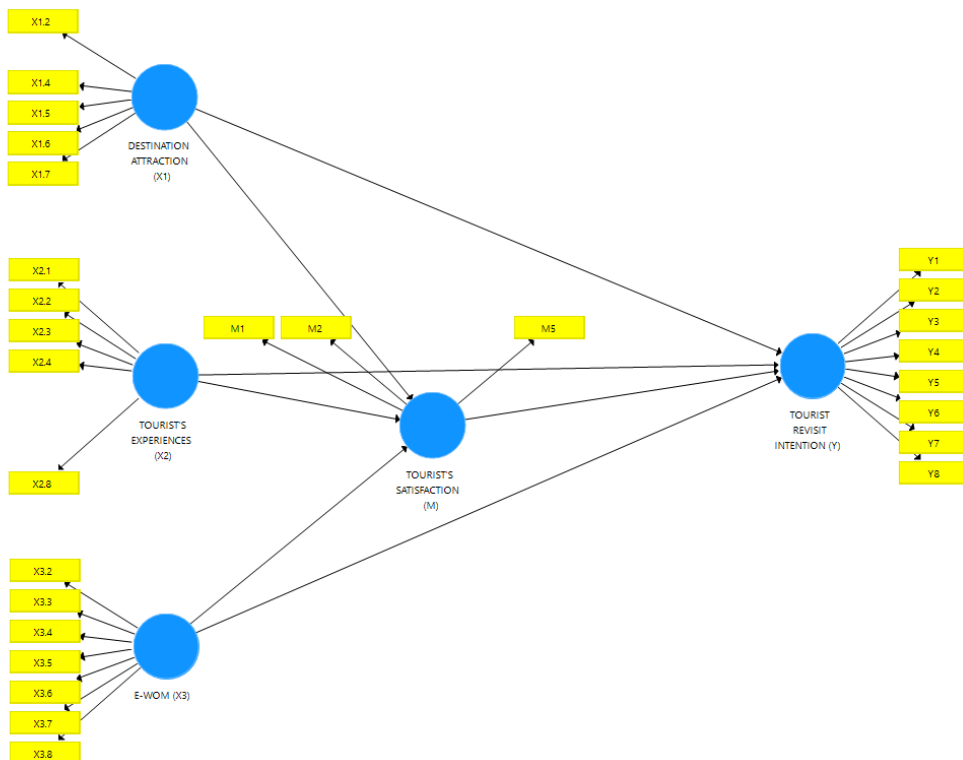
Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
DESTINATION ATTRACTION (X1)	0.867	0.876	0.903	0.652
E-WOM (X3)	0.936	0.939	0.954	0.838
TOURIST REVISIT INTENTION (Y)	0.928	0.935	0.941	0.668
TOURIST'S EXPERIENCES (X2)	0.859	0.870	0.899	0.641
TOURIST'S SATISFACTION (M)	0.724	0.783	0.876	0.779

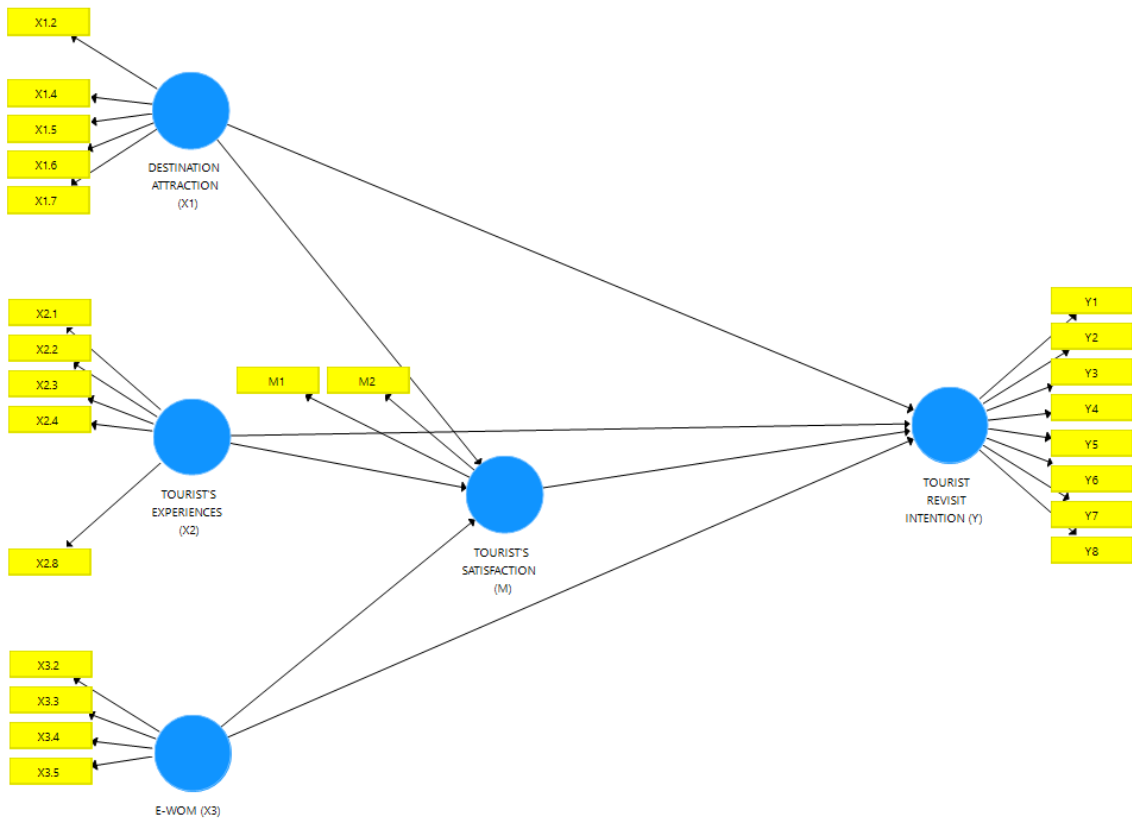
Real Models



Strukturak Model 1



Strukturak Model 2



Bo

