



**TOURIST'S REVISIT INTENTION
IN LAMPUNG PROVINCE**

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**A THESIS SUBMITTED IN FULFILMENT OF THE REQUIREMENTS
FOR THE DEGREE OF UNDERGRADUATE OF MANAGEMENT IN
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**FACULTY OF ECONOMIC AND BUSINESS INSTITUTE INFORMATICA
AND BUSINESS DARMAJAYA BANDAR LAMPUNG**

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UNDERGRADUATE OF MANAGEMENT IN BUSINESS PROGRAM**

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DEDICATION

By saying thanksgiving to Allah SWT

This Thesis dedicate to:

My parents, Mr. Sukirman and Mrs. Masnuri, who have cared , educated and raised me with an abundance of love and affection. Thank you for all your long struggles for me.

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DECLARATION OF ORIGINALITY

Declaration:

I declare that this document is entirely my work and that no part of it has been previously submitted in support of an application for another degree or qualification at this or any other institution of learning.

I am aware of and understand the University's policy on plagiarism and I certify that this document is my own work, except where indicated by referencing, and that I have followed ethical academic practices.

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MOTTO

***“JUST TAKE NEW CHALLENGES IF YOU WANT TO BE
DIFFERENT FROM OTHERS”***

(SUMARIA LISWITA)

DO MORE, GET MORE TO GIVE MORE

(SUMARIA LISWITA)

ABSTRACT

TOURIST'S REVISIT INTENTION IN LAMPUNG PROVINCE

BY:

SUMARIA LISWITA

Lampung Province is one of the provinces in Indonesia, located at the southern tip of the Sumatera island. Tourism destinations in Lampung Province consist of natural tourism and artificial tourism which are scattered in various districts and cities in Lampung Province. The kinds of destinations have succeeded in attracting tourists to come in Lampung Province, in 2020 the world tourism sector has decreased significantly, including the tourism sector in Lampung Province caused by the Covid-19 pandemic. To revive the tourism sector after being affected by the covid-19 pandemic, the Lampung provincial government requires a new strategy to increase the total of tourists that visit or revisit to Lampung Province.

The aims of this study are to determine the effect of the variable Destination Awareness, Destination Image and Electronic Word of Mouth on tourists' Revisit Intention in Lampung Province. The type of this research is associative causality research. The population of this study are domestic and foreign tourists who have visited Lampung province in 2019. The sample of data used non-probability sampling techniques with judgment sampling method, data collected by distributing questionnaires. The data obtained analyzed by using Partial Least Square analyzed technique of structural equation modeling (SEM). The results of this research are Destination Awareness has no effect on tourists' Revisit Intention in Lampung Province while Destination Image, Tourist's Motivation and Electronic Word of Mouth have an effect on tourists' Revisit Intention in Lampung Province.

Keywords: Tourists, Revisit Intention, Lampung Province

PREFACE

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Bandar Lampung, 6th October 2021

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LIST OF CONTENTS

VALIDATION PAGE.....	iv
BIOGRAPHY	iv
MOTTO.....	ix
ABSTRACT.....	x
PREFACE	xi
LIST OF CONTENTS	xiii
LIST OF TABLE.....	xvi
LIST OF GRAPHIC.....	xvii
LIST OF FIGURE.....	xviii
CHAPTER I.....	1
PRELIMINARY.....	1
1.1 Background	1
1.2 Research Question.....	6
1.3 Research Scope.....	6
1.3.1 Subject Scope	7
1.3.2 Object Scope.....	7
1.3.3 Place Scope.....	7
1.3.4 Time Scope	7
1.4 Research Purpose	7
1.5 Research Benefits	7
1.5.1 For Authors.....	7
1.5.2 For the Lampung Provincial Government.....	8
1.5.2 For Institutions	8
1.6 Writing Systematics.....	8
Chapter I: Preliminary	8
CHAPTER II.....	9
LITERATURE REVIEW	9
2.1 Revisit Intention	9
2.2 Destination awareness	10
2.3.Destination image.....	12
2.3.1. Destination Image Components	12

2.4. Tourist's Motivation.....	15
2.5 Electronic Word of Mouth.....	18
2.6 Previous Research	21
2.7 Research Framework.....	23
2.8 Research Model.....	24
2.8.1 Hypothesis Development	24
CHAPTER III	27
RESEARCH METHODOLOGY.....	27
3.1 Types of Research.....	27
3.2 Data Sources.....	27
3.3 Data Collection Methods.....	27
3.4 Population and Sample	28
3.4.1 Population.....	28
3.4.2 Sample	28
3.5 Research Variables.....	29
3.5.1 Independent Variable (X / Exogeneous).....	29
3.5.2. Dependent Variable (Y / Endogenous)	30
3.6 Operational Definition of Variables.....	30
3.7. Data Analysis Method	32
3.7.3. Hypothesis testing	34
CHAPTER IV	35
RESULTED AND DISCUSSION.....	35
4.1 Description of Data	35
4.1.1 Respondent Characteristics Description.....	35
4.1.2 Description of Respondents' Answers	43
4.2 Data Analysis.....	53
4.2.1 Measurement Model or Assessing the Outer Model	56
4.2.3 Evaluated the CompositeRealibility	59
4.2.4 Tested the Structural Model (Inner Model)	61
4.2.4.1 R-Square Value	61
4.2.5 Hypothesis Tested.....	61
4.2.6 Testing Hypothesis 1 (Effect of Destination Awareness on Tourist Revisit .. Intention)	62
4.2.7 Testing Hypothesis 2 (Effect of Destination Image on Tourist Revisit	

Intention)	63
4.2.8 Testing Hypothesis 2 (Effect of Tourist's Motivation on Tourist Revisit Intention)	63
4.2.9 Testing Hypothesis 2 (Effect of Electronic Word of Mouth on Tourist..... Revisit Intention	64
4.3 Discussion	64
4.3.1 The Effect of Destination Awareness on Tourist's Revisit Intention.....	64
4.3.2 The Effect of Destination Image on Tourist's Revisit Intention.....	65
4.3.3 The Effect of Destination Image on Tourist's Revisit Intention.....	66
4.3.4 The Effect of Electronic Word of Mouth on Tourist's Revisit Intention.....	66
CHAPTER V	69
CONCLUSIONS AND SUGGESTIONS	69
5.1 Conclusion.....	69
5.2 Suggestions.....	69
5.2.1 For Lampung Provincial Government and Tourism destination Managers	69
5.2.2 For Further Researchers	69
BIBLIOGRAPHY	70
ATTACHMENT	71

LIST OF TABLE

Table 2. 1 Previous Research	21
Table 3. 1 Interval Scale Measurement Instruments	28
Table 3. 2 Operational Definition of Variables	30
Table 4. 1 Characteristic Frequency Test Resulted Based on Gender.....	35
Table 4. 2 Characteristic Frequency Test Resulted by Age	36
Table 4. 3 Characteristics Frequency Test Resulted by Last Education	36
Table 4. 4 Last Education of Domestic Tourist's	37
Table 4. 5 Last Education of Foreign Tourist's.....	37
Table 4. 6 Characteristic Frequency Test Resulted by Profession	38
Table 4. 7 Characteristics Frequency Test Resulted of	39
Table 4. 8 Characteristics Frequency Test Resulted of	39
Table 4. 9 Characteristics Frequency Test Resulted by Domicile	40
Table 4. 10 Characteristics Frequency Test Results by Information Regarding Tourism Destinations in Lampung Province	42
Table 4. 11 Frequency Test Resulted by Total of	42
Table 4. 12 Frequency Test Resulted of Destination Awareness Answers	43
Table 4. 13 Frequency Test Results of Destination Image Answers.....	45
Table 4. 14 Frequency Test Results of Tourist's Motivation Answers	47
Table 4. 15 Frequency Test Resulted of Electronic Word of Mouth Answers	49
Table 4. 16 Frequency Test Results of Revisit Intention Answers	51
Table 4. 17 Outer Loadings (Measurement Model)	56
Table 4. 18 (Continued) Outer Loadings (Measurement Model).....	56
Table 4. 19 (Continued) Outer Loadings (Measurement Model).....	57
Table 4. 20 (Continued) Outer Loadings (Measurement Model).....	57
Table 4. 21 (Continued) Outer Loadings (Measurement Model).....	58
Table 4. 22 Composite Realibility	59
Table 4. 23 R-Square Value	61
Table 4. 24 Path Coefficient	62

LIST OF GRAPHIC

Graphic 1. 1 Graph of tourist visited to Lampung Province 2014-2019	1
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LIST OF FIGURE

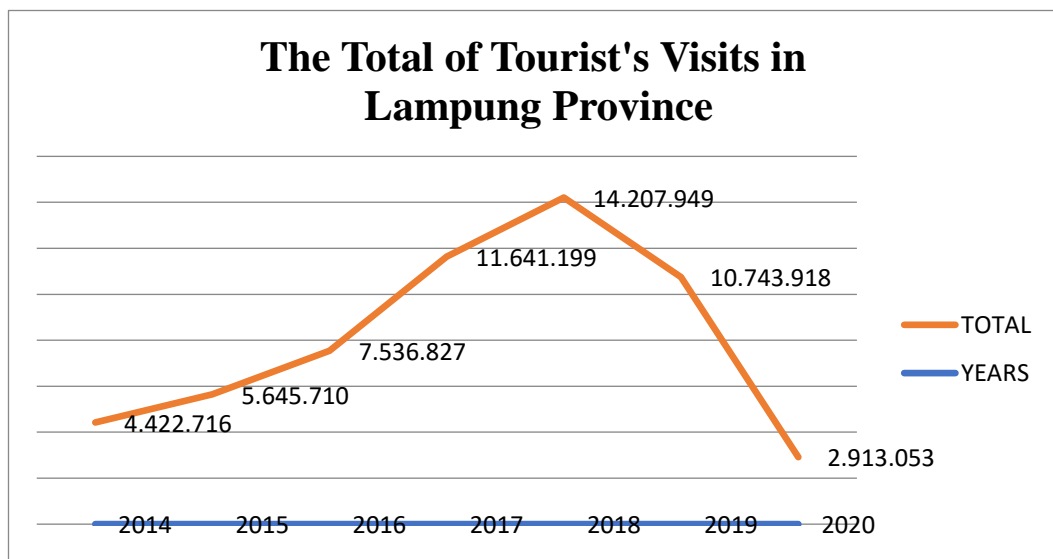
Figure 2. 1 Research Framework.....	23
Figure 2. 2 Research Structure	24
Figure 4. 1 Full Structural Model (Real Model).....	54
Figure 4. 2 Structural Model (Model 1)	55
Figure 4. 3 Bootstrapping Model Results.....	60

CHAPTER I

PRELIMINARY

1.1 Background

Lampung Province is one of the provinces in Indonesia, located at the southern tip of the Sumatera island. The geographically located between 3°45 'and 6° South Latitude and 105°45' and 103°48 'East Longitude. In the north it is bordered by Bengkulu Province and South Sumatera Province, in the east by the Java Sea, in the south by the Sunda Strait and in the west by the Indonesian Ocean. With an area of 35,376.50 km, Lampung Province is also the main link of traffic between Sumatera island and Java Island, via the sea route with the Bakauheni – Merak port. Nature and Culture potential in Lampung Province is very attractive in the eyes of the world which can be developed as a tourism destinations. (Source: Kupastuntas.co). Tourism destinations in Lampung Province consist of natural tourism and artificial tourism which are scattered in various districts and cities in Lampung Province. The kinds of destinations have succeeded to attracting tourists to come in Lampung Province. With The following graph Bellow shows the movement trend the total of domestic and foreign tourists visited Lampung province in the 2014-2019 period.



Graphic 1. 1Graph of tourist visited to Lampung Province 2014-2019

Based on Figure 1.1, the graph of the total of tourist visited to Lampung Province in the 2014-2019 period above shows that the Total of tourists visited in Lampung Province has increased since 2014-2018, but in 2019 the total of tourist visited has decreased significantly. To Identifying a decreased in the total of tourist visited in Lampung province in 2019, the researcher conducted a direct interview with Mr. Indra Jamal Nur as the market segment development sector of the tourism marketing sector DinasPariwisata in Lampung Province, stating that the decreased of total tourists visited in 2019 was 3.461.031 people compared to 2017, is it the impact of Tsunami disaster due to the eruption of Mount Anak Krakatau which hit the Lampung coast in the end of 2018.

The Various efforts has been made by the Lampung Provincial Government for attracted tourists to visit or revisit Lampung Province and revive the tourism sector that has decreased in 2019 by completed disaster response facilities and optimizing artificial, cultural and natural destinations (mountains, forests, waterfall). In addition, tourism promotion activities are also carried out by Lampung tourism stakeholders by packaging the "Lampung Great Hot Deals" tour package and holding a Tourism Sales Mission Event in Yogyakarta which is attended by all Provinces in Indonesia.

In 2020 the Covid-19 pandemic began to paralyzed all economic sectors in the world, including the tourism sector. In March 2020 the World Tourism Organization (UN-WTO) announced that the impact of the Covid-19 pandemic will be felt throughout the world tourism chain. The Asia and Pacific region will be the worst affected region, with a decreased in tourists estimated between 9% - 12% (Sugihamretha, 2020). In Lampung Province, the tourism sector is the sector most affected by the Covid-19 pandemic. Based on the results of interviews with the Head of Market segment development from the marketing sector of the DinasPariwisata of Lampung Province Mr. Indra Jamal Nur, the total of tourist visited to Lampung province in 2020 was only 25% from the previous year's visited, a significant decreased of from 10.743.918 to 2.913.053. Tourist visited is dominated by domestic tourists. DinasPariwisata Lampung

Province also admits that the tourism sector is the slowest sector in recovery, people's concerns about the Covid-19 pandemic that made them delay their trips for traveling as the causes.

Based on the interview with mr Indra Jamal Nur, the tourism sector is one of the largest income sectors in Lampung Province after the agricultural and plantation sectors. the covid 19 pandemic which caused a significant decline in the tourism sector which caused a decrease in regional income. So that to re-stabilize the economy, a new strategy is needed to recover the tourism sector.

Seeking recovery in the tourism sector, theDinasPariwisata Lampung Province is restoring the tourism sector in the new normal era of the Covid-19 pandemic era by carried out a program to reopen tourism destination that were previously closed by tightening the application of health protocols in tourism destinatin. Although this program has been implemented, the total of tourist visited is still very low. The right strategy is needed to increased tourist revisit to Lampung Province in the new normal era of Covid-19. Based on research conducted by(Junaedi & Harjanto, 2020)There are several variables that Affected the Total of tourists revisit including Destination Awareness, Destination image, Tourist's Motivation and Word of Mouth. These four factors are variables that greatly affected the interested in tourists revisit to a tourism destination. Now day's digital world, the use of E-WOM is superior to WOM. This is because the range of
E-WOM is greater than WOM. Electronic Word of Mouth (E-WOM) affects the interest in revisiting tourists to a destination(Harahap & Dwita, 2020)

Destination Awareness is defined as whether a person has ever heard of a tourist destination and which tourist destination comes to mind when one is considering a vacation (Junaedi & Harjanto, 2020). Awareness is defined as a knowledge of the existence of something(Van Niekerk & Saayman, 2013). Destination awareness can be defined as someone's knowledge of a detention that first appears when someone is thinking about traveling. Research conducted by(Junaedi& Harjanto, 2020) states that the destination awareness variable has

a effect on tourist's revisit intention. Based on this research, it can be concluded that destination awareness effected the tourist's revisit intention.

Destination Image is a person's perception of a product, object, behavior, and event which is driven by beliefs, feelings and a series of goals from a particular destination or tour (Stylos et al., 2016). "Destination image is a representation of perceptions in the mind of person or group about the beliefs of an impresssion, produce, and emotion they have from a certain destination or place. (Ai-azri, 2006). It can be concluded that the destination image is a person's view or impression of a tourist destination. Destination images can be formed through a person's perception before or after visiting a destination(Lopes, 2011). Previous research conducted by(Destari, 2017)shows that the destination image has a effect on revisit intention. From this research, it is stated that the destination image variable affected the tourists revisit intention.

Destination image affected tourist revisit intention to a destination during covid-19 pandemic especially in new normal era of covid-19 pandemic. A good destination image can attract the tourist to revisit some places in new normal era (Ling et all., 2020)

Motivation is a very important factor for tourists to make decisions about the tourism destinations they will visit. Tourists will perceive possible tourist destinations, where these perceptions are generated by individual perceptions, experiences and information(Haryati et al., Nd 2013). A person's motivation to do something is based on the desire he wants to fulfill, consciously or unconsciously, it is the driving force that comes from within a person to achieve a wish. Tourist motivation can be interpreted as an encouragement for someone to take a trip to a place (Utama, 2017).(Iranita&Alamsyah, 2019) Tourist Motivation variable has a effect on the variable interest in revisiting (Alamsyah et al., Nd, 2019.). This shows that tourist motivation affects the interest in revisiting tourists to a tourism destination.In research of (Alamsyah et al., Nd, 2019.) states that the tourist motivation variable has an effect on the variable

Revisit Intention (Alamsyah et al., Nd, 2019.) This shows that tourist motivation affects the interest in revisiting tourists to a tourism destination.

Many tourism destinations rely on returning tourist to maintain their business. This is particularly relevant among destinations operating during the postCOVID-19 pandemic phase (Ling et al., 2020) As a construct, revisit intention is influenced by motivation (Quintal & Polczynski, 2010) and destination image (Giao et al., 2020; Sciences & Africa, 2020). Studies that examined the influence of motivation and destination image on revisit intention is worth to investigating.

Tourist motivation has a positive affect to tourist revisit intention during covid-19 pandemic. Tourist's motives to come in some destination are (e.g. accommodation, shopping, restaurant & food, and attitude. (Ling et al., 2020)

Electronic Word of Mouth according to (Restu, 2016) is an informal communication media aimed at consumers using internet-based technology. Communication carried out through electronic media is able to provide convincing information to consumers (Knoll, 2016).

Positive information about a product will certainly have an impact on the level of a company's existence. For example, a review of a tourist attraction can influence a tourist's intention to travel or make a return visit to a tourist destination. Through E-WOM, tourists can determine their attitude and intention to return to tourist destinations (Utama & Giantari, 2020). In previous research conducted by (Harahap & Dwita, 2020) It is said that E-WOM affected on Revisit Intention. So it can be concluded that the Electronic Word of Mouth (E-WOM) affected the tourist's revisit intention to a tourism destination.

E-WOM is very important to recovering the tourism sector and to increase tourist revisits during the new normal era of the COVID-19 pandemic. This is supported by research conducted by (Permadi et al., 2020) which states that E-WOM has an effect on the revisit intention in Senggigi beach during covid-19 pandemic.

Some of the studies above show that destination awareness, destination image, touristic motivation and the Electronic Word of Mouth influence tourists to

Revisit. The decreased in the total of tourist visited in 2019 was caused by the tsunami that hit the coast of Lampung and the covid-19 pandemic in 2020 which had an impact on the decreased of the tourism sector in Lampung province, the Lampung provincial government and Dinas Pariwisata of Lampung province needed the right strategy to increase Tourist Revisit to Lampung Province. Based on the background above as described, the authors are interested to examining the factors that affected the of domestic and foreign tourists to revisit Lampung Province with the title "**TOURIST'S REVISIT INTENTION IN LAMPUNG PROVINCE** "

1.2 Research Question

Based on this background, the formulation of the problem is as follows:

1. Does destination awareness affect the Tourist Revisit Intention in Lampung Province?
2. Does the Destination Image affect the Tourist Revisit Intention at Lampung Province ?
3. Does Tourist Motivation affect the Tourist Revisit Intention at Lampung Province?
4. Does the Electronic Word of Mouth affect the Tourist Revisit Intention in Lampung Province?

1.3 Research Scope

1.3.1 Subject Scope

The subject scope of the research is domestic tourists and foreign tourists who have visited Lampung Province.

1.3.2 Object Scope

The object scope of the research is Lampung tourism.

1.3.3 Place Scope

The scope of this research place is Lampung Province

1.3.4 Time Scope

The time for this research started on 16th November 2020 until 5th March 2021.

1.4 Research Purpose

From this background, the purpose of this study are:

1. To find out whether Destination Awareness affects tourist Revisit Intention in Lampung province.
2. To find out whether the Destination Image affects tourists Rrevisit Intention in Lampung province.
3. To find out whether Tourist Motivation affects tourists Revisit Intention in Lampung province.
4. To find out whether the Word of Mouth is influential with a tourist Revisit Intention in Lampung province.

1.5 Research Benefits

1.5.1 For Authors

1. As a means to add insight and knowledge for researchers, especially in the economic field related to the tourism sector.
2. As a means to implement the knowledge that is obtained while in college and to enrich knowledge.
3. To increase understanding and further support existing theories relating to the problems that have been researched

1.5.2 For the Lampung Provincial Government

This research is expected to help the government in building the right strategy in the recovery of the tourism sector in Lampung province in the new normal era after the Covid-19 pandemic.

1.5.2 For Institutions

This research is expected to add to the library references of the Faculty of Economics and Business IIB Darmajaya.

1.6 Writing Systematics

The systematics of writing this research is organized as follows:

Chapter I: Preliminary

This chapter describes the background, problem formulation, research scope, research objectives, research benefits, and the systematic writing of "Tourist Intention to Revisit Lampung Province".

Chapter II: Theoretical Basis

This chapter describes theories to support previous research and research related to the problem under study.

Chapter III: Research Methods

This chapter describes the methods to be used in research, research variables, operational variables, population, samples, data sources, data analysis techniques, test instrument requirements, data analysis methods, and data analysis techniques.

Chapter IV: Results and Discussion

This chapter discusses thoroughly the results of research and discussion carried out by researchers guided by the theories and methods presented in Chapter II and Chapter III.

Chapter V: Conclusions and Suggestions

This chapter contains conclusions and suggestions which are expected to be useful for the parties concerned and for readers in general.

Bibliography

Attachments

CHAPTER II

LITERATURE REVIEW

2.1 Revisit Intention

Revisit intention can be called the intention to repurchase, which refers to an individual assessment to buy again both products and services provided by the company, taking into account the situation at the time of the previous purchase, examining the relationship between the main construction and behavioral trends (Isrofiyah, 2018). The intention to revisit is the willingness of tourists to revisit the same destination. Based on the model, the complement of the destination affects the quality received affects the satisfaction, and ultimately affects the interest in revisit (Huang et al., 2015). The intention to visit again is the willingness to visit a destination or object that has been visited before (Abubakar et al., 2017). Another opinion, Revisit is an evaluation made of the travel experience or the value of the perceived value and overall Tourist satisfaction influences future behavior in the consideration of the desire to revisit on same destination and the willingness to recommend this to others (Puad et al., 2012). In previous research conducted by (Ling et al., 2020) Tourist revisit are relied to revive or recover the tourism sector in the new normal era of covid 19 pandemic.

To promote a tourist destination, it is very important to identify the determinants of the intention to revisit. In this way, the factors affecting this variable can be increased the interest to revisit. In the literature on tourism has been analyzed, the decision to revisit a tourist destination appears to be a complex decision involving many interrelated factors (Alegre and cladera, 2009). The indicator used to measure Variable Revisit Intention in this study was adapted from research of (Agung et al., 2015) as follows:

- Needs
- Looking for Information

- Decision to Revisit
- Post Visit Evaluation

2.1 Destination awareness

Destination awareness is defined as a person has ever heard of a tourist destination and which tourist destination comes to traveler's mind when one is considering a vacation (Junaedi & Harjanto, 2020). Destination awareness can be called as a brand awareness which is reflected by the ability of consumers to identify brands under different conditions. Furthermore, destination awareness refers to the knowledge that tourists have about a destination product (Tsaur et al., 2016). To create a sense of awareness to someone then (Molina et al., 2010) found that information sources are important channels for establishing destination awareness. Awareness is defined as a knowledge of the existence of something (van Niekerk & Saayman, 2013). In the destination selection process, one of the set of destinations that tourists consider is the awareness set. This set consists of all the destinations that come to a traveler's mind when they think of going on a vacation. In the absence of awareness, a destination can't be chosen by potential tourists (Gartner & Ruzzier, 2011). Destination awareness has an important role in increasing the interest in returning tourists to a destination because of this. Destination awareness is very influential on the interest in revisiting tourists, so a good strategy is needed to create destination awareness in the minds of tourists. Indicators affecting destination awareness were adapted from previous researchers based on research (Sari & Insani, 2020), as:

- 1) The destination has a unique view.
- 2) I know this tourist destination well,
- 3) The destination is very famous,
- 4) This tourist destination first came to my mind.

In this research, the indicators of Destination Awareness used by researchers are adapted from research of (Sari & Insani, 2020). These indicators are

considered relevant to the research object that has been determined by the researcher.

- Unique destination
- knowledge of destinations
- Destination image
- thoughts of travelers about destinations

2.3.Destination image

The definitions of destination image focus on an individual's overall perception of a place(Chiu & Zeng, 2016). Destination image is the perception of a person or maybe a group of people towards a product (goods or services), and becomes a basis for consideration in making decisions made by consumers to make purchases or not, to come back or not to come.(Utama and Giantari, 2020). Destination images are an important part of tourism so that they are interrelated. Meanwhile, according to (Stylos et al., 2016)Destination image is a person's perception of a product, object, behavior, and event which is driven by beliefs, feelings and a series of goals from a particular destination or travel. The image will shape the perception and also the description of the object so that someone can give an assessment of the object. one of the determinants of a company's success in product development is a good image. Products that the company offers both goods and services always prioritize image, including tourist destinations(Utama and Giantari, 2020). If the formation of a destination image is well received by tourists who have already made tourist visits to a destination, then the image of the destination will later influence the interest of tourists to visit again. This is supported by opinion(Zeugner-roth& Diamantopoulos, 2015)which states that the destination image influences tourists in the process of choosing a destination and revisiting the destination in the future. Destination image is a belief or knowledge about a destination and what tourists feel during their trip(Hanif, 2016). Tourists will be mted and decide to visit if they have a good impression of a tourist destination. The perception of tourists about the image of this destination can be influenced by promotional information, mass media and many other factors(Hanif, 2016).

Destination image affected tourist revisit intention to a destination during covid-19 pandemic especially in new normal era of covid-19 pandemic. A good destination image can attract the tourist to revisit some places in new normal era (Ling et al., 2020)

2.3.1. Destination Image Components

In research (Lopes, 2011) put forward guidelines on tourism marketing and argue that the development of the image of a tourist destination is based on consumer and emotional rationality. As a result there are two main components in the destination image, namely:

1. **Perceptual and Cognitive**

Namely the primary importance and value assigned to each destination attribute. In other words, the image of a destination is evaluated by the attributes of the resources (resources) and attraction (attraction) which will motivate someone who visits a tourism destination.

2. *Affective*

Referring to marketing and the emotions provided by tourism destinations This emotional component is also heavily influenced by tourist motivation.

Based on research conducted by (Qu et al., 2011) indicators for measuring destination image are as follows:

1. **Cognitive image**

It is a component of facts and information (knowledge) as well as one's beliefs about an object both from the quality of the experience tourists get, tourist attractions in a destination, environment and infrastructure, entertainment and cultural traditions of the destination.

2. **Unique Image**

Namely the image that is only owned by a destination which consists of the natural environment, the attractiveness of a destination and the local attractions that exist in that destination.

3. Affective image

Is an emotional attitude that reflects a person's feelings towards a destination, whether the destination is wanted and liked which consists of a pleasant, uplifting and relaxed feeling from the destination visited.

While (Martí, 2004) reveal the destination image indicators, among others:

1. *Natural Resources*

It is a natural attribute found in a destination that is formed naturally so that it becomes an attraction for that destination.

Good beaches, clean rivers, lakes, flora and fauna, beautiful rural nature.

2. *Natural Environment*

Is a natural environment that exists in tourist destinations and their surroundings. Covering beautiful scenery, urban and rural attractiveness, environmental cleanliness, village or city congestion, air pollution and traffic jams

3. *Culture, History and Art*

It is the scope of the culture and customs of the people at these destinations, such as historical buildings, festivals, and indigenous peoples.

4. *General Infrastructure*

It is a condition of infrastructure in tourist destinations, such as road and port conditions, public and private transportation facilities, health services that can support visitor needs.

5. *Atmosphere of the Place*

It is an atmosphere in a tourist destination in the form of a luxurious and fashionable place, a good reputation for a place, a fun place,

obstacles you encounter, etc. This must be considered, because with the fulfillment of a good atmosphere, eating will make tourists feel at home to travel and allow them to make repeat visits.

6. *Tourist Leisure and Recreation*

It is a variety of tourist activities for visitors that can provide pleasure and satisfaction so that it can create a positive image of the tourist objects they visit. Examples include parks, entertainment, sports activities, animal gardens, shopping centers etc.

7. *Tourist Infrastructure*

It is a facility available for tourists such as hotels, accommodation, restaurants, the ease of accessing tourists to destinations, and the availability of information for tourists.

8. *Social Environment*

It is a condition of the social environment around a tourist destination such as the friendliness of the local population, quality of life, poverty level, etc. Destination image can be formed from how a tourist views the social environment of the community around the tourist destination.

9. *Political and Economic Factors*

It is a political and economic condition of society such as economic stability, crime rates, prices offered, terrorism, security and economic development. This is a factor that can describe the state of a tourist destination in a certain period of time, so that tourists can decide whether to visit that destination or not.

In this study, researchers used the destination image indicator from the study (Qu et al., 2011), that is :

- *cognitive image*
- *unique image*
- *affective image*

2.4. Tourist's Motivation

Tourist's Motivation has a positive influence on tourist's revisit intention (Chang et al., 2014). Motivation is a very important factor for tourists to make decisions about the tourist destinations they will visit. Tourists will perceive possible tourist destinations, where these perceptions are generated by individual perceptions, experiences and information (Hayati et al., Nd 2013). Before someone goes on a tour, surely they are motivated by a motive to travel. Motivation is an impulse that arises from within a person causing the person to act without realizing it to influence a person's behavior so that he is moved to act to do something so as to achieve certain results or goals (Sardiman, 2011). Tourist motivation can be interpreted as an encouragement for someone to take a tour to a place (Iranita & Alamsyah, 2019). A person's travel motivation is influenced by two factors, namely the internal factors of the tourists themselves (intrinsic motivation). External factors (extrinsic motivation) are factors formed from humans themselves, according to Maslow's hierarchy of needs, namely physiological needs, security needs, social needs, prestige needs and self-actualization needs. And extrinsic needs are motivated by two external factors, such as social norms. The influence or pressure of family, and work situations, which are internalized, and then develop into psychological needs (Gayatri, 2005). Tourist's Motivation is proven to influence the interest of tourists to revisit a tourist destination (Iranita & Alamsyah, 2019).

Many tourism destinations rely on returning tourist to maintain their business. This is particularly relevant among destinations operating during the postCOVID-19 pandemic phase (Ling et al., 2020). As a construct, revisit intention is influenced by motivation (Quintal & Polczynski, 2010) and destination image (Giao et al., 2020; Sciences & Africa, 2020). Studies that examined the influence of motivation and destination image on revisit intention is worth to investigating.

Tourist motivation has a positive affect to tourist revisit intention during covid-19 pandemic. Tourist's motives to come in some destination are (e.g. accommodation, shopping, restaurant & food, and attitude. (Ling et al., 2020)

According to (Beckman et al., 2017) in his research entitled "Motivations and Experiences of White water Rafting Tourists on the Ocoee River, USA" there are 3 indicators that influence a person to visit, namely:

1. *Thrill*

That is the motive of someone visiting a tourist destination to feel the sensation produced when doing tourist activities such as feelings of pleasure and joy

2. *Nature*

It is a person's motive to visit a tourist destination because he wants him to be closer to the natural environment.

3. *Physical activity*

A person who has a motive to visit a tourist destination whose main tourist activity requires a person to do physical activity that is quite exhausting. By carrying out these tourism activities, it is hoped that the body's fitness is maintained.

Tourist Motivation according to (My Eishaikul, 2012) can be measured by several indicators, namely:

1. *Rest and Relaxation*

That is the motive of tourists visiting a tourist destination to carry out tourist activities that can rest the body while relaxing to enjoy the tourist activities undertaken.

2. *Visit to new places*

That is the motive of tourists visiting a new destination or place that they have never visited to find new things that are expected to have a positive effect after activities in that destination.

3. *Learn and experience new things*

Namely, the motive for visiting tourists is based on the desire to expand their knowledge and experience about a destination they visit so that tourists' insight increases after learning about these destinations.

4. *Get away from stress*

That is the motive of someone visiting a tourist destination because they want to keep themselves away from stress and forget for a moment the burden of the mind that is being experienced. After carrying out their tour activities, tourists can return to their routine feeling happier and better.

5. Escape from daily activities

That is the motive that encourages a person to visit because he wants to get away from his work routine for a while by doing tourist activities after experiencing fatigue as a result of his busy and boredom.

6. Meet people and socialization

That is the motive for someone to visit to meet new people so that they can add relationships or gather with friends. After traveling, it is hoped that you will get a new insight from the socialization.

7. Improve health and Wellness-being

That is the motive of a person visiting a tourist destination which is considered capable of having a healthy effect on the body so that the body becomes fitter and the mind is refreshed.

8. Take a challenge or experience an adventure

That is the motive for visiting someone who likes challenging tourist destination activities and pumps their adrenaline so that they get the sensation of a new experience from these activities.

9. Exercise physically

That is the motive of a person visiting a tourist destination to do sports activities by exercising physically so that the body is more fit and able to have an effect on stronger stamina.

10. Visit Family and friends

It is the motive for someone to visit a tourist destination besides doing their activities but also to visit family, relatives and relatives who live around the tourist destination.

The Tourist's Motivation measurement indicator used in this study was adapted from research (*My Eishaikul*, 2012) and Beckman et al., (2017).

These indicators are relevant to the object of research that has been determined by the researcher. Among others :

- *visit to new place*
- *get away from stress*
- *physical Activity*
- *Learn and experience new things*

2.5 Electronic Word of Mouth

Communication carried out through electronic media is able to provide convincing information to consumers (Knoll, 2016). Electronic Word of Mouth according to (Restu, 2016) is an informal communication media aimed at consumers using internet-based technology. Positive information about a product will certainly have an impact on the level of existence of a company. For example, a review of a tourist attraction can influence a tourist's intention to travel or make a return visit to a tourist destination. Through E-WOM, tourists can determine their attitude and intention to return to tourist destinations (Utama & Giantari, 2020). Electronic Word of Mouth is a positive or negative statement made by potential or former consumers about a product or company, which is addressed to many people or institutions via the internet (Hennig-thurau et al., 2004).

E-WOM has an important role in tourism marketing in today's digital era. Communication through electronic media or E-WOM is able to present information and form tourist opinions about tourist destinations and shape tourists' intentions in making travel decisions. In addition, the intention of visiting tourists again is determined by the information obtained and the perception of this information (Utama & Giantari, 2020). Previous research has stated that E-WOM has a positive influence on Revisit Intention (Harahap & Dwita, 2020).

E-WOM is very important to recovering the tourism sector and to increase tourist revisits during the new normal era of the COVID-19 pandemic. This is supported by research conducted by (Permadi et al., 2020) which states that E-

WOM has an effect on the revisit intention in Senggigi beach during covid-19 pandemic.

To determine the effect of the Electronic Word of Mouth variable on the revisit intention variable, measurement is needed using the following indicators:

The eight E-WOM measurement indicators presented by (Hennig-thurau et al., 2004) that is :

1. Platform assistance

Is the frequency of tourists visiting and their opinions about the tourist destinations visited which are then shared with others.

2. Concern for the Others

It is the attention that tourists pay to other tourists with the aim of helping other tourists make a decision.

3. Venting Negative Feelings

It is an outlet for negative feelings experienced by tourists, so he shares these unpleasant experiences with other tourists to reduce the dissatisfaction they experience.

4. Social Benefit

It is the opinion of tourists who receive social benefits from a tourist destination, thus encouraging them to share stories with others and provide recommendations.

5. Economic Intensive

Is a driver of tourist behavior as a sign of appreciation or gift giving.

6. Helping the company

Is feedback given to a tourist destination by helping to refer to the destination as a form of reward for the destination for being satisfied with the tourist destination.

7. Seeking Advice

Is a web-based advice search or platform opinion, where tourists read reviews about a tourist destination and other comments that motivate tourists to write comments as well.

This study uses 3 indicators adapted from research (Hennig-thurau et al., 2004), these indicators are considered relevant to the object of research that has been determined by the researcher. That is :

- *Platform assistance*
- *Concern for other*
- *Helping the company*
- *Advise seeking*

2.6 Previous Research

Table 2. 1 Previous Research

No.	Name	Title	Research method	Result
1.	(Junaedi & Harjanto, 2020)	Examining, the Effect of Destination Awareness, Destination Image, Tourist Motivation, and Word of Mouth on Tourist's Intention to Revisit	Multiple Liner Regression	The results showed that destination awareness, destination image, and motivation were positively correlated with the intention of tourists to visit again.
2.	(Destari, 2017)	Increase the intention to revisit through unique tourism services & destination image: a case study on the big event JFC	<i>Path Analysis</i>	The uniqueness of tourism services affects Destination image, Destination image affects revisit intention, and the uniqueness of tourism services affects Intention to Revisit.
3.	(Purnama & Wardi, 2019)	The influence of destination image, tourists satisfaction and tourists experience toward revisit intentinto the most beautiful village in the world (NagariTuoPariangan)	<i>Structural Equation Modeling (SEM)</i>	<i>Destination Image, Tourists Satisfaction and Tourists Experience has a affect to revisit intention</i>

4.	(Alamsyah et al., Nd, 2019.)	The Influence of Destination Image, Accessibility, and Tourism Motivation on the Interest of Revisiting Tourists to Marine Tourism in Benan Village	Multiple linear regression	Destination image, accessibility, and tourism motivation have an effect on the variable of interest in returning to visit.
5.	(Harahap & Dwita, 2020)	<i>Effect of E-WOM on Revisit Intention: Attitude and Destination Image as Mediation Variables (Study in Pasaman Regency Tourism Destination)</i>	<i>Structural Equation Modeling (SEM)</i>	<i>The results of this study are that E-WOM has a possitive and effect on Revisit Intention.</i>

2.7 Research Framework

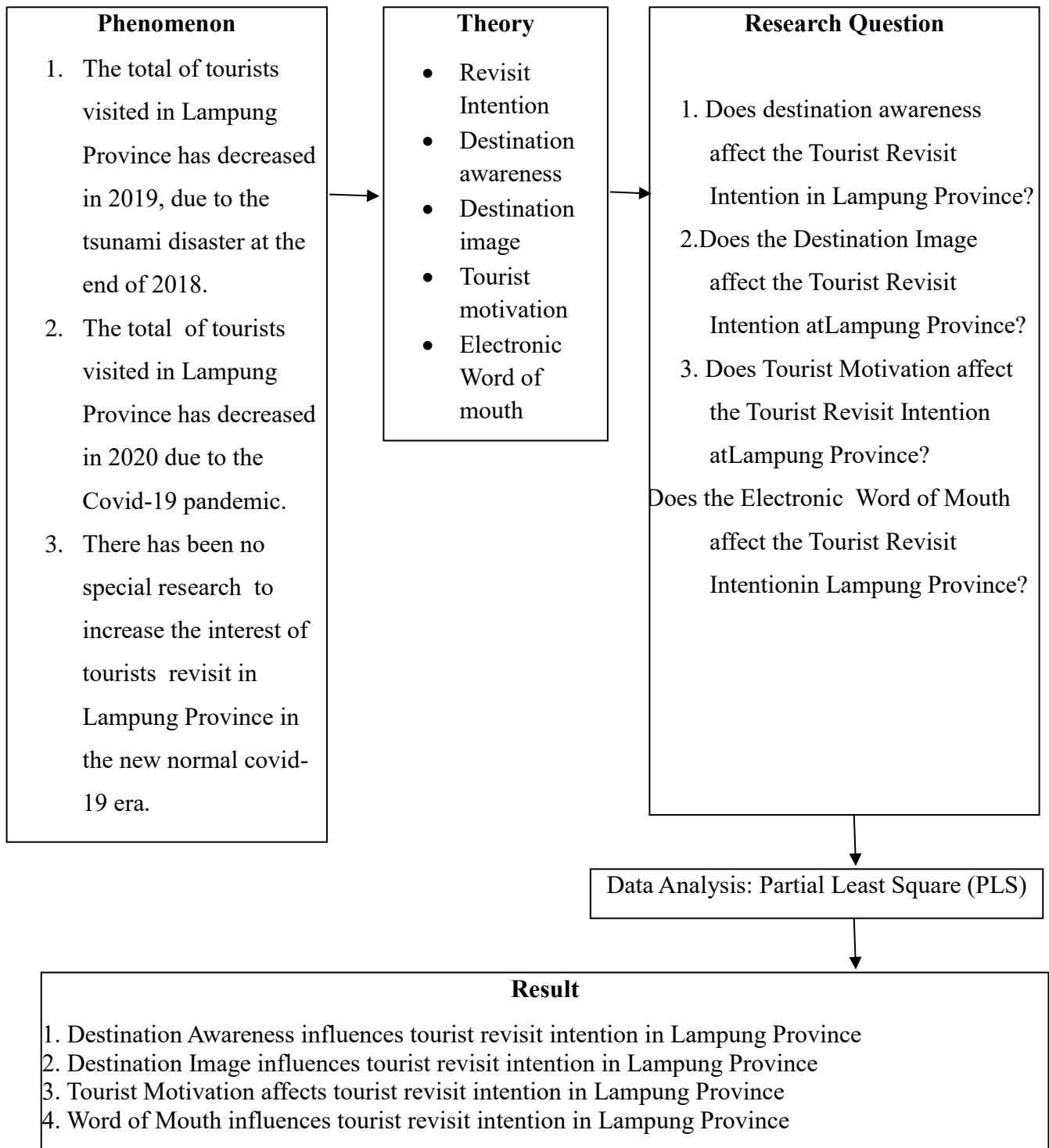


Figure 2. 1 Research Framework

2.8 Research Model

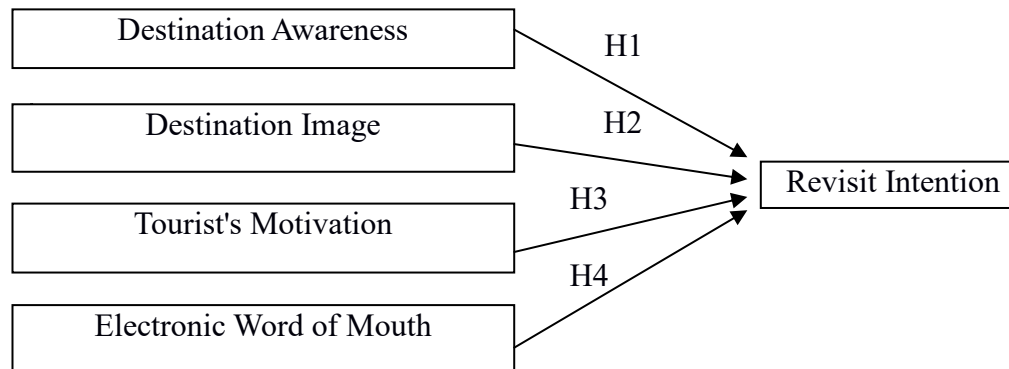


Figure 2.2 Research Structure

2.8.1 Hypothesis Development

Destination Awareness is defined as whether a person has ever heard of a tourist destination and which tourist destination first comes to mind when someone is considering a vacation. (Junaedi & Harjanto, 2020). Research (Gartner & Ruzzier, 2011) also states that, in the absence of awareness, a destination cannot be chosen by potential tourists. In the process of selecting a destination, one of the things that tourists consider is awareness, which consists of all the destinations that come to the mind of a tourist when they think about going on vacation. This is supported by research conducted by (Junaedi & Harjanto, 2020) the higher one's awareness of a destination, the better the image of the destination will increase one's desire to visit again.

H1: Destination Awareness Affects Tourist's Revisit Intention in Lampung Province

Destination Image is a belief or knowledge about a destination and what tourists feel during their trip (Hanif, 2016). Destination image according to Opinion (Stylos et al., 2016) is a person's perception of a product, object, behavior, and events that are driven by beliefs, feelings and a series of goals from a particular destination or tourist trip. A good tourist perception of the image of the destination that has been visited will affect the interest of tourists to visit reset. This is supported by opinion (Zeugner-roth & Diamantopoulos, 2015) which states that destination image influences tourists in the process of choosing a destination and revisiting destinations in the future. In research (Destari, 2017) stated that destination image proved to play an important role in creating the intention to visit again.

H2: Destination Image Affects Tourist's Revisit Intention in Lampung Province

Motivation is an impulse that arises from within a person causing the person to act without realizing it to influence someone's behavior so that he is moved to do something so as to achieve certain results or goals Sardiman (2011). Tourists will perceive possible tourist destinations, where these perceptions are generated by individual perceptions, experiences and information (Haryati et al., Nd, 2013). This statement is supported by research (Chang et al., 2014) which states that tourist motivation has a positive influence on tourist's revisit intention and is reinforced by research conducted by (Alamsyah et al., Nd, 2019.) which states that the higher the tourist motivation, the higher the intention to revisit a tourist spot.

H3: Tourist's Motivation Affects Tourist's Revisit Intention in Lampung Province

Electronic Word of Mouth according to (Restu, 2016) is an informal communication media aimed at consumers using internet-based technology. Through E-WOM, tourists can determine their attitude and

intention to return to tourist destinations (Utama & Giantari, 2020). The higher the E-WOM frequency, the more it will affect revisit intention (Harahap & Dwita, 2020). In the modern era, a good destination image and good service quality are not enough, e-WOM has proven to be a low cost effective way to promote a tourism site (Restu, 2016). This is supported by previous research conducted by (Harahap & Dwita, 2020). It is said that E-WOM has a positive influence on Revisit Intention. So it can be concluded that the Electronic Word of Mouth (E-WOM) affects the interest in returning tourists to a tourist destination.

H4: Electronic Word of Mouth Affects Tourist's Revisit Intention in Lampung Province

CHAPTER III

RESEARCH METHODOLOGY

3.1 Types of Research

The type of research used by researchers in conducting this research is associative

causality. Associative causality research is a study that aims to determine the effect or relationship between two or more variables (Umar, 2005). In this study, the researcher aims to determine the factors that affect Tourist's Revisit Intention in Lampung Province.

3.2 Data Sources

The data source in this research is Primary data. According to (Narimawatiet all, 2019) Primary data is data that comes from the first source, namely the resource person or better known as the respondent. The data used in this study are data obtained from the results of distributing questionnaires that are distributed to respondents (domestic tourists and foreign tourists) whose criteria have been determined.

3.3 Data Collection Methods

The data collection method in this study is a questionnaire according to (Sudaryono, 2018) a questionnaire or questionnaire is a technique or method of collecting data indirectly (Researchers do not directly ask answers with respondents. Data collection in this study is by giving a questionnaire containing questions and also the statement, the scale used is the interval scale according to (Sudaryono, 2018) the interval scale is a scale that shows the distance from one data to another and has the same weight, which is described in the following table

Table 3. 1 Interval Scale Measurement Instruments

Assessment	Score	Scale
Strongly Agree (SS)	5	Interval Scale
Agree (S)	4	
Neutral (N)	3	
Disagree (TS)	2	
Strongly Disagree (STS)	1	

3.4 Population and Sample

3.4.1 Population

According to (Sudaryono, 2018) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by research to be studied and then draw conclusions. The population in this study were domestic tourists and foreign tourists who had visited Lampung province in 2019 as many as 10,746,918 tourists.

3.4.2 Sample

According to (Sudaryono, 2018) The sample is part of the number and characteristics of the population. The sample of this study was taken using a non-probability sampling technique which is a subjective sampling procedure (Sudaryono, 2018). With the judgment sampling method, this sampling occurs when the researcher wants to select sample members based on certain criteria (Siregar, 2010). The determination of the number of samples is calculated using the Slovin formula with an error rate of 10%. With the slovin formula as follows:

$$n = \frac{N}{1 + N \alpha^2}$$

Information :

n = Minimum Sample

N = Number of Samples

α = significant point of information

then the sample size calculation is as follows:

$$n = \frac{10,746,918}{(1 + 10,746,918 (0.1)^2)}$$

$$n = 99.99$$

The number of respondents obtained for the sample in this study was 99.99 which rounded off to be 100 respondents, consisting of 50 domestic tourist respondents and 50 foreign tourist respondents with the following criteria:

1. At least SMA / equivalent education
2. 17-50 years old
3. Living outside Lampung Province and outside Indonesia
4. Are domestic tourists and foreign tourists
5. Have visited tourist attractions in Lampung Province

3.5 Research Variables

Basically, a research variable is something in the form of anything that is determined by researchers to be studied so that information can be obtained about it later and draw conclusions (Sudaryono, 2018). This research variable uses two variables, among others, the independent variable exogenous and the dependent variable endogenous. With the following explanation:

3.5.1 Independent Variable (X / Exogeneous)

The independent variable is also called the stimulus variable, predictor, antecedent or in Indonesian it is called the independent variable. Independent variables are variables that affect or cause the emergence of dependent variables (Sudaryono, 2018). In this study, the independent variables are Destination Awareness, Destination Image, Tourist Motivation, and Electronic Word of Mouth.

3.5.2. Dependent Variable (Y / Endogenous)

The dependent variable is also called the output variable, criteria, consequence, or in Indonesian it is often called the dependent variable. The dependent variable is a variable that is described or influenced by the

independent variable (Sudaryono, 2018). . The explanation of a certain phenomenon is systematically described by the dependent variables. Dependent variable in this research is Revisit Intention.

3.6 Operational Definition of Variables

Operationalization of variables explains what variables are studied, concepts, indicators and measurement scales that must be understood in the operationalization of research variables. The aim is to facilitate understanding and avoid differences in perceptions in research. The following is an explanation of the operational definitions of the variables applied by the researcher:

Table 3. 2Operational Definition of Variables

Variable	Variable Concept	Operational Concept	Indicator	Measure Scale
Destination Awareness	Destination Awareness is defined as someone having heard of a tourist destination and which tourist destination first comes to mind when someone is considering a vacation. (Junaedi & Harjanto, 2020)	Destination Awareness is defined as someone who has heard about a tourist destination and what tourist destinations first come to mind when considering going on vacation.	<ul style="list-style-type: none"> • Destination uniqueness, • knowledge of destinations, • thoughts of travelers about destinations (Sari & Insani, 2020)	Interval
Destination Image	Destination Image is a person's perception of a product, object, behavior, and event	Destination Image is a person's perception of a product, object, behavior and event that	<ul style="list-style-type: none"> •cognitive image •unique image 	Interval

	<p>which is driven by beliefs, feelings and a series of goals from a particular destination or tour</p> <p>(Stylos et al., 2016).</p>	<p>is driven by beliefs, feelings and a series of goals from a tourist destination or tour.</p>	<ul style="list-style-type: none"> • affective image <p>(Qu et al., 2011)</p>	
Tourist Motivation	<p>Tourist motivation can be interpreted as someone's encouragement to take a trip to a place</p> <p>(Alamsyah et al., Nd, 2019.)</p>	<p>Tourist motivation is someone's encouragement to take a tour to a tourist destination.</p>	<ul style="list-style-type: none"> • visit to new place • get away from stress • physical Activity • Learn and experience new things <p>(Eischaikul, 2012) and (Beckman et al., 2017)</p>	Interval
Eletrnic Word of Mouth (E-WOM)	<p>Electronic Word of Mouth is a positive or negative statement made by potential or former consumers about a product or company, which is addressed to many people or institutions via the internet</p>	<p>Electronic Word of Mouth is a positive or negative statement made by tourists about a tourist destination, which is addressed to many people via the internet</p>	<ul style="list-style-type: none"> • platform assistance • concern for other • helping the company • Advise seeking 	Interval

	(Hennig-thurau et al., 2004)		(Hennig-thurau et al., 2004)	
Revisit Intention	<p>Revisit Intention is the willingness of tourists to revisit the same destination.</p> <p>(Huang et all, 2015)</p>	<p>Revisit Intention is the willingness of tourists to make a return visit to a tourist destination that is the same as the one they had previously visited ..</p>	<ul style="list-style-type: none"> • Needs • Looking for Information • Decission to Revisit • Post Visit Evaluation <p>(Agung et al., 2015)</p>	Interval

3.7. Data Analysis Method

In this study the data collected was analyzed using the Partial Lease Square (PLS) approach. PLS is a component or variant based Structural Equation Modeling (SEM) equation model. PLS is an alternative approach that shifts from a covariance-based to variant-based SEM approach. Covariance-based SEM generally tests causality / theory while PLS is more of a predictive model (Ghozali (2006). According to (Ghozali, 2006) PLS is a powerful analysis method, this is because it is not based on many assumptions. For example, data must be normally distributed, The sample does not have to be large. Partial lease Square can be used to confirm the theory, PLS can also be used to explain whether there is a relationship between latent variables. The purpose of PLS is to help researchers for predictive purposes.

Weight estimate to create a score component for latent variables is obtained based on how the inner model is, namely the structural model that connects the latent variables and the outer model or measurement model, namely the relationship between the indicator and its specified construct. The result is the residual variance of the dependent variable, the constructs formed by reflective

indicators and the parameter estimation obtained by PLS can be categorized into three. First, is the weight estimate used to create the latent variable score. Second, it reflects the path estimate that connects latent variables and between latent variables and their indicators (loading). Third, it relates to the means and location parameters (constant regression values) for the indicators and latent variables. According to (Ghozali, 2006) In PLS using a 3-stage iteration process and each iteration stage produces an estimate. The first stage produces weight estimates, the second stage produces estimates for the inner model and outer model, and the third stage produces estimates of means and locations.

1. Measurement Model or Outer Model

Convergent validity From the measurement model with the indicator reflective model, the score is based on the correlation between the item score / component score and the construct score calculated by PLS. The reflective measure is said to be high if it correlates more than 0.70 with the construct to be measured. However, for research in the early stages of developing a measurement scale the loading value of 0.5 to 0.60 is considered sufficient (Chin, 1998 in Ghozali 2006). Discriminant validity of the measurement model with a reflective indicator is assessed based on the cross loading measurement with the construct. If the correlation with the measurement item is greater than any other construct measure, it will show that the latent construct predicts the size of the block better than the other construct measures, it will show that the latent construct predicts the size of the block better than the other block sizes. Composite reliability which measures a construct can be evaluated with two kinds of measures, namely internal consistency and Cronbach's Alpha (Ghozali, 2006).

2. Structural Model (Inner Model)

Inner model (inner relations, structural model and substantive theory) describe the relationship between latent variables based on substantive

theory. The structural model was evaluated using the R-square for the dependent construct, the Stone-Geisser Q-square test for predictive relevance and the t test and the significance of the structural path parameter coefficients.

In assessing the model with PLS, it starts by looking at the R-square for each dependent latent variable. The interpretation is the same as the interpretation in regression. Changes in the R-square value can be used to assess the effect of certain independent latent variables on the dependent latent variables whether they have a substantive effect (Ghozali, 2006). Besides looking at the R-square value, the PLS model is also evaluated by looking at the predictive relevance Q-square for the constructive model. Q-square measures how well the observed value is generated by the model and also its parameter estimates.

3.7.3. Hypothesis testing

The measure of the significance of hypothesis support can be used to compare the value of the T-table and the T-statistic. If the T-statistic is higher than the T-table value, it means that the hypothesis is supported or accepted (Suharyadi and Purwanto, 2015). In this study, for a confidence level of 95% (alpha 95 percent), the T-table value for the one tailed hypothesis with a T value of 1.645 and for 2 tails (two tailed) with a T value of 1.960.

CHAPTER IV

RESULTED AND DISCUSSION

4.1 Description of Data

The data description is a description of the data that has been collected without intending to make a generalized conclusions. The Description of the data testing in this research as follows:

4.1.1 Respondent Characteristics Description

In this research, the Respondent's Description explains the characteristics of the respondents based on Gender, Respondent Age, Respondent's Profession, Respondents Domicile, Respondents' Latest Education, Information Regarding Tourism Destinations in Lampung Province and the total of respondent or Tourist visited to Lampung Province. The following are the resulted of the Respondents' Description of each characteristic:

Table 4. 1 Characteristic Frequency Test Resulted Based on Gender

No.	Status	Frequency (Person)	Percentage%
1.	Male	50	50%
2.	Female	50	50%
Total		100	100%

Data source: Data processed in 2021

The resulted of the Characteristics Frequency Test based on Gender in table 4.1 above shows that the characteristics of respondents based on gender who

visited Lampung Province in this research were 50 people or 50% female respondents and 50 people or 50% male respondents.

Table 4. 2 Characteristic Frequency Test Resulted by Age

No.	Age	Frequency	Percentage (%)
1.	17-25 years	60	60%
2.	26-32 years	29	29%
3.	32-40 years	9	9%
4	41-50 years	2	2%
Total		100	100%

Data source: Data processed in 2021

The resulted of the Characteristics Frequency Test by Age in table 4.2 above shows that the characteristics of respondents based on age who visited Lampung Province in this research is dominated by respondents age 17-25 years as many as 60 people or 60%

Table 4. 3 Characteristics Frequency Test Resulted by Last Education

No.	Last Education	Frequency	Percentage (%)
1.	SMA/ Senior High School	26	26%
2.	Diploma	6	6%
3.	S1 / Bachelor Degree	43	43%
4.	S2 / Master Degree	23	23%
5.	S3 / Doctorate Degree	2	2%
Total		100	100%

Data source: Data processed in 2021

The resulted of the Characteristics Frequency Test based on the latest education in table 4.3 above shows that the characteristics of the respondents based on the last education who visited Lampung Province in this research is dominated by Under Graduate Degree as many as 43 respondents or 43%.

Table 4. 4Last Education of Domestic Tourist's

No.	Education	Frequency	Percentage (%)
1	Diploma	6	12%
2	S1	14	28%
3	S2	4	8%
4	SMA	26	52%
Total		50	100%

Data source: Data processed in 2021

The resulted of the Characteristics Frequency Test based on the latest education of Domestic Tourist in table 4.4 above shows that the domestic tourist who visited in Lampung Province in this research is dominated by SMA or Senior high school graduates as many as 26 respondents or 26 %.

Table 4. 5Last Education of Foreign Tourist's

No.	Education	Frequency	Percentage (%)
1	Doctorate Degree	2	4%
2	Master Degree	19	38%
3	Undergraduate degree	29	58%
Total		50	100%

Data source: Data processed in 2021

The resulted of the Characteristics Frequency Test based on the latest education of Domestic Tourist in table 4.5 above shows that the foreign tourist who visited in Lampung Province in this research is dominated by Undergraduate degree as many as 29 respondents or 29 %.

**Table 4. 6 Characteristic Frequency Test Resulted
by Profession**

No.	Profession	Frequency	Percentage (%)
1.	Government employees	16	16%
2.	TNI / POLRI	4	4%
3.	General employees	38	38%
4.	entrepreneur	10	10%
5.	College student	29	29%
6.	Others	3	3%
Total		100	100%

Data source: Data processed in 2021

The resulted of the profession Characteristics Frequency Test in table 4.6 above shows that the characteristics of the respondents consisting of 50 domestic tourists and 50 foreign tourists based on the profession who visitited to Lampung Province in this research is dominated by General Employees as many as 38 respondents or 38%.

**Table 4. 7 Characteristics Frequency Test Resulted
Of Domestic Tourists by Profession**

No.	Profession	Frequency	Percentage (%)
1	General employees	16	32%
2	College student	16	32%
3	Government employees	6	12%
4	Teacher	1	2%
5	TNI / POLRI	4	8%
6	entrepreneur	7	14%
Total		50	100%

Data source: Data processed in 2021

The resulted of the profession Characteristics Frequency Test in table 4.7 above shows that the characteristics of domestic tourist respondents based on profession that visited Lampung Province in this research is dominated by general employees as many as 16 respondents with a percentage of 16% and students as many as 16 respondents with a percentage of 16%.

**Table 4. 8 Characteristics Frequency Test Resulted of
Foreign Tourists by Profession**

No.	Profession	Frequency	Percent
1	College student	13	26%
2	Entrepreneur	3	6%
3	General employees	22	44%
4	Government employees	10	20%
5	Others	2	4%
Total		50	100%

Data source: Data processed in 2021

The resulted of the profession Characteristics Frequency Test in table 4.8 above shows that the characteristics of foreign tourist respondents based on Profession that visited Lampung Province in this research is dominated by General Employees as many as 22 respondents with a percentage of 22% of a total of 50 foreign tourists.

Table 4. 9 Characteristics Frequency Test Resulted by Domicile

No.	Domicile	Frequency	Percent (%)
1	Australia	1	1%
2	Colloumbia	1	1%
3	France	1	1%
4	Germany	1	1%
5	India	2	2%
6	Indonesia, Bali	1	1%
7	Indonesia, Bandung	1	1%
8	Indonesia, South Sumatra	2	2%
9	Indonesia, North Sumatra	1	1%
10	Indonesia, Bali	1	1%
11	Indonesia, Bandung	2	2%
12	Indonesia, Baturaja	1	1%
13	Indonesia, Bekasi	2	2%
14	Indonesia, Bengkulu	1	1%
15	Indonesia, Jakarta	9	9%
16	Indonesia, Jambi	3	3%
17	Indonesia, West Java	3	3%
18	Indonesia, Central Java	2	2%
19	Indonesia, South Kalimantan	1	1%
20	Indonesia, Palembang	3	3%
21	Indonesia, Semarang	1	1%
22	Indonesia, Serang	1	1%

23	Indonesia, South Sumatra	1	1%
24	Indonesia, North Sumatra	3	3%
25	Indonesia, Yogyakarta	9	9%
26	Indonesia, South Sulawesi	1	1%
27	Indonesia, West Sumatra	1	1%
28	Kenya	1	1%
29	Madagascar	1	1%
30	Malaysia	14	14%
31	Newzeland	1	1%
32	Nigeria	1	1%
33	Pakistan	5	5%
34	Russia	2	2%
35	Rwanda	2	2%
36	South Korean	2	2%
37	Spanish	1	1%
38	Thailand	1	1%
39	Turkey	2	2%
40	United Kingdom	3	3%
41	Ukraine	1	1%
42	United States	3	3%
43	Vietnamese	4	4%
Total		100	100%

Data source: Data processed in 2021

The resulted of the characteristic frequency test based on Domicile in table 4.9 above show that the characteristics of respondents based on domicile visiting Lampung Province in this research is dominated by respondents with a domicile of Malaysia 14 people or 14%.

**Table 4. 10 Characteristics Frequency Test Results by Information
Regarding Tourism Destinations in Lampung Province**

No.	Information	Frequency	Percent (%)
1.	Recommendations from relatives / friends	66	66%
2.	Brochure of tour packages	0	0%
3.	Media print / electronic (internet television etc.)	31	31%
4	Others	3	3%
Total		100	100%

Data source: Data processed in 2021

The resulted of the Characteristics Frequency Test based on information related to tourism destinations in Lampung Province in table 4.10 above shows that the characteristics of respondents based on information related to tourist destinations in Lampung Province in this research is dominated by recommendations from relatives / friends with the number of respondents as many as 66 respondents or 66%.

**Table 4. 11 Frequency Test Resulted by Total of
Visited in the last 5 years**

No.	Residence	Frequency	Percentage (%)
1.	1 time	41	41%
2.	2 times	17	17%
3.	3 times	6	6%
4.	> 3 times	36	36%
Total		100	100%

Data source: Data processed in 2021

The resulted of the Characteristics Frequency Test based on Total of Visited in the last 5 years in table 4.11 above shows that the characteristics of respondents based on total visited related to tourist destinations in Lampung Province in this rsearch is dominated by 1 time with the total of respondents as many as 41 respondents or 41%.

4.1.2 Description of Respondents' Answers

The resulted of data description for Independent (X) variable that consist of Destination awareness (X1), Destination Image (X3), Tourist's Motivation (X4) and Electronic Word of Mouth (X4) with Revisit Intention as the Dependent Variable (Y) on tourism destinations in Lampung Province which obtained from distributed questionnaires to 100 respondents consisting of 50 domestic tourist respondents and 50 foreign tourist respondents as follows:

Table 4. 12 Frequency Test Resulted of Destination Awareness Answers

QUESTION		SD		D		N		A		SA	
		F	%	F	%	F	%	F	%	F	%
Destination uniqueness											
1.	Lampung Province has a unique natural tourist destinations so decided to revisit on new normal era of Covid-19	1	1%	0	0%	7	7%	32	32%	60	60%
2.	Tourism destination in Lampung Province aren't available in other provinces or regions in Indonesia so	2	2%	6	6%	18	18%	43	43%	31	31%

	decided to revisit on new normal era of Covid-19										
Destination Knowledge											
1.	Tourism destination in Lampung Province on new normal era of Covid-19 pandemic is very famous	0	0%	11	11%	21	21%	51	51%	17	17%
2.	Information about tourism destination in Lampung Province on new normal era of Covid-19 pandemic is easily to accessible by various media .	2	2%	3	3%	7	7%	57	57%	31	31%
Destination Image											
1.	Tourism destination in Lampung Province on new normal era of Covid-19 pandemic is very beautiful	0	0%	1	1%	7	7%	57	57%	35	35%
2.	The facilities and infrastructure that available at the tourism destination in Lampung Province on new normal era of covid-19 pandemic accordance with the needs of tourists	1	1%	7	7%	19	19%	48	48%	25	25%
Tourists Thinking About Destinations											
1.	Tourism destination in Lampung Province is the right choice for visited on new	0	0%	1	1%	17	17%	57	57%	25	25%

	normal era of Covid-19 pandemic.										
2.	The decision to visited Lampung Province on new normal era of Covid-19 pandemic same with the expectations	1	1%	1	1%	16	16%	46	46%	36	36%

Data source: Data processed in 2021

The resulted of the Frequency Test for the Variable Answers to Destination Awareness in table 4:12 above the largest respondent's answers are Strongly Agree (SS) answers to the question "Lampung Province has a unique natural tourist destination or P1X1" with the total of answer 60 respondents, with a percentage level of 60%

Table 4. 13 Frequency Test Results of Destination Image Answers

QUESTION		SD		D		N		A		SA	
<i>Destination Image</i>		F	%	F	%	F	%	F	%	F	%
<i>Cognitive Image</i>											
1.	The environment around tourism destination in Lampung Province on new normal era of Covid-19 pandemic is clean, safe and comfortable	1	1%	1	1%	16	16%	46	46%	36	36%
2.	Tourism destinations in Lampung Province on new	1	1%	6	6%	26	26%	40	40%	27	27%

	normal era of Covid-19 pandemic is well managed										
<i>Unique Image</i>											
1.	Tourism objects in Lampung Province provide unique local attractions and different from other regions so decided to revisit on new normal era of Covid-19 pandemic.	2	2%	3	3%	19	19%	45	45%	31	31 %
2.	The uniqueness of natural tourism destination in Lampung Province can't be found in other regions so decided to revisit on new normal era of Covid-19 pandemic.	2	2%	3	3%	14	14%	60	60%	21	21 %
<i>Affective Image</i>											
1.	Having a vacation to a tourism destination in Lampung Province is very enjoyable so decided to revisit on new normal era of Covid-19 pandemic.	0	0%	2	2%	14	14%	52	52%	32	32 %
2.	Tourism destinations in Lampung Province gave a relaxed impression when visited so decided to revisit on new normal era of Covid-19 pandemic.	0	0%	1	1%	12	12%	54	54%	33	33 %

Data source: Data processed in 2021

The resulted of the Frequency Test for the Variable Answers to Destination Image in table 4.13 above the largest respondent's answer is the answer Agree is in the question "The uniqueness of natural destinations in Lampung Province can't be found in other regions or P4X2" with the total of answers 60 respondents with a percentage level 60%

Table 4. 14 Frequency Test Results of Tourist's Motivation Answers

QUESTION <i>Tourist's Motivation</i>		SD		D		N		A		SA	
		F	%	F	%	F	%	F	%	F	%
<i>Visit to New Place</i>											
1.	Visited tourism destination in Lampung Province on new normal era of Covid-19 provides new experiences on vacation	1	1%	0	0%	6	6%	52	52%	41	41%
2.	The experience when first visited a tourism destination in Lampung Province on new normal era of covid-19 pandemic gave a positive impression	1	1%	1	1%	11	11%	53	53%	34	34%
<i>Get Away From Stress</i>											
1.	Tourism destinations in Lampung province is the right destinations to relieve stress in covid-19 pandemic.	0	0%	1	1%	11	11%	56	56%	32	32%

2.	Feeling happy and better is obtained after visited the tourist destinations in Lampung Province	1	1%	1	1%	12	12%	64	64%	22	22%
<i>Physical Activity</i>											
1.	Tourism objects in Lampung Province have challenging spots to conquer	0	0%	5	5%	24	24%	49	49%	22	22%
2.	Visited the natural tourism destinations in Lampung Province in order to participate in sports competitions or to climb mountain natural destination in Lampung Province	1	1%	10	10%	25	25%	47	47%	17	17%
<i>Learn and experience new things</i>											
1.	Tourism Destinations in Lampung Province provide new experiences and knowledge	1	1%	1	1%	8	8%	53	53%	37	37%
2.	Increased insight after visited and studying tourism destinations in Lampung Province	0	0%	2	2%	17	17%	52	52%	29	29%

Data source: Data processed in 2021

The test resulted of the Frequency of Answers to the Tourist's Motivation Variable in table 4.14 above the largest respondent's answer is Agree (S) answers to the question " Feeling happy and better is obtained after visited the tourist destinations

in Lampung Province or P4X3" with the total of answers 64 respondents with a percentage level 64%

Table 4. 15 Frequency Test Resulted of Electronic Word of Mouth Answers

QUESTION		SD		D		N		A		SA	
<i>Electronic Word of Mouth</i>		F	%	F	%	F	%	F	%	F	%
<i>Assistance Platform</i>											
1.	Lampung Province has beautiful tourism destinations that encourage recommendations through social media to others to visit Lampung Province	1	1%	1	1%	10	10%	39	39%	49	49%
2.	Suggested to friends or family to visit tourism destination in Lampung Province	1	1%	2	2%	11	11%	37	37%	49	49%
<i>Concern For Other</i>											
1.	Provinsi Lampung memilikidestinasi pariwisata yang indahsehinggamendoronguntuk memberikanrekomendasimelalui media social kepada orang lain agar berkunjungkeProvinsi Lampung	0	0%	1	1%	14	14%	44	44%	41	41%
2.	Helping others to determine the choice of tourism objects in	0	0%	3	3%	13	13%	38	38%	46	46%

	Lampung Province to visit based on experience.										
<i>Helping the Company</i>											
1.	Provide recommendations to others regarding tourist objects in Lampung Province based on the information obtained.	0	0%	4	4%	7	7%	52	52%	37	37%
2.	Share the travel experiences to increased Tourist visited to tourism destinations in Lampung Province	0	0%	6	6%	28	28%	48	48%	18	18%
<i>Seeking Advise</i>											
1.	Provide comments about a tourist attraction in Lampung Province on a website with the aim that other people also visit Lampung Province	0	0%	11	11%	18	18%	45	45%	26	26%
2.	Tourists are motivated to visit because they see experiences shared by others	1	1%	0	0%	10	10%	50	50%	39	39%

Data source: Data processed in 2021

The results of the Frequency Test of Variable Answers to the Electronic Word of Mouth in table 4:15 above the largest respondent's answer is Agree (S) answers to the question to " Share the travel experiences to increased Tourist visited to tourism destinations in Lampung Province or P5X4" with the total of answer 52 Respondents with a percentage level 52%.

Table 4. 16 Frequency Test Results of Revisit Intention Answers

QUESTION		SD		D		N		A		SA	
<i>Revisit Intention</i>		F	%	F	%	F	%	F	%	F	%
<i>Needs</i>											
1.	Revisited a tourism destination in Lampung Province for participated event in new normal era of Covid-19 pandemic	0	0%	12	12%	22	22%	34	34%	32	32%
2.	Revisited to tourism destinations in Lampung Province on new normal era of Covid-19 pandemic because needed a vacation atmosphere in the same destination that has visited before.	0	0%	3	3%	11	11%	49	49%	37	37%
<i>Looking for Information</i>											
1.	Heard the latest information about the development of tourism destinations in Lampung Province on new normal era of Covid-19 pandemic, so decided to revisited.	0	0%	1	1%	13	13%	53	53%	33	33%
2.	Interested with the information seen from social media so that encouraging to make a revisit to Lampung Province on new	1	1%	1	1%	8	8%	50	50%	40	40%

	normal era of Covid-19 pandemic										
<i>Decision to Revisit</i>											
1.	Tourism destinations in Lampung Province is different from tourism destinations in others regions, so decided to revisit on new normal era of covid-19 pandemic	0	0%	3	3%	16	16%	47	47%	34	34%
2.	Visited Lampung Province is the right decision to get the desired holiday atmosphere on new normal era of covid-19 pandemic.	0	0%	3	3%	21	21%	52	52%	24	24%
<i>Post Visit Evaluation</i>											
1.	Traveller to Lampung Province provides knowledge and pleasant experiences so that it encourages to revisited Lampung Province on new normal era of Covid-19 pandemic.	0	0%	1	1%	13	13%	55	55%	31	31%
2.	Lampung Province has tourism potential which is very interesting to revisit on new normal era of covid-19 pandemic.	1	1%	0	0%	8	8%	54	54%	37	37%

Data source: Data processed in 2021

The resulted of the Electronic Word of Mouth Variable Answer Frequency Test in table 4.16 above the largest respondent's answer is the answer to Agree (S) in the question " Traveller to Lampung Province provides knowledge and pleasant experiences so that it encourages to revisited Lampung Province in the next opportunities or P7Y1". With the total of answers 55 respondents with a percentage level of 55%.

4.2 Data Analysis

The data in this research analyzed with data processed techniques used SEM methods based on Partial Least Square (PLS) tested to see the Fit Model of a research model (Ghozali, 2006). These stages are as follows:

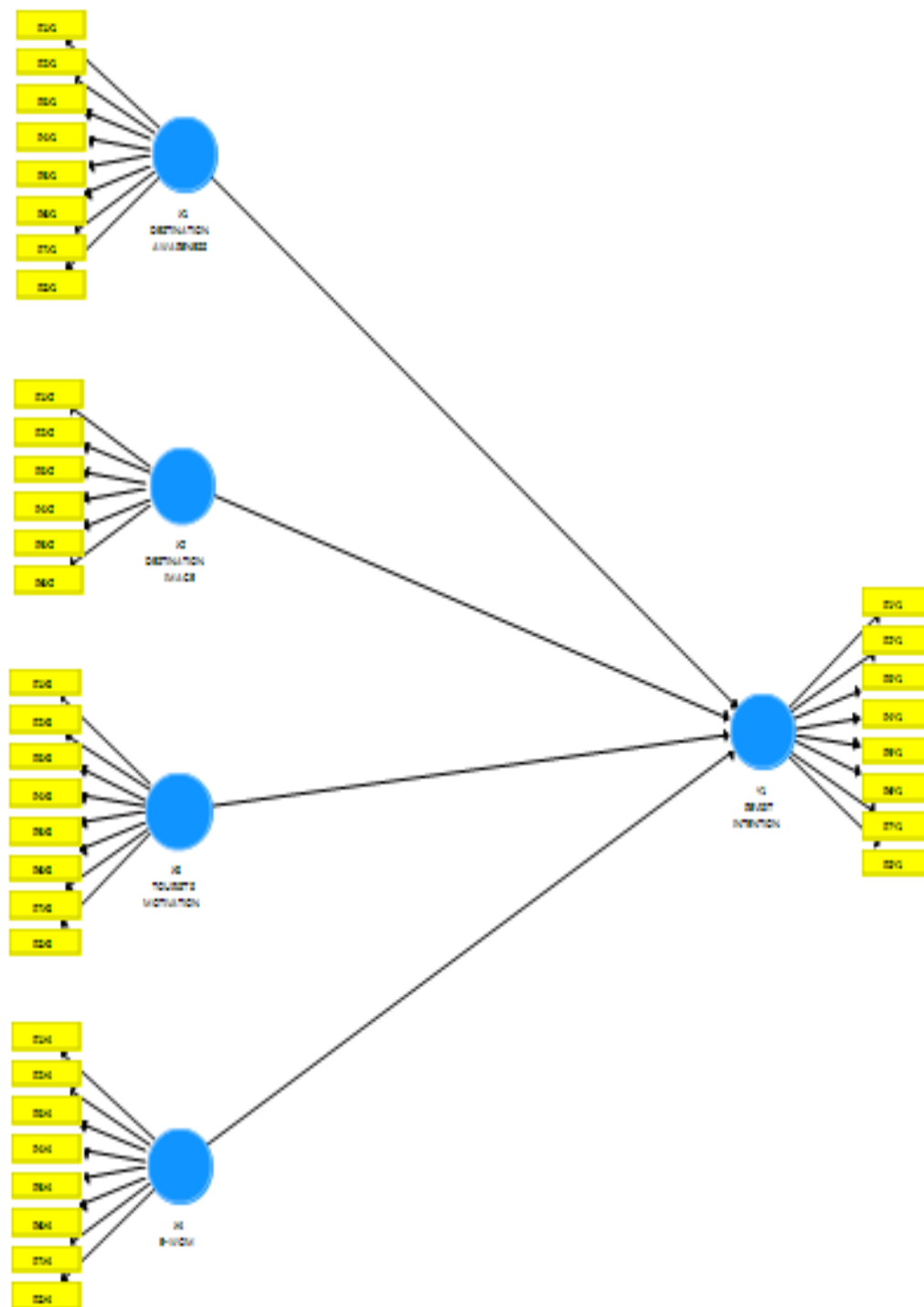


Figure 4. 1Full Structural Model (Real Model)

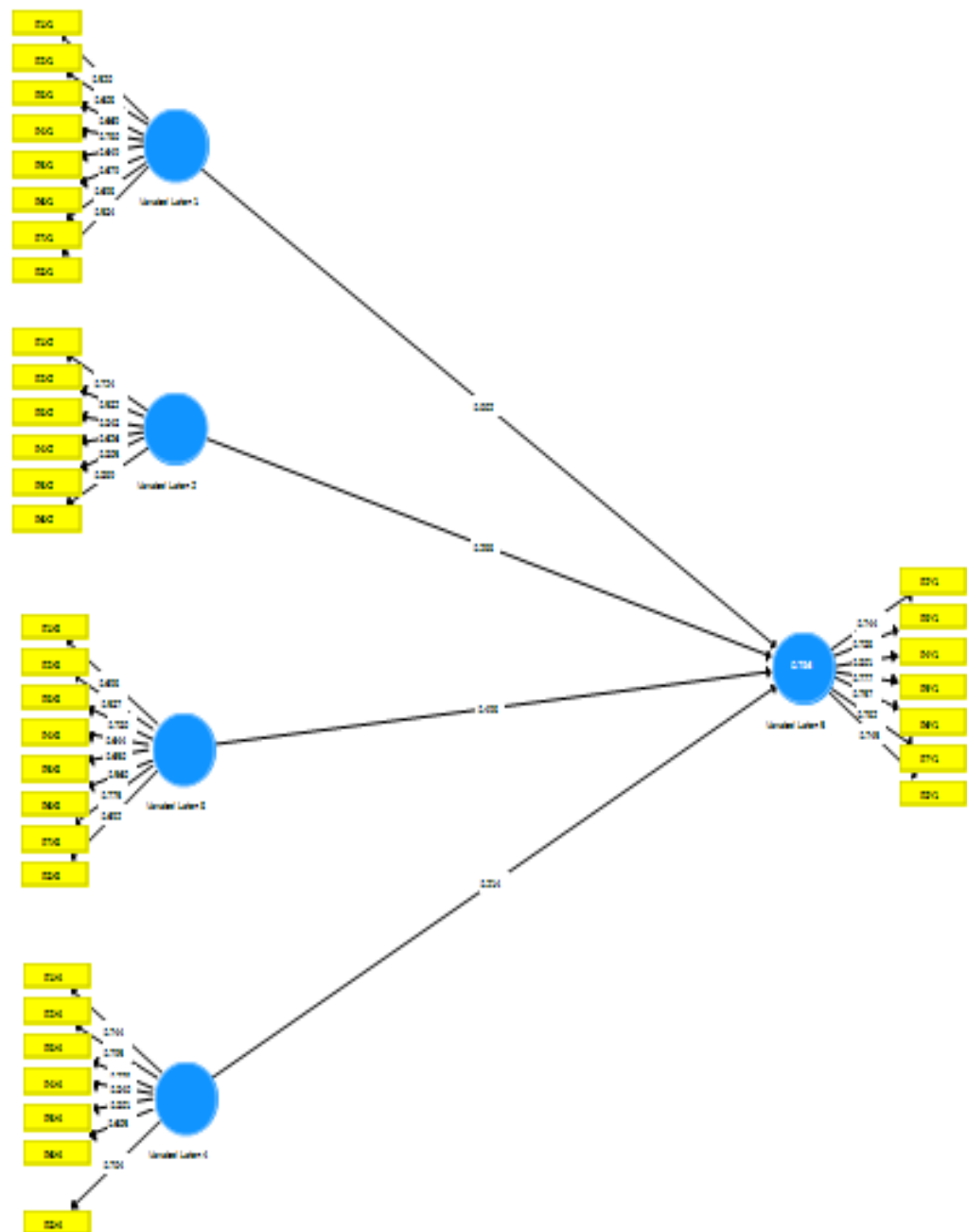


Figure 4. 2 Structural Model (Model 1)

4.2.1 Measurement Model or Assessing the Outer Model

Table 4. 17 Outer Loadings (Measurement Model)

Question	<i>Model</i>	<i>Model 1</i>
<i>Destination Awareness</i>		
P1X1	0.516	0.520
P2X1	0.603	0.603
P3X1	0.672	0.669
P4X1	0.729	0.730
P5X1	0.646	0.649
P6X1	0.681	0.679
P7X1	0.695	0.693
P8X1	0.585	0.692

Data source: Data processed by PLS, 2021

Table 4. 18 (Continued) Outer Loadings (Measurement Model)

Question	<i>Model</i>	<i>Model 1</i>
<i>Destination Image</i>		
P1X2	0.729	0.724
P2X2	0.591	0.582
P3X2	0.848	0.848
P4X2	0.622	0.626
P5X2	0.800	0.806
P6X2	0.838	0.839

Data source: Data processed by PLS, 2021

Table 4. 19 (Continued) Outer Loadings (Measurement Model)

Question	<i>Model</i>	<i>Model 1</i>
<i>Tourist's Motivation</i>		
P1X3	0.691	0.693
P2X3	0.672	0.587
P3X3	0.781	0.780
P4X3	0.640	0.644
P5X3	0.652	0.650
P6X3	0.563	0.560
P7X3	0.775	0.693
P8X3	0.692	0.692

Data source: Data processed by PLS, 2021

Table 4. 20 (Continued) Outer Loadings (Measurement Model)

Question	<i>Model</i>	<i>Model 1</i>
<i>Electronic Word of Mouth</i>		
P1X4	0.737	0.744
P2X4	0.792	0.795
P3X4	0.774	0.783
P4X4	0.837	0.840
P5X4	0.790	0.801
P6X4	0.619	0.605

P7X4	0.399	
P8X4	0.698	0.704

Data source: Data processed by PLS, 2021

Table 4. 21 (Continued) Outer Loadings (Measurement Model)

Question	<i>Model</i>	<i>Model 1</i>
<i>Revisit Intention</i>		
P1Y1	0.351	
P2Y1	0.743	0.744
P3Y1	0.785	0.783
P4Y1	0.796	0.801
P5Y1	0.780	0.777
P6Y1	0.749	0.757
P7Y1	0.736	0.732
P8Y1	0.726	0.745

Data source: Data processed by PLS, 2021

The resulted of data processed used SmartPLS can be seen in the outer loading table on each outer loading variable where the outer model value or the correlation between the construct and the variable shows that all loading factors have a value above 0.50 except for the Loading Factor on P7X4 of 0.399 and P1Y1 which is equal to 0.351.

4.2.3 Evaluated the CompositeReliability

The reliability tested is looked at the Composite Reliability value of the dimensional block that measures the structure. The resulted of the Composite Reliability will show a satisfactory value if it is above 0.7. This means that the data obtained is reliable, here is the Composite Reliability value in this Research:

Table 4. 22 Composite Reliability

Variable	Composite Reliability	Conclusion
Destination Awareness	0.849	Relieble
Destination Image	0.880	Relieble
Tourist't Motivation	0.870	Relieble
Electronic Word of Mouth	0.903	Relieble
Revisit Intention	0.907	Relieble

Source: Smart PLS Report Output, 2021

From Table 4:15 Composite Reliability it can be seen that each construct or variable has a Composite Reliability value above 0.7 which indicated that the Interval Consistency of the Destination Awareness, Destination Image, Tourist't Motivation, Electronic Word of Mouth and Revisit intention variables has good reliability. .

4.2.4 Tested the Structural Model (Inner Model)

The tested of the Structural Model (Inner Model) is statistically carried out to see each hypothesized relationship is done by used a simulation. To test the hypotheses used in this research, the boots traping method was carried out on the sample. Bootstrapping testing is also intended to minimize the problem of abnormal research data. The tested resulted with bootstrapping from the PLS analyzed are as follows:

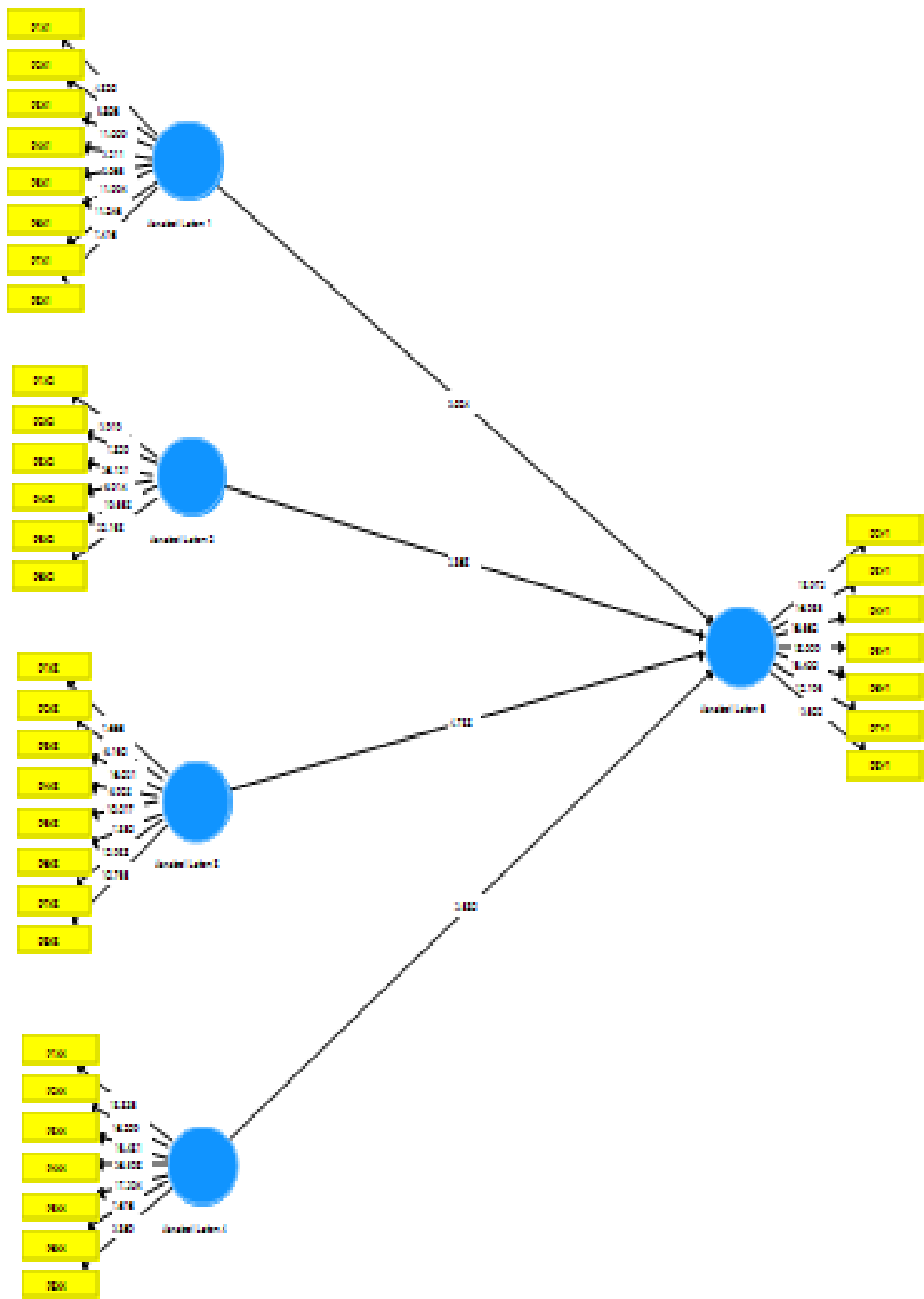


Figure 4. 3 Bootstrapping Model Resulted

4.2.4.1 R-Square Value

The Inner Model structural test was conducted to see the relationship between the construct, the significance value and the R-Square of the research model. The structural model was evaluated used the R-Square for the dependent structure of the t test as well as the significance of the structural path parameter coefficient. In assessing the model with PLS, it starts by looking at the R-Square for each dependent latent variable. Table 4.16 is the estimation result of R-Square using Smart PLS.

Table 4. 23 R-Square Value

Variable	R-Square
Revisit Intention (Y1)	0.736

Data source: Data processed by PLS, 2021

From Table 4.16 the R-Square above shows that the R-Square value for the variables Destination Awareness, Destination Image, Tourist't Motivation, Electronic Word of Mouth and Revisit intention is 0.736. These resulted indicated that the variables Destination Awareness, Destination Image, Tourist't Motivation, Electronic Word of Mouth can explain the variable Revisit intention. In this case, the influence of the variable Destination Awareness, Destination Image, Tourist't Motivation, Electronic Word of Mouth can explain the Revisit intention variable of 0.736 or 73.6%, the remaining 26.4% is influenced by other variables.

4.2.5 Hypothesis Tested

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Table 4.8 provides the estimated output for structural model testing. Hypothesis tested in this research used the real level of 5% or alpha (0.05), the following are the test results of the path coefficients in this research:

Table 4. 24 Path Coefficient

	Original Sample (O)	T Statistics (O STDEV)	P Values
Destination Awareness-> Revisit Intention	0.002	0.024	0.981
Destination Image -> Revisit Intention	0.233	2,363	0.018
Tourist's Motivation-> Revisit Intention	0.493	4,738	0.000
Electronic Word of Mouth -> Revisit Intention	0.214	2,580	0.010

Data source: Data processed by PLS, 2021

4.2.6 Testing Hypothesis 1 (Effect of Destination Awareness on Tourist Revisit Intention)

H0: There is no effect of Destination Awareness on Revisit Intention of tourists visiting Lampung Province

H1: There is an effect of Destination Awareness on Revisit Intention of tourists visiting Lampung Province

Criteria:

If $t(\text{Count}) > t(\text{table})$ then H0 is rejected

If $t(\text{count}) < t(\text{table})$ then H0 is accepted

The resulted of testing the first hypothesis, the effect of Destination Awareness on Revisit Intention of tourists, get a coefficient value of $t(\text{count})$ of 0.024. If the value of $t(\text{table})$ is greater than the value of $t(\text{count})$ (1,960), then the results of hypothesis testing state that the Destination Awareness

variable has no effect on the Revisit Intention of tourists visiting Lampung Province.

4.2.7 Testing Hypothesis 2 (Effect of Destination Image on Tourist Revisit Intention)

H0: There is no effects of Destination Image on Revisit
Intention of tourists visiting Lampung Province

H1: There is an effects of Destination Image on Revisit
Intention of tourists visiting Lampung Province

Criteria:

If $t(\text{Count}) > t(\text{table})$ then H0 is rejected

If $t(\text{count}) < t(\text{table})$ then H0 is accepted

The results of testing the hypothesis of the effect of Destination Image on Revisit Intention of tourists get a coefficient value of $t(\text{count})$ of 2.363. If the value of $t(\text{count})$ is greater than the value of $t(\text{table})$ (1,960), then the results of hypothesis testing state that the Destination Image variable affects the Revisit Intention of tourists visiting Lampung Province.

4.2.8 Testing Hypothesis 2 (Effect of Tourist's Motivation on Tourist Revisit Intention)

H0: There is no effects of Tourist's Motivation on Revisit
Intention of tourists visiting Lampung Province

H1: There is an effects of Tourist's Motivation on Revisit
Intention of tourists visiting Lampung Province

Criteria:

If $t(\text{Count}) > t(\text{table})$ then H0 is rejected

If $t(\text{count}) < t(\text{table})$ then H0 is accepted

The results of testing the hypothesis of the effect of Tourist's Motivation on tourists' Revisit Intention, the t coefficient value (count) is 4,738. If the value of $t(\text{count})$ is greater than the value of $t(\text{table})$ (1,960), then the results of hypothesis testing state that the Tourist's Motivation variable affects the Revisit Intention of tourists visiting Lampung Province.

4.2.9 Testing Hypothesis 2 (Effect of Electronic Word of Mouth on Tourist Revisit Intention)

H0: There is no effects of the Electronic Word of Mouth on Revisit

Intention of tourists visiting Lampung Province

H1: There is an effects of the Electronic Word of Mouth on Revisit

Intention of tourists visiting Lampung Province

Criteria:

If $t(\text{Count}) > t(\text{table})$ then H0 is rejected

If $t(\text{count}) < t(\text{table})$ then H0 is accepted

The results of hypothesis testing the effect of the Electronic Word of Mouth on tourists' Revisit Intention, the t Statistic (count) is 2,580. If the value of t (count) is greater than the value of t (table) (1,960), then the results of hypothesis testing state that the Electronic Word of Mouth variable affects the tourist's Revisit Intention in Lampung Province.

4.3 Discussion

4.3.1 The Effect of Destination Awareness on Tourist's Revisit Intention

The potential of nature and culture in Lampung Province is very attractive in the eyes of the world which can be developed as a tourist attraction. The Leading of tourism Destination or leading tourist destinations in Lampung Province consist of natural tourism and artificial tourism which are scattered in various regencies and cities in Lampung Province. These various kinds of destinations have succeeded in attracting tourists to make Lampung province as a tourism destination. The increase in the Total of tourist visits in Lampung Province started from 2014-2018 which then decreased in 2019 as a result of the Tsunami on the Lampung coast and also a decrease in 2020 as a result of the Covid-19 pandemic. To increase tourist visits to Lampung Province again, the Lampung Provincial Government needs the right strategy. (Junaedi & Harjanto, 2020) states that the Destination Awareness variable has a effect on tourist's Revisit Intention. Based on

this research, it can be concluded that the Destination Awareness Affected on tourist's Revisit Intention.

Based on hypothesis testing in this study states that the Destination Awareness variable has no effect on Tourist's Revisit Intention in Lampung Province. This is because Destination Awareness is not important for tourists in deciding to revisit a tourism destination. This also shows that Destination Awareness doesn't affect the number of tourist Revisit in Lampung Province. The results of this study can be used as a suggestion for the Lampung provincial government to improve and determine new strategies in an effort to increase the number of tourist visits to tourist destinations in Lampung Province.

4.3.2 The Effect of Destination Image on Tourist's Revisit Intention

Destination Image is a person's perception of a product, object, behavior, and event which is driven by beliefs, feelings and a series of goals from a particular destination or tour (Stylos et al., 2016). It can be concluded that the destination image is a person's view or impression of a tourist destination. Destination images can be formed through a person's perception before or after visiting a destination (Lopes, 2011). Research conducted by (Destari, 2017) shows that Destination Image affects Revisit Intention. From this research, it can be concluded that the Destination Image variable affects the interest of tourists to revisit a tourist destination.

Based on the results of hypothesis testing in this study, it shows that Destination Image has an effect on Tourist's Revisit Intention in Lampung Province. This indicates that the views of tourists or the impressions that tourists got when visiting tourism Destination in Lampung Province affect the interest of tourists to revisit tourism destinations in Lampung Province or it can be said that the Destination Image variable affects the Total of tourist Revisit Intention to a tourism destinations in Lampung Province. The better of Destination Image for tourism destinations in Lampung Province, it will be Increase the Interesting of Tourist's to revisit

tourism Destination in Lampung Province. The Affected of Destnation Image on Tourist's Revisit Intention is supported by research conducted by (Purnama & Wardi, 2019) and (Destari, 2017)which states that the Destination Image variable has an effect on the increase in the total of Tourist Revisit Intention to a tourism destination.

4.3.3 The Effect of Destination Image on Tourist's Revisit Intention

A person's motivation to do something is based on the desire he wants to fulfill, consciously or unconsciously, which is the driving force that comes from within a person to achieve a wish. Tourist motivation can be interpreted as an encouragement for someone to take a trip to a place (Utama, 2017). In research(Alamsyah et al., Nd, 2019.)(Iranita & Alamsyah, 2019)(Iranita & Alamsyah, 2019)(Iranita&Alamsyah, 2019)states that the tourist motivation variable has an effect on the variable interest in revisiting. This shows that tourist motivation affects the interest in revisiting tourists to a tourist spot.

Based on the results of the hypothesis testing in this study, it is found that the Touris't Motivation has an Effect on Tourist's Revisit Intention in Lampung Province.or variable Touris't Motivation affect the Total of touristRevisit Intention to tourism destinations in Lampung Province. the better of tourist's motivation regarding Lampung Province and its tourism destinations in Lampung Province, it will Increase the total of revisits in Lampung Province. The Affected of Tourist's Motivation on Tourist's Revisit Intention is supported by (Junaedi & Harjanto, 2020)research who also stated that Touris't Motivation affects Tourist's Revisit Intention to a tourism destination.

4.3.3 The Effect of Electronic Word of Mouth on Tourist's Revisit Intention

Electronic Word of Mouth according to (Restu, 2016) is an informal communication media aimed at consumers using internet-based technology. Communication carried out through electronic media is able to provide convincing information to consumers (Knoll, 2016). Through

E-WOM, tourists can determine their attitudes and also their intention to Revisit a tourist destinations (Utama & Giantari, 2020). Previous research conducted by (Harahap & Dwita, 2020) It is said that E-WOM has a positive influence on Revisit Intention. So it can be concluded that the Electronic Word of Mouth (E-WOM) affects the tourists Revisit Intention to a tourist destination.

Based on the hypothesis testing in this study, Electronic Word of Mouth (E-WOM) has an effect on Tourist's Revisit Intention in Lampung Province. This indicates that E-WOM or messages conveyed by tourists through electronic media affect the interest of tourists to re-visit Lampung Province. This indicates that variable Electronic Word of Mouth affect the increase in the Total of Tourist's Revisit Intention to tourism destinations in Lampung Province. The experiences and good impressions that tourists get when visiting Lampung Province encourage them to share information and recommend tourist destinations in Lampung Province. The better E-WOM, tourist Revisit destinations in Lampung Province will increase.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the resulted of data analyzed from hypothesis testing that has been carried out "Tourist's Revisit Intention in Lampung Province", the following conclusions can be drawn:

1. Destination Awareness has no effects the Tourist Revisit Intention in Lampung province
2. Destination Image affects the Tourist Revisit Intention in Lampung Province
3. Tourist's Motivation affects the Tourists Revisit Intention in Lampung Province
4. Electronic Word of Mouth (E-WOM) affects the tourists' Revisit Intention in Lampung Province

5.2 Suggestions

Based on the resulted of the research, the authors provide suggestions to the Lampung Provincial Government and managers of tourist attractions and further researchers. These suggestions are as follows:

5.2.1 For Lampung Provincial Government and Tourism destination Managers

Based on this research, the author suggested that the Lampung provincial government and tourism destination to create a new strategy for increase the awareness of tourists towards tourism destinatin in Lampung Province and continue to increase the Destination Image, Tourist's Motivation and Electronic Word of Mouth. Well-managed tourism destinations will build a good destination image in the minds of tourists so that they can motivate

tourists to revisit Lampung Province and encourage tourists to share their good experiences with others. This can increase the number of repeat tourist visits to tourist destinations in Lampung Province.

5.2.2 For Further Researchers

Author's suggestion for future researchers is to examine variables Tourist's Perceptions and Tourist's Experiences that influence the tourist's Revisit Intention in Lampung Province

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ATTACHMENT

Bandar Lampung, 15th January 2021

Subject: Request for Help Filling Research Questionnaires

Dear.

Mr / Mrs / Brother / Sister

In place

Sincerely,

With regard to the research I did in order to complete my studies in the Darmajaya Management IIB Darmajaya Bandar Lampung undergraduate program about **"TOURIST'S REVISIT INTENTION IN LAMPUNG PORVINCE"**, I asked for help from Mr / Mrs / Brother /Sister to fill out the attached questionnaire.

This research is expected to provide useful results, therefore it is hoped that you will be willing to answer this questionnaire correctly and honestly.

It is necessary to inform you that the information you have provided is solely for the purposes of this research. For that I guarantee its confidentiality.

For your attention, help and good cooperation from Mr / Mrs / Brother / sister, I would like to thank you very much

Best regards,

Researcher

Sumaria Liswita
NPM . 1712110292

RESEARCH QUESTIONNAIRE

This statement is used for the thesis research, entitled:

TOURIST'S REVISIT INTENTION IN LAMPUNG PROVINCE

Instructions for filling out the statements:

1. Please answer the questions / statements below honestly.
2. All questions / statements must be answered, so that the data can be fully processed by the researcher.

Screening Questions

1. Have you ever visited a tourist destination in Lampung Province?

- ☐ Never
- ☐ Never (enough to fill out the questionnaire until here)

2. Place of domicile (Current Name of Country and Province):

Answer:

PART 1

Respondents' Biodata

Name:

Gender

- ☐ Male
- ☐ Female

Your age

- ☐ 17-25 years
- ☐ 26-32 years
- ☐ 32-40 years
- ☐ 41-50 years

Education

- ☐ SeniorHigh School
- ☐ Undergraduate Degree
- ☐ Doctorate Degree
- ☐ Diploma
- ☐ Master Degree

Profession

- ☐ Government Employees
- ☐ General Employees
- ☐ Student
- ☐ Army/police
- ☐ Entrepreneur
- ☐ Others

Where do you get information about tourist destinations in Lampung Province:

- ☐ Recommendations from family / friends
- ☐ Travel package brochures
- ☐ Print media / electronics (internet, television etc.)
- ☐ Others

In the last 5 years, how many times have you visited tourist destination in Lampung Province?

- ☐ 1 time
- ☐ 3 times
- ☐ 2 times
- ☐ More than 3 times

Instructions for Filling Out the Questionnaire

Choose the answer that you think is most appropriate in the answer column with the following :

1. Strongly Agree (SA)
2. Agree (A)
3. Neutral (N)
4. Disagree (D)
5. Totally Disagree (TD)

No.	QUESTIONS	SA	A	N	D	TD
A.	Destination Awareness					
1.	Lampung Province has a unique natural tourist destinations so decided to revisit on new normal era of Covid-19					
2.	Tourism destination in Lampung Province aren't available in other provinces or regions in Indonesia so decided to revisit on new normal era of Covid-19					
3.	Tourism destination in Lampung Province on new normal era of Covid-19 pandemic is very famous					
4.	Information about tourism destination in Lampung Province on new normal era of Covid-19 pandemic is easily to					

	accessible by various media .					
5.	Tourism destination in Lampung Province on new normal era of Covid-19 pandemic is very beautiful					
6.	The facilities and infrastructure that available at the tourism destination in Lampung Province on new normal era of covid-19 pandemic accordance with the needs of tourists					
7.	Tourism destination in Lampung Province is the right choice for visited on new normal era of Covid-19 pandemic.					
8.	The decision to visited Lampung Province on new normal era of Covid-19 pandemic same with the expectations					
B.	Destination Image					
1.	The environment around tourism destination in Lampung Province on new normal era of Covid-19 pandemic is clean, safe and comfortable					
2.	Tourism destinations in Lampung Province on new normal era of Covid-19 pandemic is well managed					
3.	Tourism objects in Lampung Province provide unique local					

	attractions and different from other regions so decided to revisit on new normal era of Covid-19 pandemic.					
4.	The uniqueness of natural tourism destination in Lampung Province can't be found in other regions so decided to revisit on new normal era of Covid-19 pandemic.					
5.	Having a vacation to a tourism destination in Lampung Province is very enjoyable so decided to revisit on new normal era of Covid-19 pandemic.					
6.	Tourism destinations in Lampung Province gave a relaxed impression when visited so decided to revisit on new normal era of Covid-19 pandemic.					
C.	Tourist Motivation					
1.	Visited tourism destination in Lampung Province on new normal era of Covid-19 provides new experiences on vacation					
2.	The experience when first visited a tourism destination in Lampung Province on new normal era of covid-19 pandemic gave a positive impression					
3.	Tourism destinations in Lampung province is the right destinations to					

	relieve stress in covid-19 pandemic.					
4.	Feeling happy and better is obtained after visited the tourist destinations in Lampung Province					
5.	Tourism objects in Lampung Province have challenging spots to conquer					
6.	Visited the natural tourism destinations in Lampung Province in order to participate in sports competitions or to climb mountain natural destination in Lampung Province					
7.	Tourism Destinations in Lampung Province provide new experiences and knowledge					
8.	Increased insight after visited and studying tourism destinations in Lampung Province					
D.	Electronic Word of Mouth					
1.	Lampung Province has unique destinations so you can provide recommendations via social media to other people to also visit Lampung Province					
2.	You give suggestions to friends or family to visit tourist objects in Lampung Province					

3.	You help others decide which tourist attraction to visit based on your personal experience					
4.	Give recommendations to others about tourist objects in Lampung Province based on the information you get.					
5.	You share your travel experiences in Lampung Province with the intention of helping the Lampung Provincial government to attract other tourist visits					
6.	You are satisfied with the service and your experience traveling in Lampung province					
7.	You provide comments about a tourist attraction in Lampung Province on a website with the aim that other people also visit Lampung Province					
8.	Tourists are motivated to visit because they see experiences that others share					
E.	Revisit Intention					
1.	Revisiting tourist destinations in Lampung Province because they participated in an event					
2.	Visiting tourist destinations in Lampung Province because you need a vacation on a destination that you have visited					

	before in Lampung Province					
3.	Hearing the latest information about tourist destination in Lampung Province, so decided to visit					
4.	Interesting information seen from interesting social media so that its encourages you to revisit in Lampung Province					
5.	Tourist destinations in Lampung Province are different from tourist destinations in other places, so you decide to make a repeat visit to Lampung Province					
6.	Going to Lampung Province is the right decision because you get the holiday atmosphere that you want to visit.					
7.	After visiting your tour and deciding to revisit Lampung Province at the next opportunity					
8.	Deciding to visit Lampung Province was a wise decision					

LAMPIRAN II

HASIL JAWABAN RESPONDEN

NO	P1X1	P2X1	P3X1	P4X1	P5X1	P6X1	P7X1	P8X1
1	4	2	4	5	5	3	4	3
2	4	3	4	4	4	4	4	4
3	4	4	4	4	5	4	4	4
4	4	4	4	4	4	4	4	4
5	5	2	5	5	5	5	5	5
6	3	2	3	3	3	4	3	3
7	4	3	4	4	5	5	4	4
8	3	3	3	3	4	2	3	3
9	4	3	3	4	4	2	4	4
10	5	3	4	4	5	4	3	4
11	5	3	4	5	5	4	4	5
12	4	4	4	4	4	2	4	4
13	5	3	4	5	5	5	5	5
14	5	3	4	4	5	3	5	4
15	5	4	4	4	5	4	4	4
16	5	4	4	5	5	4	4	4
17	3	3	3	3	3	3	3	3
18	4	2	3	4	4	3	4	5
19	3	3	4	3	4	3	3	3
20	4	4	4	5	5	5	5	5
21	5	5	4	5	4	4	5	4
22	5	4	5	4	4	5	5	5
23	5	5	5	5	5	5	5	5
24	5	4	4	4	5	4	4	5
25	5	4	4	4	4	5	4	5

26	5	5	5	5	5	5	5	4
27	5	5	4	4	4	5	5	4
28	4	4	3	2	3	3	3	3
29	5	4	5	4	5	4	4	4
30	5	5	5	5	4	4	5	4
31	5	5	5	5	5	5	5	5
32	5	5	5	4	4	4	4	5
33	5	5	5	5	5	5	5	5
34	5	5	5	4	4	4	4	4
35	5	4	4	3	4	3	4	4
36	5	5	4	4	4	4	5	4
37	5	5	5	5	5	5	5	5
38	5	5	4	4	4	4	4	4
39	5	5	5	5	5	5	4	4
40	5	4	4	4	5	4	5	4
41	4	5	4	4	4	4	4	5
42	5	5	4	4	4	4	4	4
43	4	4	3	4	4	3	4	5
44	3	5	4	5	4	4	4	5
45	5	5	4	4	4	4	4	5
46	5	4	4	4	4	4	4	4
47	5	5	5	5	5	5	5	5
48	5	4	5	4	4	4	4	5
49	5	5	4	4	4	4	4	4
50	4	5	5	4	4	4	5	4
51	4	3	2	3	4	4	5	5
52	4	2	3	3	4	3	3	3
53	5	4	4	5	5	4	4	5
54	4	4	4	5	4	4	5	4

55	5	3	2	1	5	2	4	5
56	4	4	2	2	4	1	4	3
57	5	4	2	5	4	3	5	1
58	5	5	4	4	4	5	4	5
59	5	4	2	4	3	2	3	3
60	4	4	3	4	3	3	3	3
61	5	4	4	4	4	4	3	2
62	5	5	3	5	3	3	3	3
63	5	5	5	4	4	4	5	4
64	4	4	3	4	4	3	4	3
65	5	4	2	5	5	5	4	4
66	5	4	2	5	4	4	4	4
67	5	3	3	4	5	2	4	5
68	4	3	2	4	5	4	3	4
69	3	3	4	4	5	2	4	3
70	3	2	2	2	3	3	4	4
71	4	4	4	4	4	4	3	4
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LAPIRAN III

Frequencies Table

Domicile					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Australia	1	1	1	1
	Colloumbia	1	1	1	2
	France	1	1	1	3
	Germany	1	1	1	4
	India	2	2	2	6
	Indonesia, Bali	1	1	1	7
	Indonesia, Bandung	1	1	1	8
	Indonesia, Sumatera Selatan	2	2	2	10
	Indonesia, Sumatera Utara	1	1	1	11

Indonesia, Bali	1	1	1	12
Indonesia, Bandung	2	2	2	14
Indonesia, Baturaja	1	1	1	15
Indonesia, Bekasi	2	2	2	17
Indonesia, Bengkulu	1	1	1	18
Indonesia, Jakarta	9	9	9	27
Indonesia, Jambi	3	3	3	30
Indonesia, Jawa Barat	3	3	3	33
Indonesia, Jawa Tengah	2	2	2	35
Indonesia, Kalimantan Selatan	1	1	1	36
Indonesia, Palembang	3	3	3	39
Indonesia, Semarang	1	1	1	40
Indonesia, Serang	1	1	1	41

Indonesia, Sumatera Selatan	1	1	1	42
Indonesia, Sumatera Utara	3	3	3	45
Indonesia, Yogyakarta	9	9	9	54
Indonesia,Sulawesi Selatan	1	1	1	55
Indonesia,Sumatera Barat	1	1	1	56
Kenya	1	1	1	57
Madagaskar	1	1	1	58
Malaysia	14	14	14	72
Newzeland	1	1	1	73
Nigeria	1	1	1	74
Pakistan	5	5	5	79
Rusia	2	2	2	81
Rwanda	2	2	2	83
South Korean	2	2	2	85
Spanish	1	1	1	86
Thailand	1	1	1	87
Turkey	2	2	2	89
UK	3	3	3	92
Ukraine	1	1	1	93
USA	3	3	3	96
Vietnam	4	4	4	100
Total	100	100	100	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	50	50.0	50.0	50.0
Male	50	50.0	50.0	100.0
Total	100	100.0	100.0	

Old

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-25 Years	60	60.0	60.0	60.0
26-32 Years	29	29.0	29.0	89.0
32-40 Years	9	9.0	9.0	98.0
41-50 Years	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Diploma	6	6.0	6.0	6.0
Doctorate Degree	2	2.0	2.0	8.0
High School	26	26.0	26.0	34.0
Master Degree	23	23.0	23.0	57.0
Undergraduate Degree	43	43.0	43.0	100.0
Total	100	100.0	100.0	

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	College Student	29	29.0	29.0	29.0
	Entrepreneur	7	7.0	7.0	36.0
	entrepreneur	3	3.0	3.0	39.0
	General	38	38.0	38.0	77.0
	Employe				
	Government	16	16.0	16.0	93.0
	Empl				
	Others	3	3.0	3.0	96.0
	Army/Police	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Media print / electronic (inte	31	31	31	31
	Others	3	3	3	34
	Recommendations from relatives	66	66	66	100
	Total	100	100	100	

Total Visit

	Frequency	Percent	Valid Percent	Cumulative Percent
> 3 times	1	1.0	1.0	1.0
> 3 Times	35	35.0	35.0	36.0
1 time	37	37.0	37.0	73.0
1 Time	4	4.0	4.0	77.0
2 times	12	12.0	12.0	89.0
2 Times	5	5.0	5.0	94.0
3 Times	6	6.0	6.0	100.0
Total	100	100.0	100.0	

P1X1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	7	7.0	7.0	8.0
4	32	32.0	32.0	40.0
5	60	60.0	60.0	100.0
Total	100	100.0	100.0	

P2X1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0

3	18	18.0	18.0	26.0
4	43	43.0	43.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

P3X1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11.0	11.0	11.0
3	21	21.0	21.0	32.0
Valid 4	51	51.0	51.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

P4X1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
3	7	7.0	7.0	12.0
Valid 4	57	57.0	57.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

P5X1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	7	7.0	7.0	8.0
Valid 4	57	57.0	57.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

P6X1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
Valid 3	19	19.0	19.0	27.0
4	48	48.0	48.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

P7X1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	17	17.0	17.0	18.0
Valid 4	57	57.0	57.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

P8X1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
3	16	16.0	16.0	18.0
4	46	46.0	46.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

P1X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.0	6.0	6.0
3	14	14.0	14.0	20.0
4	38	38.0	38.0	58.0
5	42	42.0	42.0	100.0
Total	100	100.0	100.0	

P2X2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	6	6.0	6.0	7.0
3	26	26.0	26.0	33.0
4	40	40.0	40.0	73.0
5	27	27.0	27.0	100.0

Total	100	100.0	100.0
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P3X2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
3	19	19.0	19.0	24.0
4	45	45.0	45.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

P4X2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
3	14	14.0	14.0	19.0
4	60	60.0	60.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

P5X2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	14	14.0	14.0	16.0

4	52	52.0	52.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

P6X2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	12	12.0	12.0	13.0
Valid 4	54	54.0	54.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

P1X3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	6	6.0	6.0	7.0
Valid 4	52	52.0	52.0	59.0
5	41	41.0	41.0	100.0
Total	100	100.0	100.0	

P2X3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0

3	11	11.0	11.0	13.0
4	53	53.0	53.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

P3X3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	11	11.0	11.0	12.0
Valid 4	56	56.0	56.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

P4X3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	12	12.0	12.0	14.0
4	64	64.0	64.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

P5X3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	24	24.0	24.0	29.0
Valid 4	49	49.0	49.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

P6X3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	10	10.0	10.0	11.0
Valid 3	25	25.0	25.0	36.0
4	47	47.0	47.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

P7X3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	8	8.0	8.0	10.0
4	53	53.0	53.0	63.0
5	37	37.0	37.0	100.0

Total	100	100.0	100.0
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P8X3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	17	17.0	17.0	19.0
Valid 4	52	52.0	52.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

P1X4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	10	10.0	10.0	12.0
4	39	39.0	39.0	51.0
5	49	49.0	49.0	100.0
Total	100	100.0	100.0	

P2X4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
Valid 2	2	2.0	2.0	3.0
3	11	11.0	11.0	14.0

	4	37	37.0	37.0	51.0
	5	49	49.0	49.0	100.0

P3X4

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	1	1.0	1.0
	3	14	14.0	15.0
Valid	4	44	44.0	59.0
	5	41	41.0	100.0
	Total	100	100.0	
Total	100	100.0	100.0	

P4X4

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	3	3.0	3.0
	3	13	13.0	16.0
Valid	4	38	38.0	54.0
	5	46	46.0	100.0
	Total	100	100.0	

P5X4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	7	7.0	7.0	11.0
Valid 4	52	52.0	52.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

P6X4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	28	28.0	28.0	34.0
Valid 4	48	48.0	48.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

P7X4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11.0	11.0	11.0
3	18	18.0	18.0	29.0
Valid 4	45	45.0	45.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

P8X4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	10	10.0	10.0	11.0
Valid 4	50	50.0	50.0	61.0
5	39	39.0	39.0	100.0
Total	100	100.0	100.0	

P1Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12.0	12.0	12.0
3	22	22.0	22.0	34.0
Valid 4	34	34.0	34.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

P2Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	11	11.0	11.0	14.0
Valid 4	49	49.0	49.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

P3Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	13	13.0	13.0	14.0
Valid 4	53	53.0	53.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

P4Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	8	8.0	8.0	10.0
4	50	50.0	50.0	60.0
5	40	40.0	40.0	100.0
Total	100	100.0	100.0	

P5Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	16	16.0	16.0	19.0
Valid 4	47	47.0	47.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

P6Y1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	21	21.0	21.0	24.0
Valid 4	52	52.0	52.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

P7Y1

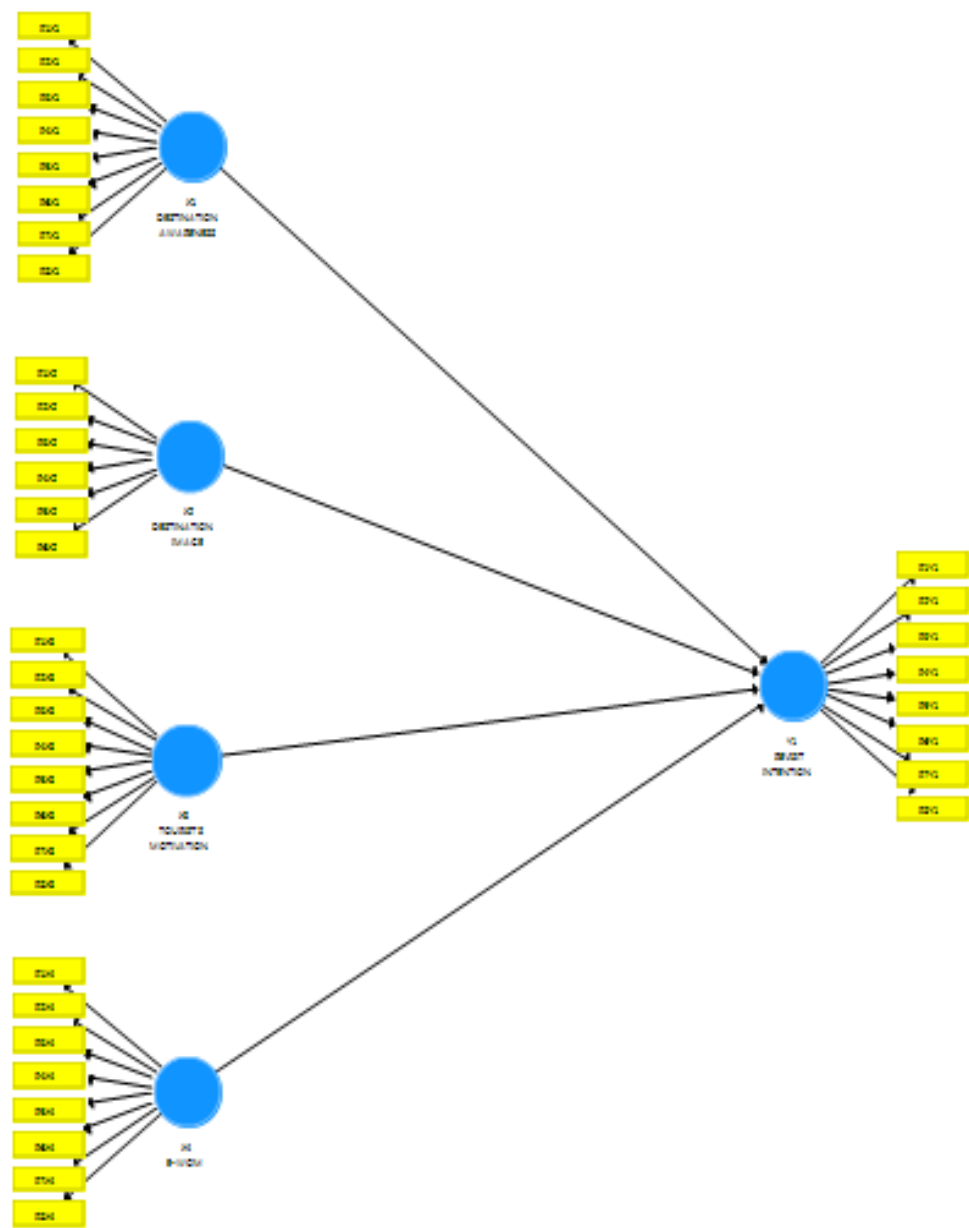
	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	13	13.0	13.0	14.0
Valid 4	55	55.0	55.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

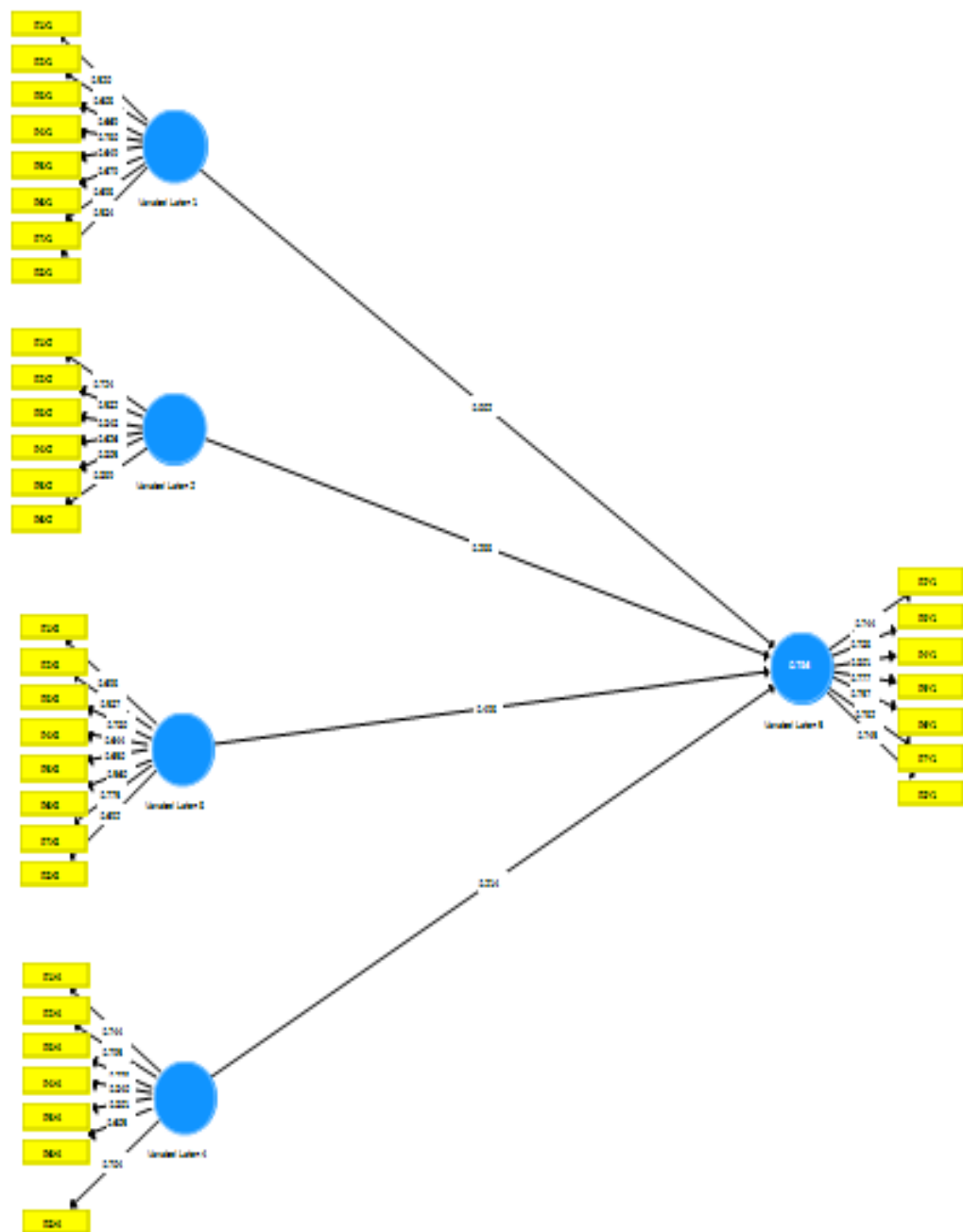
P8Y1

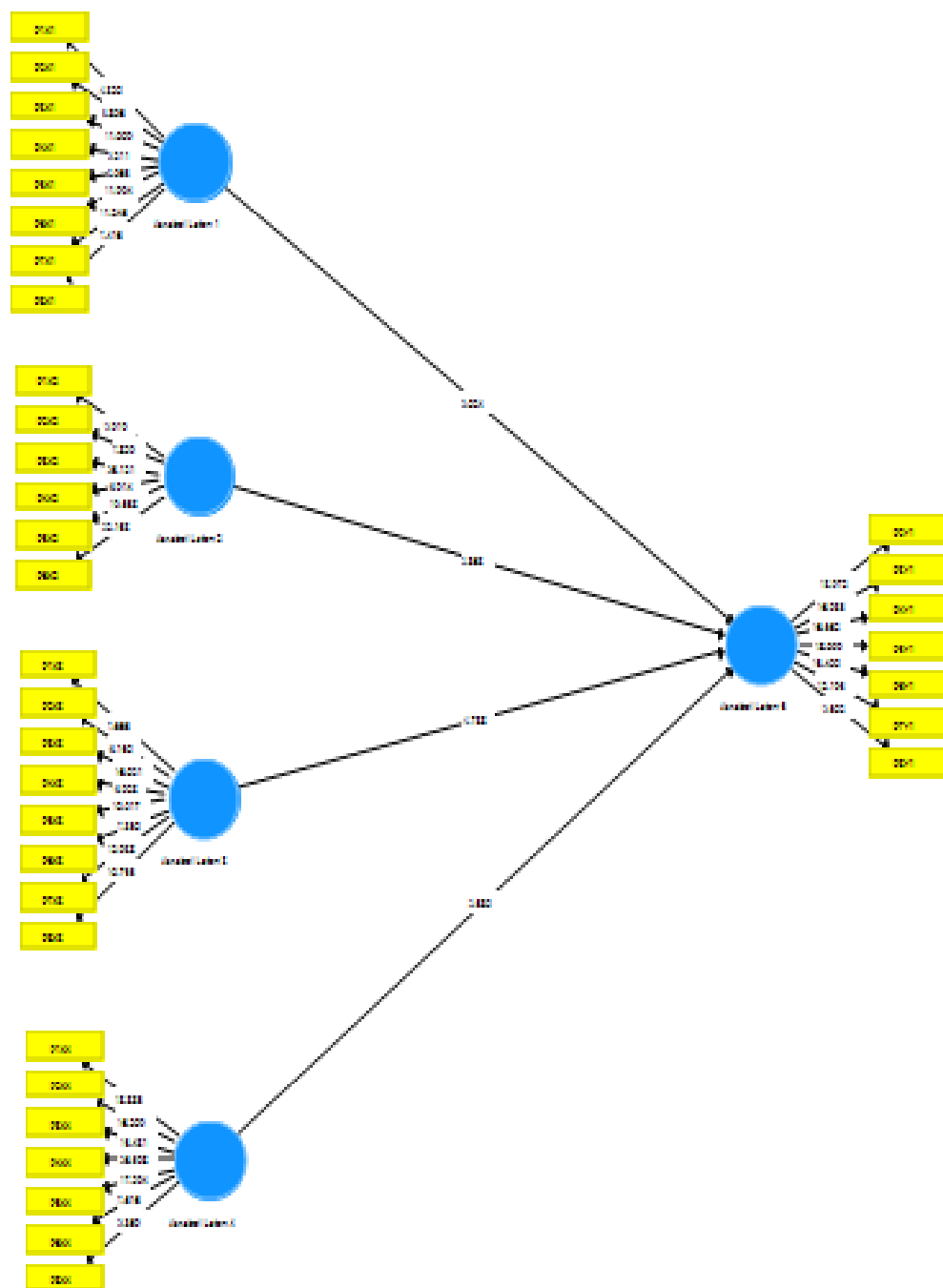
	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	8	8.0	8.0	9.0
Valid 4	54	54.0	54.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

LAMPIRAN 5

RESULTED OF PLS







	X1	X2	X3	X4	Y1
P1X1	0.508				
P1X2		0.735			
P1X3			0.687		
P1X4				0.740	
P1Y1					0.388
P2X1	0.599				
P2X2		0.599			
P2X3			0.585		
P2X4				0.789	
P2Y1					0.771
P3X1	0.678				
P3X2		0.849			
P3X3			0.785		
P3X4				0.771	
P3Y1					0.788
P4X1	0.728				
P4X2		0.618			
P4X3			0.637		
P4X4				0.835	
P4Y1					0.808
P5X1	0.643				
P5X2		0.794			
P5X3			0.660		
P5X4				0.789	
P5Y1					0.792

P6X1	0.689				
P6X2		0.837			
P6X3			0.572		
P6X4				0.623	
P6Y1					0.730
P7X1	0.694				
P7X3			0.771		
P7X4				0.407	
P7Y1					0.710
P8X1	0.590				
P8X3			0.687		
P8X4				0.696	

	X1	X2	X3	X4	Y1
P1X1	0.520				
P1X2		0.724			
P1X3			0.693		
P1X4				0.744	
P2X1	0.603				
P2X2		0.582			
P2X3			0.587		
P2X4				0.795	
P2Y1					0.744
P3X1	0.669				
P3X2		0.848			
P3X3			0.780		
P3X4				0.783	

P3Y1					0.783
P4X1	0.730				
P4X2		0.626			
P4X3			0.644		
P4X4				0.840	
P4Y1					0.801
P5X1	0.649				
P5X2		0.805			
P5X3			0.650		
P5X4				0.801	
P5Y1					0.777
P6X1	0.679				
P6X2		0.839			
P6X3			0.560		
P6X4				0.605	
P6Y1					0.757
P7X1	0.693				
P7X3			0.775		
P7Y1					0.732
P8X1	0.584				
P8X3			0.692		
P8X4				0.704	
P8Y1					0.745

	Cronbach's Alpha	rho_A	Composite Reliability	Everage Variance Extracted (AVE)
X1	0.798	0.806	0.849	0.415
X2	0.836	0.858	0.880	0.554

X3	0.829	0.840	0.870	0.458
X4	0.874	0.886	0.903	0.572
Y1	0.880	0.882	0.907	0.582

	R Square	R Square Adjusted
Y1	0.736	0.725

	Original Sample (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
VX1 -> Y	0.002	0.023	0.093	0.024	0.981
VX2 -> Y	0.233	0.212	0.099	2.363	0.018
VX3 -> Y	0.493	0.491	0.104	4.738	0.000
VX4 -> Y	0.214	0.220	0.083	2.580	0.010

ATTACHMENT 6

DOCUMENTATION OF INTERVIEW

