



The influence of perceived behavioral control, attitude, and subjective norm on revisit intention of Komodo National Park in Labuan Bajo

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Abstract. This study examines the influence of Perceived Behavioral Control, Attitude Toward the Behavior, and Subjective Norms on Revisit Intention to Komodo National Park in Labuan Bajo. Using non-probability sampling, data were collected from 175 visitors who had visited the park in the past 2–3 years. The analysis was conducted using SmartPLS. Results show that Subjective Norms, Perceived Behavioral Control, and Destination Image have a significant positive effect on Revisit Intention. In contrast, Attitude Toward the Behavior, Perceived Value, Perceived Risk, Perceived Service Quality, and Satisfaction do not significantly influence revisit intention. Additionally, Destination Image and Perceived Value significantly affect Satisfaction, while Perceived Service Quality does not. However, Perceived Service Quality positively influences Perceived Value. The study also finds that Satisfaction does not mediate the relationships between Perceived Service Quality, Destination Image, or Perceived Value and Revisit Intention. These findings highlight the stronger role of social and perceptual factors over individual attitudes in shaping revisit behavior.

Keywords: perceived behavioral control, attitude toward the behavior, subjective norms, revisit intention

Introduction

Nowadays, tourism is not only a place of entertainment but also an intention to change lifestyles. Labuan Bajo is a tourist city that has beautiful natural conditions and beautiful natural scenery, so it is very suitable for tourists to visit. Traveling to Labuan Bajo is also very easy because tour packages are available at online travel agents and offline travel agents, such as tourist information, starting from Komodo Airport to lodging. Labuan Bajo has many tourist destinations, one of which is Komodo National Park, which is included in the UNESCO World Heritage. In 2012, Komodo National Park became one of the 7 wonders of the world. With the election, Komodo Island, as one of the seven wonders of the world, made the city of Labuan Bajo more famous and increased tourist visits from various directions. Labuan Bajo and Komodo National Park are inseparable entities because both have strong appeal as a destination that must be visited by tourists. Komodo National Park

It has three major islands: Komodo Island, Rinca Island, and Padar Island. There are also Nusa Kode Island and Gili Motang Island. Komodo National Park has received various international awards, such as Man and Biosphere in 1977, World Heritage Site in 1991, and the New Seven Wonders of Nature in 2011.

The theory of planned behavior is a theoretical framework that can predict a person's behavior (Hassann et al., 2020). In the theory of planned behavior, there are 3 main factors, namely Attitude toward the behavior, subjective norm, and perceived behavioral control. The attitude referred to in this theory is a person's feelings when visiting a tourist destination. Subjective norms are about social references that a person has in an action and behavioral control regarding a person's view of the ease and difficulty of performing a certain behavior (Ajzen, 1991). When this factor certainly has a relationship with Revisit Intention that occurs in Komodo National Park, namely because of the difficulty to visit due to several factors, namely public facilities that are not well maintained, and the difficulty of getting

accommodation, especially land and sea. Therefore, the authors are interested in researching Revisit Intention that occurs due to difficulties in obtaining transportation to Komodo National Park.

Based on research conducted by Hassan et al. (2020) and Albbsi et al. (2020), there are differences in results. From the results of Hassan et al. (2020), the variable perceived behavioral control has a non-significant positive effect on Revisit Intention, the Attitude towards and subjective form variables have a significant positive effect on Revisit Intention. Meanwhile, the results of the research by Albbsi et al. (2020) variable perceived behavioral control has a significant positive effect on Revisit Intention, variable Attitude towards and subjective form have a non-significant positive effect on Revisit Intention. Therefore, the authors want to re-examine the theory of planned behavior on Revisit Intention at Komodo National Park tourist destinations.

Furthermore, a significant gap exists in the literature, as limited attention has been given to conservation areas specifically dedicated to extinct or critically endangered animals and plants, termed 'last chance tourism' (Kucuguerkin & Gürlek, 2020). While the literature on tourism's role in biodiversity conservation is growing, much of the focus has been on general wildlife conservation areas or ecosystems that host a wide range of species (Lee et al., 2023). Few studies, however, explore the complexities of tourism in areas dedicated to species that are extinct in the wild or severely endangered, such as the Komodo dragon or other rare species in isolated habitats. This gap presents an opportunity to investigate how the blend of emotions associated with visiting endangered animals, the unmatched excitement of anticipated encounters, and word-of-mouth (WOM) efforts drive tourists' motivations to visit such unique destinations in driving careful and sustainable conservation (Hehir et al., 2023). Especially, it becomes more unique in this case as visiting Komodo National Park also entails serious danger involving carnivorous animals (Bueddefeld & Erickson, 2022).

Research methodology

This research is quantitative. The data source in this research is primary data, which is where researchers collect data directly from respondents by distributing online questionnaires to answer all research questions. In this study, the population studied were people who had visited the Komodo National Park tourist destination. Characteristics of men and women, minimum age 18 years. The sampling technique is to use non-probability sampling techniques. The sample criteria used in this study are people who have visited Komodo National Park in the last 2-3 years. If the population is unknown, according to Hair et al. (2016), the minimum sample size is 5 times the number of questions contained in the questionnaire. The indicators in this study consist of eight independent variables and one related variable. The number of questions in this study was 35, so the sample size in this study was 175 visitors to Komodo National Park in Labuan Bajo. The data processing method used by researchers uses Structural Equation Modeling (SEM) with the PLS 3.0 software program.

Findings

Results

The results of the validity and reliability tests of the indicators in this study calculated using the Convergent Validity, Discriminant Validity, and Composite Reliability tests show that all research indicators that make up the research variables are valid and reliable, so that all indicators are able to measure variables.

Structural model evaluation (structural model/inner model)

Considering Table 1, where the R2 value for Perceived Service Quality on Perceived Value is 0.585. This means that 58.5% of Perceived Value is influenced by Perceived Service Quality, the remaining 41.5% is influenced by other factors outside the research model.

Table 1. R-Square Calculation Results

Variables	R Square	R Square Adjusted
Perceived Value	0.585	0.583
Revisit Intention	0.615	0.596
Satisfaction	0.784	0.780

The R2 value for Attitude Toward Behaviour, Subjective Norm, Perceived Behavioural Control, Destination Image, Perceived Service Quality, Perceived Risk, Perceived Value, and Satisfaction on Revisit Intention is 0.615. This means that Attitude influences 61.5% of Revisit Intention Toward the Behaviour, Subjective Norm, Perceived Behavioural Control, Destination Image, Perceived Service Quality, Perceived Risk, Perceived Value, and Satisfaction; other factors outside the research model influence the remaining 38.5%.

R2 value for the relationship between Destination Image, Perceived Service Quality, and Perceived Value on Satisfaction is 0.784. This means that 78.4% of Satisfaction is influenced by Destination Image, Perceived Service Quality, and Perceived Value; other factors outside the research model influence the remaining 21.6%.

In addition to looking at the magnitude of R-squares, PLS model evaluation can also be done with Q2 predictive relevance. Q2 values of 0.965 indicates that 96.5% of the model can be explained through the relationship between variables in the research model, while the remaining 3.5% are other factors outside the research model.

Hypothesis test

Table 2. Results of Estimates for Path Coefficient Values

Relationship between Variables	Original Sample	Standard Deviation (STDEV)	T Statistics	p-values	Results
Attitude Toward the Behavior → Revisit Intention	-0.110	0.106	1.042	0.298	Not Significant
Subjective Norms → Revisit Intention	0.190	0.087	2.193	0.029**	Significant
Perceived Behavioural Control → Revisit Intention	0.420	0.091	4.634	0.000*	Significant
Perceived Value→ Revisit Intention	-0.234	0.131	1.789	0.074***	Significant
Perceived Risk → Revisit Intention	0.073	0.052	1.392	0.165	Not Significant
Destination Image → Revisit Intention	0.406	0.118	3.450	0.001*	Significant
Destination Image → Satisfaction	0.556	0.094	5.889	0.000*	Significant
Perceived Service Quality → Revisit Intention	-0.036	0.087	0.410	0.682	Not Significant

Perceived Service Quality → Satisfaction	-0.068	0.080	0.851	0.395	Not Significant
Perceived Service Quality → Perceived Value	0.765	0.044	17.331	0.000*	Significant
Satisfaction → Revisit Intention	0.214	0.161	1.324	0.186	Not Significant
Perceived Value → Satisfaction	0.418	0.091	4.568	0.000*	Significant

Notes: * (Significance at $\alpha = 1\%$, p-value 2.58), ** (Significance at $\alpha = 5\%$, p-value 1.96) and ***(Significance at $\alpha=10\%$, p-value 1.65)

The analysis indicates that Subjective Norms ($p = 0.029$, coefficient = 0.190) and Perceived Behavioral Control ($p = 0.000$, coefficient = 0.420) have significant positive effects on Revisit Intention, meaning that increases in these variables lead to higher intentions to revisit. Additionally, Destination Image significantly influences both Revisit Intention ($p = 0.001$, coefficient = 0.406) and Satisfaction ($p = 0.000$, coefficient = 0.556), with a stronger Destination Image contributing to both higher satisfaction and greater Revisit Intention. Furthermore, Perceived Service Quality also positively impacts Perceived Value ($p = 0.000$, coefficient = 0.765), suggesting that improvements in service quality enhance the perceived value of the experience. Lastly, Perceived Value significantly influences Satisfaction ($p = 0.000$, coefficient = 0.418), demonstrating that greater perceived value leads to higher satisfaction levels.

In contrast, Attitude Toward the Behavior ($p = 0.298$, coefficient = -0.110), Perceived Value ($p = 0.074$, coefficient = -0.234), and Perceived Risk ($p = 0.165$, coefficient = 0.073) do not significantly affect Revisit Intention, with the latter two showing only minor or non-significant relationships. Satisfaction also does not significantly influence Revisit Intention ($p = 0.186$, coefficient = 0.214).

These findings provide a comprehensive understanding of the factors influencing Revisit Intention and Satisfaction, emphasizing the importance of Destination Image, Perceived Behavioral Control, and Subjective Norms in driving tourists' motivations.

Direct and Indirect Effects

The following is a table of inner model test results for direct effect and indirect effect as well as the results of calculating the VAF value on Perceived Service Quality, Destination Image, Perceived Value variables on Revisit Intention with Satisfaction as a mediating variable.

Table 3. Percentage Results of VAF Values

Variables	Indirect Effect	Direct Effect	NAF Value	Result Criteria
Perceived Service Quality	-0,125	1,500	-8%	No Mediation
Destination Image	0,119	3,628	3%	No Mediation
Perceived Value	0,089	1,226	7%	No Mediation

These results indicate that Satisfaction is unable to mediate the relationship between Perceived Service Quality and Revisit Intention. This means that both directly and indirectly, the Perceived Service Quality variable does not affect Revisit Intention. For the Satisfaction variable, it is not able to mediate the relationship between Destination Image and Revisit Intention. It can be concluded that Destination Image will be more effective if it directly affects Revisit Intention and does not require Satisfaction as a mediating variable. Furthermore, Satisfaction is unable to mediate the relationship between Perceived

Value and Revisit Intention. This means that Perceived Value will be more effective if it directly affects Revisit Intention and does not require Satisfaction as a mediating variable.

The test results and significance of the relationship between variables in the results of indirect effects provide information about the effect of Perceived Service Quality variables, Destination Image, Perceived Value on Revisit Intention indirectly or through the mediation of Satisfaction variables. The following are the results of the indirect effect.

Table 4. Total Indirect Effect Calculation Results

	Original Sample	Standard Deviation	T Statistics	P Values
Destination Image → Revisit Intention	0.119	0.098	1.208	0.228
Perceived Service Quality → Revisit Intention	-0.125	0.091	1.375	0.170
Perceived Value → Revisit Intention	0.089	0.070	1.271	0.204

Discussion

The findings of this study suggest several insights regarding factors influencing tourist intentions to revisit Komodo National Park. Firstly, Attitude was found to have no significant effect on Revisit Intention. This indicates that tourists' positive or negative evaluations of their previous visits do not directly affect their intention to return to Komodo National Park. This finding challenges the assumption that attitude is a primary predictor of revisit intention, aligning with previous research by Abbasi et al. (2020), which also found no significant effect of attitude on revisit intention. It may suggest that factors other than attitude, such as external influences, are more significant in determining revisit behavior.

On the other hand, Subjective Norms demonstrated a significant and positive effect on Revisit Intention. This confirms that social influences—such as friends, family, or broader societal pressures—play a significant role in shaping tourists' intentions to revisit a destination. Tourists are more likely to return if they believe that others, such as their social circle, would encourage or approve of their return to Komodo National Park. This insight underscores the importance of leveraging social media and word-of-mouth in promotional strategies, as such channels heavily impact revisit behavior, as noted by Hassan et al. (2020).

Perceived Behavioral Control was also found to have a positive and significant effect on Revisit Intention. Tourists who feel they have the time, resources, and autonomy to visit again are more likely to do so. This result highlights the importance of removing barriers, such as cost and time constraints, to encourage future visits. It suggests that tourism stakeholders should focus on making the destination more accessible, perhaps through cost-effective packages or time-efficient itineraries.

Interestingly, Perceived Value had no significant effect on Revisit Intention, suggesting that tourists' assessments of the value they receive in terms of cost-benefit do not directly impact their intention to revisit. This finding challenges the traditional notion that perceived value is a primary determinant of repeat visitation. Despite tourists spending time and money, they may still not feel compelled to return, indicating that other factors, such as experience and external influences, play a more critical role in their decisions.

Similarly, Perceived Risk was found to have no significant effect on Revisit Intention. Despite potential risks—such as fraud or safety concerns—tourists did not alter their revisit intentions. This could be attributed to the effectiveness of social media in addressing and mitigating negative experiences

quickly, thus reassuring future visitors. As noted by Mayasari and Artanti (2021), tourists, especially younger demographics, are quick to share their experiences, and this rapid communication can manage perceived risks in real-time.

However, Destination Image emerged as a strong predictor of both Satisfaction and Revisit Intention, with a positive image significantly increasing both satisfaction and the likelihood of revisiting. This finding aligns with previous studies (e.g., Sharma & Nayak, 2018), suggesting that a positive destination image is crucial in enhancing tourists' satisfaction and encouraging repeat visits. Tourism managers should focus on maintaining and improving the destination's image, especially through consistent quality and effective communication.

Regarding the relationship between Service Quality and Revisit Intention, the results were somewhat surprising. Perceived Service Quality had no direct effect on Revisit Intention, indicating that the quality of service alone is not sufficient to influence repeat visitation. Despite this, Perceived Service Quality did have a significant positive effect on Satisfaction, suggesting that while service quality may not directly lead to repeat visits, it still plays an essential role in creating satisfied tourists. These satisfied visitors may, however, be swayed more by external factors, such as the destination's image or social influences, rather than service quality alone.

Furthermore, Satisfaction did not mediate the relationship between Perceived Service Quality, Destination Image, or Perceived Value and Revisit Intention, highlighting that satisfaction, although important, is not always the deciding factor for repeat visits. This challenges the traditional view that satisfied customers will always return. The high satisfaction of tourists does not necessarily translate into a strong desire to revisit, especially when other attractions may offer new experiences.

In conclusion, the study highlights the complex nature of revisit intention, where factors like Subjective Norms and Destination Image outweigh individual experiences like satisfaction and service quality. The findings suggest that marketing strategies for Komodo National Park should focus on social influences and promoting a strong, positive image of the destination, while also addressing barriers to access. While satisfaction remains important, it is not the sole driver of revisit intentions. Understanding these dynamics can help tourism managers tailor more effective strategies for fostering repeat visits.

Conclusions

Based on the results of the research and discussion described in the previous chapter, the conclusions of the hypotheses that have been proposed and tested using Structural Equation Modeling (SEM) with the PLS 3.0 software program show that Attitude Toward the Behaviour, Perceived Value, Perceived Risk, Perceived Service Quality, and Satisfaction have no significant effect on Revisit Intention at Komodo National Park destinations. Meanwhile, Subjective Norm, Perceived Behavioural Control, and Destination Image have a positive and significant influence on Revisit Intention at Komodo National Park destinations. Destination Image and Perceived Value have a positive and significant influence on Satisfaction at Komodo National Park destinations. Perceived Service Quality has no significant effect on Satisfaction at Komodo National Park destinations. Perceived Service Quality has a positive and significant influence on Perceived Value at Komodo National Park destinations. Satisfaction is unable to mediate the relationship between Perceived Service Quality and Revisit Intention at Komodo National Park destinations. Satisfaction is not able to mediate the relationship between Destination Image and Revisit Intention at Komodo National Park destinations. Satisfaction is unable to mediate the relationship between Perceived Value and Revisit Intention at Komodo National Park destinations.

Based on the conclusions of this study, several managerial implications can be drawn. First, the West Manggarai Regency Government should enforce regulations requiring travel agents operating without proper operational licenses or proof of business legitimacy to obtain the necessary

documentation. This would ensure that the safety and comfort of tourists are properly managed, while also reducing the risk of fraudulent practices by travel agents.

For the management of Komodo National Park, it is essential to consistently provide friendly and high-quality service to tourists. This approach will help foster positive impressions and increase tourists' intentions to revisit the park. By prioritizing excellent customer service, the park can enhance visitor satisfaction, which indirectly contributes to repeat visits and long-term tourism success.

Finally, future research should expand the focus to examine the factors influencing tourist revisit intentions across other tourist destinations in Labuan Bajo. This would provide a broader understanding of the key drivers of repeat visitation in the region and inform more targeted strategies for promoting tourism throughout Labuan Bajo.

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