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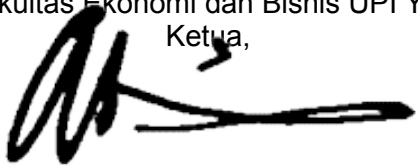
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## **Determinants Revisit Intention Through Perceived Value for Tourist Visits to Tourism Destinations at Kepulauan Seribu of DKI Jakarta**

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### **ABSTRACT**

*The tourism industry is important and strategic in the implementation of development in Indonesia because it is able to bring in large amounts of foreign exchange for the country. Tourist satisfaction is met will have an impact on the emergence of revisit interest (Revisit Intention), as a spontaneous response to the object of visitors because the expression of satisfaction felt during the initial visit is appropriate and even exceeds expectations. This research aims to be able to find ways and strategies to increase Revisit Intention for tourists, so that methods are found that can be recommended to interested parties through research on the variables that affect Revisit Intention, such as Promotion, Servicescape, Destination Image and Perceived Values. This research was conducted in the Kepulauan Seribu tourism destination in DKI-Jakarta with a total of 400 samples, using the Random Sampling. The research method used SEM with the LISREL program. The results of the research obtained the following data, such as (1) There is an effect Promotion on Revisit Intention ( $\beta = 0.62$ ); (2) There is an effect Servicescape on Revisit Intention; (3) There is no effect of Destination Image on Revisit Intention ( $\beta = 0.21$ ); (4) There is an effect Promotion on Perceived Value ( $\beta = -0.21$ ); (5) There is an influence Servicescape on Perceived Value (0.54); (6) There is no influence of Destination Image on Perceived Value ( $\beta = -0.14$ ); and (7) There is an effect of Perceived Value on Revisit Intention ( $\beta = 0.0552$ ).*

**Keywords:** *Destination Image, Perceived Value, Promotion, Revisit Intention, Servicescape*

## INTRODUCTION

The tourism industry has a very strategic role in the implementation of national development that bring in huge foreign exchange for the country around 169 trillion in 2015. In overcoming Indonesia's trade balance and current account deficit, the government issued several policies as an effort to increase foreign exchange earnings from the tourism industry. Another term for tourist is consumer of tourist attractions. Consumer is every person who uses the stuffs (Savira & Karim, 2022), in which in this case the stuff refers to tourism destination. Based on the data of Tourism Ministry, there is a huge foreign exchange from tourism sector which reach around 169 trillion in 2015. It got the fourth rank in largest category for foreign exchange income after oil and gas, coal and palm oil in 2015.

In 2019, foreign exchange earnings from the tourism sector for the country are targeted to beat income from palm oil export activities in order to achieve the government's target. The government expects the number of visitors, both foreign tourists and domestic tourists to continue increasing annually.

There are several domestic tourist destinations that have been known by few foreign tourists, such as Bali Island, Raja Ampat, Bunaken, and Lombok Island which are the advantages of national tourism objects. Improving quality, strengthening data and information, increasing integrated attractions and facilitating access to destinations need to be promoted as alternatives in increasing national tourism foreign exchange. The target of foreign tourist visits to Indonesia become constrained by the occurrence of natural disasters that devastated Indonesia, such as the eruption of Mount Agung in Bali, the earthquake in Lombok, and the recent eruption of Mount Tangkuban Perahu.

Kepulauan Seribu as a tourism destination and part of realizing the Special Capital Region Province (DKI) as a National and International tourist destination. They continues to be promoted as an effort to develop marine tourism in the Kepulauan Seribu and its surroundings. In addition, it is also intended to integrate the use of marine resources for other sectors. The vision of Kepulauan Seribu is the realization of Kepulauan Seribu as an international destination with the advantages of community-based marine ecotourism.

Kepulauan Seribu of KSPN was developed to become a tourist destination for foreign and domestic tourists, then the facilities and services provided are also based on world-class standards. Thus, the community around will get the economic benefits from the environment in the future.

The function of DKI Jakarta's Kepulauan Seribu tourism destination has not been maximized in attracting tourists yet, especially foreign tourists. According to the Head of Tourism and Culture Sub-Department, the DKI Jakarta government administration found that only 30% of Jabodetabek residents know about Kepulauan Seribu. From the statistical data of Kepulauan Seribu Administration of

DKI Jakarta Tourism and Culture Sub-dept. in 2017, there were 842,762 tourists, consisting of 818,996 domestic tourists and 23,766 foreign tourists, or only 2.82%. This ranking is the lowest rank of the tourist visiting number in five favourite tourist attraction in Jakarta (Ancol Bay City, Beautiful Indonesia Miniature Park (TMII), Ragunan Zoo, National Monument (Monas) and Seribu Island) these are several interesting phenomenon for researchers to study and conduct this research. Based on the previous data and explanation above, it is more encouraging for researchers to conduct research in Kepulauan Seribu Tourism Destinations with some factors can increase tourist visits to Kepulauan Seribu.

### The Problem Formulation

The formulation of this research problem can be arranged as follows:

1. Is there a direct effect of Promotion on Revisit Intention at Kepulauan Seribu tourism destination of DKI Jakarta?
2. Is there any effect of Servicescape on Revisit Intention at Kepulauan Seribu tourism destination of DKI Jakarta?
3. Is there any effect of Destination Image on Revisit Intention through Perceived Value at Kepulauan Seribu tourism destination of DKI Jakarta?
4. Is there a direct influence of Promotion on Perceived Value?
5. Is there a direct influence of Servicescape on Perceived Value?
6. Is there a direct influence of Destination Image on Perceived Value?
7. Is there a direct effect of Perceived Value on Revisit Intention?

**Table 1.** Previous Researchs on Perceived Value

No	Researchers	Research title	Research model
1	Niti Rattanapri Chavej (2019)	An Interaction of Architectural Design and Perceived Value toward Revisit intention in Artificially Built Attractions	Perceived Value indicators: - Functional value - Emotional value - Social value influences the Revisit Intention, the interaction of architectural design - Emotional value - Social value
2	Jiseon AHN & Jookyung Kinon (2020)	Green hotel brands in Malaysia: Perceived Value Cost, anticipated emotion and Revisit Intention	Perceived value and Cost as a variable that influences emotional anticipation and revisit intention
3	Soyoung An, jungho suh & Thomas eck (2019)	Examining structural relationships among Service Quality, Perceived Value, Satisfaction and Revisit Intention for Air BNB Guests	Perceived value as a structurally related variable with Service Quality, Satisfaction and Revisit Intention in the pioneer market place

From several previous research above, Perceived Value as a variable that affects the satisfaction, while in this research the Perceived Value will be analysed with the indicators of Emotional Value, Social Value, Functional Value, Time value, money value, effort value from customer, Economic Value and Psychological Value are influenced by Promotion, Servicescape, and Destination Image variables. Service quality is providing and implementing public service delivery more better to community in order to provide satisfaction to consumers (Amin, 2022). Then, the research model proposed is also different from the research model in previous researches. The results of this research are expected as a strategy to increase the revisit intentions in tourism industry.

## **LITERATURE REVIEW**

### **Promotion**

According to Titik Wijayanti (2017), promotion is all activities that have the intention of communicating, conveying the existence of a product to the target market, informing the features and how to use the product, to influence and encourage people to make purchases of the products offered. In addition, promotion is the technique of communicating with customers to promote favorable perceptions of products and services that affect their decision to purchase in the market (Yudha, 2022). Basically, the main purpose of promotional activities by the company includes the following ways: Informing, influencing, persuading and reminding the target audience as consumers about the company and it's a marketing mix. The purpose of promotion is closely related to how potential consumers can get to know the company product, then they can understand it and change their attitudes into a feeling of liking that lead them to make a purchase and will always remember the existence of the product.

The intention of promotion is:

- a. Disseminate the information about the existence product to potential targets.
- b. As an effort to achieve increased sales and profits.
- c. As an effort to get new customers and maintain the loyalty of old customers.
- d. As an effort to maintain the sales stability when the market is downturn.
- e. Raising and promoting the product image to grab customer attention.
- f. Raising and promoting the product image based on consumers' perspective.
- g. Creating a differentiator that implies the product's superiority compared to another products.

**Servicescape**

Ferninda (2013) states that Servicescape is the impressions of sight and taste that are captured by five senses and the design results of physical environment at service delivery location. According to Gatot Nazir Ahmad (2018), servicescape is the physical environment as a location for service delivery and the extent to which the environment can give an impression to consumers. Widya Hana Fahleti (2022) identified Servicescape as a physical environment that was intentionally created by humans as an effort and service support intended for customers. Servicescape variables based on Abdullahi & Wan Yusoff (2018) statement is generally used to describe physical facilities as a whole with these variables, such as the creation of convenience for tourists, tourist destination facilities, accessibility, satisfaction, and recommended. There are three main dimensions in Servicescape (Manoppo, 2013), such following below:

- (1) Ambient Dimension, is the condition of surrounding environment or the environment atmosphere with its cleanliness, safety, and comfort.
- (2) Social Dimension, is the human component in the location consisting of tourists and local community, with the indicators that being helpful and friendly to each other.
- (3) Design dimension, is a visual cue that makes someone spontaneously impressed with what they seen, with an indicator of satisfactory physical facility and the good design.

In this research, servicescape theory is used as a reference for environmental facilities in tourism destinations, because servicescape is also the provision of facilities that can attract attention, give a good impression and satisfy the tourists and creating a desire to revisit.

**Destination Image**

Destination image is a perception as a result of good or bad about the destination itself. According to Zhang (2018), the results of the Country image, Destination image and unforgettable travel experiences (Memorable Tourism Experiences) together have a positive and significant effect on Revisit Intention to the location. The destination image of the tourist location will have an impact on desire and trust of tourists to visit the location again.

Destination Image is a perception formed from the news received by visitors with the perception and information factors (Çoban, 2012). Memorable Tourism Experience can especially be a valuable quality indicator for destination managers. The data source Chen H & Rahman, I (2018) about Cultural Tourism is depending with these factors, including: (1) Cultural tourism; (2) Quality; (3) Destination Manager.



**Perceived Value**

The difference between the benefits received compared to sacrifices and costs that have been incurred is the achievement of what is expected from a service. Service quality is a physical attribute of service and technical support as well as a number of perceived elements, while sacrifice is what is perceived as the cost of purchasing, handling repairs, transportation, failure risk and labor performance.

According to Kotler and Keller (2016), the Perceived Value is the comparison between the customer's perspective on the benefits and all costs incurred related to existing alternatives. In essence, Perceived Value is the result of customer evaluation of the benefits compared to the cost. The higher the benefits received compared to the sacrifices or existing alternatives, it means that the value obtained by consumers is also high.

**Revisit Intention**

Revisit Intention is a repetition of arrivals when tourists feel that all expectations have been met and make a tendency to come back. According to Huang (2015) that Revisit Intention is a possibility for tourists to revisit the tourist attractions and this behavior is considered as a form of loyalty.

According to Hyunjin (2013), interest in revisiting is defined as an important factor in creating the performance in a long-term perspective continues, thus generating profits for the company. While according to Wibowo (2016), Revisit Intention is an interest in revisiting as a form of behavior and previous visit experience on the quality of tourist destination services in the same country.

**RESEARCH METHOD**

This research is causality research that aims to determine the relationship between the variables used in the research (Ferdinand, 2014). The survey method used in this research aims to determine the relationship between exogenous variables and endogenous variables and the effect of endogenous variables on other endogenous variables with providing an explanation of the effect from independent variable on the dependent variable which is descriptive and verification. The method is in accordance with the objectives of the research to determine the effect of promotion, servicescape, destination image on Perceived Value and Revisit Intention to tourism destinations in Kepulauan Seribu of DKI Jakarta. The field of research analysed is the tourism industry, called Kepulauan Seribu tourist destination of DKI Jakarta and as the unit of observation are the village administrator and his staff, sea transportation service officers, tourism service officers, youth leaders as well as the responsible community on the development of strategic national tourism areas on Kepulauan Seribu, along with the tourists aged 17 years and over and have visited the location before.



## RESULT AND DISCUSSION

### Reliability Test

The data processing using SPSS 16.0 (Statistical Program for Social Science) with the Alpha Cronbach method

a. Statistic Test

Total samples = 30

$df = n - 2 = 30 - 2 = 28$

$\alpha = 0,05$

$I_{table} = 0.361$

b. Critical area

When  $I_{count} \geq I_{table}$ , then the tested variable is reliable

When  $I_{count} \leq I_{table}$ , then the tested variable is not reliable

In data processing with the SPSS 16.0 program, the results of  $r_{count}$  for all variables are as follows:

**Table 2.** SPSS 16.0 program for all variables

Variables	Cronbach Alpha	Number of indicators	Description
PR	0,981	82	Reliable
SC	0,964	43	Reliable
DI	0,951	43	Reliable
PV	0,980	43	Reliable
RI	0,965	43	Reliable

The results of reliability test using SPSS 16.0 for all indicators showed that the value of reliable coefficient  $> 0.7$ , it can be concluded that the questionnaire used in preliminary study has a good level of reliability (trustworthy).

### Validity Test

After processing the validity test using SPSS 16.0, the invalid statement indicators can be identified and the valid items are selected and used as research instruments. The results of validity and reliability test show the value of Spearman correlation coefficient for each statement item. The data processing to obtain the correlation coefficient value is conducted through SPSS 16.0 program.

**Table 4.** The tested hypothesis in this research

No	Hy- pothe- sis	Description	Standardized Coefficient (R2)	t-value f-value	Description
1	H <sub>1</sub>	Promotion → Per- ceived Value	0,46	11,42	Reject H <sub>0</sub> accept H <sub>1</sub> significant
2	H <sub>2</sub>	Servicescape → Perceived Value	0,57	12,25	Reject H <sub>0</sub> accept H <sub>1</sub> significant
3	H <sub>3</sub>	Destination Image → Perceived Value	0,48	- 5,50	Variant error re- jected
4	H <sub>4</sub>	Promotion → Re- visit Intention	0,83	8,74	Reject H <sub>0</sub> accept H <sub>1</sub> significant
5	H <sub>5</sub>	Servicescape → Re- visit Intention	0,84	8,40	Reject H <sub>0</sub> accept H <sub>1</sub> significant
6	H <sub>6</sub>	Destination Image → Revisit Intention	0,57	0,024	Variant error re- jected
7	H <sub>7</sub>	Perceived Value → Revisit Intention	0,91	2,38	Reject H <sub>0</sub> accept H <sub>1</sub> significant

**Source:** Data Processed using LISREL 8.3

The results of hypothesis testing can be described as follows:

1. The Effect of Promotion on Perceived Value

H<sub>0</sub> = 1.1 = 0 there is no effect of Promotion on Perceived Value. It means that Promotion has a positive influence on Perceived Value. It can be concluded that every effort to increase promotional activities will have an impact on the Perceived Value of 0.92 units.

2. The Influence of Servicescape on Perceived Value

H<sub>0</sub> = 1.2 = 0 there is no influence of Servicescape on Perceived Value

H<sub>1</sub> = 1.2 0 there is an effect of Servicescape on Perceived Value.

This shows that Servicescape has a positive influence on Perceived Value. It can be concluded that every effort to increase Servicescape activities will have an impact on increasing Perceived Value by 0.54 units.

3. The Effect of Destination Image on Perceived Value

$H_0 = 1.3 = 0$  there is no influence of Destination Image on Perceived Value

$H_1 = 1.3 \neq 0$  there is an effect of Destination Image on Perceived Value

This shows the Destination Image does not have a positive effect on Perceived Value.

4. The Effect of Promotion on Revisit Intention

$H_0 = 2.1 = 0$  has no effect on Promotion on Revisit Intention

$H_1 = 2.1 \neq 0$  there is an effect of Promotion on Revisit Intention

This shows that Servicescape has a positive effect on Revisit Intention.

5. The Effect of Servicescape against Revisit Intention

$H_0 = 2.1 = 0$  there is no effect of Servicescape on Revisit Intention

$H_1 = 2.1 \neq 0$  there is an effect of Servicescape on Revisit Intention

This shows that Servicescape has a positive influence on Resist Intention.

6. The Effect of Destination Image on Revisit Intention

$H_0 = 2.1 = 0$  there is no effect of Destination Image on Revisit Intention

$H_1 = 2.1 \neq 0$  there is an effect of Destination Image on Revisit Intention

This shows that Destination Image does not have a positive effect on Revisit Intention.

7. The Influence of Perceived Value on Revisit Intention

$H_0 = 2.1 = 0$  there is no effect of Perceived Value on Revisit Intention

$H_1 = 2.1 \neq 0$  there is an influence of Perceived Value on Revisit Intention

This shows that Perceived Value has a positive influence on the Revisit Intention.

This shows that Perceived Value has a positive influence on Revisit Intention, it can be concluded that every activity that is sought to increase Perceived Value will also have an impact on increasing Revisit Intention by 0.06 units. Then, the most dominant dimension of Perceived Value variable is satisfaction with services or tourist ratings based on their perceptions with a Loading Factor value of 0.76. It means that tourists really consider the customer value, economic value and psychological value to make them feel satisfied about the tourist attraction environment.

Referring to the description above, tourists who come to tourist destination of Kepulauan Seribu are satisfied based on their perceived value when there is a convenience supported by comfort and efficiency, the availability of good service at tourist sites, such as places of worship, public facilities, internet availability that is easily accessible, ATMs, culinary places, lodging, and etc. This is in accordance

with the opinion of (Kotler & Armstrong, 2020) which states that value is the customer's estimate of entire product ability to satisfy his needs.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

There are several direct influences between Promotion and Revisit Intention, therefore it is required to strengthen the promotion as an effort to increase Revisit Intention in tourism industry and in strengthening Perceived Value for tourists which will have implications for Revisit Intention in tourism industry. In addition, there is a direct influence between Servicescape and Revisit Intention, it is necessary to strengthen Servicescape as an effort to increase Revisit Intention in tourism industry and also there is a direct influence between Servicescape and Perceived Value, it is necessary to strengthen the physical environment including services as an effort to increase Perceived Value which will have implications for Revisit Intention in tourism industry. While, there is a direct influence between Perceived Value and Revisit Intention, thus strengthening the perceived value which includes services needs to be strengthened as an effort to increase Revisit Intention.

On the other hand, there is no direct relationship between Destination Image and Revisit Intention, it can be concluded that there is no need for a location that must be built magnificently, luxuriously, impressively for marine tourism destinations for the tourists want to re-visit, but natural nuances are important to be maintained, neat, clean that can be used as healing place will invite the tourist to revisit the destination. In addition, there is no direct relationship between Destination Image and Perceived Value, so it can be concluded that for marine tourism destinations do not have to increase the value of perception and excellent service, the important thing is that there is a beach location that easily accessible and can be used as a healing place was make the tourist satisfied.

### **Suggestion**

Based on this research result, the researchers provide several suggestion for further research, such as (1) it is required to try other models of increasing revisit intention in tourism industry; (2) more specific research step is needed on the basis of a more appropriate research methodology. In this research, the reliability coefficient above 0.7 and the validity coefficient (SLF) > 0.3 showed the result that there were still several statement items that had a correlation value below the critical number. Therefore, it is recommended to conduct further research with the statements that are easier to understand for other researchers; (3) selected special respondents from abroad in hoping being more serious and objective in responding the questionnaire; (4) other methods are needed as a measure with a better understanding of the measured variable; (5) building a variety of innovations in tourism destinations should be considered carefully, not to be expensive that will burden the

tourists; (6) the active role of Government as a regulator for tourism industry is very helpful in developing tourist destination locations at low costs.

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