



Factors that influence revisit intention based on tourist perceptions in Bali

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Received: 29 October 2024; Accepted: 09 November 2024

Abstract. The presence of smart tourism technology in Indonesia has brought forth numerous innovations in creating memorable vacation experiences, especially in the current era. Bali, being one of Indonesia's popular islands with a variety of attractions, has experienced the impact of smart tourism. This is evident in tourists booking flights online. This study aims to analyze the influence of perceived smart tourism technology (PSTT) on travel experience satisfaction, tourists' happiness, and revisit intention in Bali. The research is quantitative and involves four variables: perceived smart tourism technology, travel experience satisfaction, tourists' happiness, and revisit intention, with a total of 167 respondents who have vacationed in Bali within the past year. The data were processed using SEM with SPSS and SmartPLS. The research findings indicate that PSTT significantly and positively influences travel experience satisfaction. Travel experience satisfaction has a significant positive impact on tourists' happiness and revisit intention in Bali, while tourists' happiness also significantly and positively influences revisit intention.

Keywords: smart tourism technology, revisit intention, travel experience satisfaction, tourists' happiness

Introduction

Nowadays, more than 75% of the Indonesian population are internet users. The existence of this internet development presents a new innovation in the tourism industry, namely smart tourism technology. The presence of smart tourism technologies has provided many of the latest breakthroughs in creating memorable experiences for tourists. Therefore, digital travel and the use of ICT today have become commonplace in all tourist travel flows, especially in terms of information search and decision-making for a trip. (Pai et al., 2020). As a result of this development, many tourism businesses have begun to adopt various kinds of technology for the benefit of marketing tourist destinations that aim to increase the satisfaction of incoming tourists, especially after the COVID-19 pandemic.

The COVID-19 pandemic has hit the tourism industry and creative economy in Indonesia, especially in the famous tourism area, Bali Island. Bali is one of the most famous tourist island destinations in Indonesia among domestic and foreign tourists. In addition, Bali Island has a wide selection of tourist attractions and activities that can be visited, ranging from

extreme games to relaxing on the beach while enjoying the view. Based on the explanation above, this research will use Bali Island as a research object because the tourism potential on the island of Bali is very large and is famous almost all over the world, and there is support from the local government in the maintenance and development of existing attractions to attract more tourists both local and foreign.

The application of smart tourism in Bali can be felt where now very often found tourists who use technology while in Bali, starting from tourists booking flight tickets and accommodation online through online travel agent websites, or other trusted tourism websites (Putri, 2019). This is in line with the definition of smart tourism by Huang et al. (2017) which is all forms of tourism online applications and information sources such as online travel agents, personal blogs, public websites, company websites, social media, smartphone applications, and so on that help tourists on their journey.

Based on the gap discovery article, variable selection can be done with a minimum of two articles containing the same two variables and one of the articles must be significant. The writing of this article is based on research conducted by Pai et al. (2020) and Lee et al. (2018) where the gap lies in the effect of perceived smart tourism technology experience on travel experience satisfaction. Research by Pai et al. (2020) obtained supported results while research by Lee et al. (2018) obtained results that were not supported. Therefore, the research uses these two articles as a basis to prove again using different data processing methods and objects for the sake of research renewal.

The rapid development of information and communication technology (ICT) has transformed the traditional tourism industry into an era of smart tourism. Today, smart technologies are widely used in the tourism industry. These technologies enable innovative approaches by expanding the co-creation space of destinations to create memorable experiences for tourists. For travelers, the use of smart technology in journeys has become increasingly important. This trend has led many tourism-related businesses to adopt various smart technologies to promote and market their destinations. The development of smart tourism destinations has prompted governments and destination marketing organizations (DMOs) to conduct evaluations to establish policies related to smart cities. The primary goal of smart tourism is to create a comfortable and enjoyable travel experience for tourists.

The purpose of this research is to analyze the effect of perceived smart tourism technology experience on travel experience satisfaction, tourists' happiness, and revisit intention on the island of Bali, Indonesia. It is hoped that this research can also provide benefits in the form of evidence of the effect of smart tourism technology on tourist travel satisfaction so that it can be taken into consideration by tourism industry players in Bali and can be a consideration for literature for future researchers.

Perceived Smart Tourism Technology is a term where by using STT, tourists can share their experiences of tourism activities through various platforms in real time. (Buhalis & Amaranggana, 2015). Smart tourism technology has five attributes, namely informativeness, accessibility, interactivity, personalization, and security. Informativeness is a combination of accuracy, quality, and credibility of information obtained by tourists through STT while in tourist destinations. Accessibility means the ease of accessing information sources related to

travel and destinations using various forms of STT. Then according to No and Kim (2015) interactivity is an attribute, facilitator, or dimension that helps to establish mutual communication between tour providers and tourists, then personalization is a person's attention to the customization of a product or service. Finally, security is the security of personal information when using smart tourism technology and is the main attribute of perceived smart tourism technology (Huang et al., 2017).

Satisfaction is the process of evaluating consumers on a product or service obtained, where this satisfaction is always in comparison between consumer expectations and the reality of the product or service obtained by consumers (Andajani et al., 2017). In the context of traveling, tourists are able and have adequate media to create their own travel experiences. (Gretzel & Jamal, 2009). Therefore, travel experience satisfaction is a positive feeling that arises as a result of having an experience in a tourist destination, and is caused by two main dimensions, namely the expectations of tourists before going to a tourist destination and then comparing their expectations with the travel process and services obtained.

Tourists' happiness according to Liu (2013), many people have increased leisure time for vacation as a way to realize their individual views of happiness. Therefore, in this day and age, all tourism providers are starting to invest more in facilitating tourists' happiness and recognizing the different ways of obtaining happiness through tourism. (Reitsamer & Brunner-Sperdin, 2017). Revisit intention is the willingness and possibility for tourists to revisit the same tourist destination and provide recommendations and positive word-of-mouth actions related to the destination to others, this is quite crucial to show whether this tourist attraction is attractive or not according to tourists (Allameh et al., 2015; Chin et al., 2018).

In this study there are 4 hypotheses, which are as follows:

H1: Perceived smart tourism technology has a significant positive effect on travel experience satisfaction.

H2: Travel experience satisfaction has a significant positive effect on tourists' happiness.

H3: Travel experience satisfaction has a significant positive effect on revisit intention.

H4: Tourists' happiness has a significant positive effect on revisit intention.

Research Methodology

This type of research is quantitative research or scientific, traditional, or discovery methods (Ahyar et al., 2020). This research is also included in basic research, where basic research is a type of research used to test theories and hypotheses in a journal to develop science or discover new theories. This research also leads to the use of causal research, which is a research method that aims to determine the relationship between two or more variables (Sugiyono, 2013). The variables used in this study are perceived smart tourism technologies experience, travel experience satisfaction, tourists' happiness, and revisit intention using Structural Equation Modeling (SEM) analysis techniques.

This research uses primary data obtained from distributing questionnaires to sources and respondents online. This primary data will be obtained by making statements on the questionnaire based on the reference article. The questionnaire will be created using Google Form Online with a Likert scale from 1 (strongly disagree) to 7 (strongly agree).

This questionnaire is open to sources or respondents who have been to Bali and have used Smart Tourism Technology (tourism websites and mobile applications). In addition, respondents are at least 17 years old and are Indonesian citizens with a minimum education of high school/equivalent, and can use the traveling website or mobile application itself. This research uses a sampling technique, namely non-probability sampling. According to Hair et al. (2014) if the research construct variable is ≤ 5 , then the number of respondents required is at least 100 people. This study uses the IBM SPSS Statistic 27 and SmartPLS 4.0 applications to conduct SEM analysis. The validity and reliability test of 30 data using IBM SPSS Statistic 27. The validity test is said to be valid if it has a Pearson Correlation value of ≥ 0.5 , and can be declared significant with a result of 0.05 (*). As for the reliability test, it can be said to be reliable seen through Cronbach's (α) value of 0.70 or more.

After the validity and reliability tests have been carried out, PLS-SEM analysis will be carried out using SmartPLS 4.0 in two stages, namely the outer model and the inner model. The outer model consists of convergent validity in the form of loading factors and AVE, followed by discriminant validity in the form of Fornell Larcker criterion and cross-loading. Then for the inner model, there are R-square, path coefficient, and t-statistic / bootstrapping tests. Finally, hypothesis testing is carried out where the hypothesis results can be accepted if the results in the PLS-SEM analysis show a p-value ≤ 0.05 . Hypothesis results can be declared significant if the t-statistic ≥ 1.96 with the α value used at 5%.

Findings

Results

Based on the results of testing 30 data using IBM SPSS Statistic 27 for validity and reliability tests, it was found that all variables were valid because they obtained a Pearson correlation value ≥ 0.5 with a significance value $< 0.5\%$. In addition, based on these results, it has been obtained that all variables are reliable with Cronbach's alpha value above 0.7. Therefore, the analysis can continue using SEM with the SmartPLS 4.0 application.

Table 1. Factor Loadings

Indicator	Factor Loadings	Description
INF	0,888	Valid
ACC	0,869	Valid
INT	0,875	Valid
PER	0,908	Valid
SEC	0,703	Valid
TES1	0,761	Valid
TES2	0,795	Valid
TES3	0,885	Valid

TES4	0,876	Valid
TES5	0,874	Valid
TES6	0,883	Valid
TH1	0,875	Valid
TH2	0,912	Valid
TH3	0,884	Valid
TH4	0,889	Valid
RI1	0,888	Valid
RI2	0,862	Valid
RI3	0,886	Valid
RI4	0,832	Valid

In the table above, it can be seen that all the results of testing outer loading with SmartPLS 4.0 get a value above 0.7. Some even mention that a value of 0.5 or 0.6 can also be said to be valid (Chin W, 1998). Therefore, all indicators of each variable in this study can be said to be valid.

Table 2. AVE Results (Convergent Validity)

Variables	AVE	Description
Perceived Smart Tourism Technology	0,725	Valid
Travel Experience Satisfaction	0,717	Valid
Tourists' Happiness	0,792	Valid
Revisit Intention	0,752	Valid

The table above shows that the convergence validity results for the AVE value obtained are more than 0.5. The AVE value above can be said to be valid because it meets the criteria.

Table 3. Fornell Larcker Criterion Test Results (Discriminant Validity)

	PSITT	TES	TH	RI
PSITT	0,852			
TES	0,708	0,867		
TH	0,766	0,778	0,847	
RI	0,668	0,735	0,773	0,890

This Fornell Larcker Criterion test can be said to be qualified if the value of a variable has the largest value compared to other variables in its variable. Based on the table above, it can be seen that all variables have passed this test.

Table 4. Cross Loading Test Results (Discriminant Validity)

	PSIT	TES	TH	RI
INF	0,888	0,700	0,612	0,672
ACC	0,869	0,719	0,655	0,728
INT	0,875	0,606	0,546	0,542
PER	0,908	0,695	0,592	0,581
SEC	0,703	0,509	0,403	0,456
TES1	0,552	0,761	0,516	0,640
TES2	0,573	0,795	0,657	0,567
TES3	0,690	0,885	0,677	0,713
TES4	0,695	0,876	0,686	0,707
TES5	0,653	0,874	0,677	0,627
TES6	0,710	0,883	0,703	0,692
TH1	0,665	0,723	0,875	0,691
TH2	0,548	0,672	0,912	0,624
TH3	0,605	0,655	0,884	0,634
TH4	0,557	0,698	0,889	0,663
RI1	0,668	0,672	0,671	0,888
RI2	0,600	0,663	0,736	0,862
RI3	0,637	0,708	0,621	0,886
RI4	0,547	0,655	0,508	0,832

The table above shows the results of the Cross-Loading Test, where each variable has the largest indicator value in each measurement, including the variable itself and other variables. Therefore, it can be concluded that this test is valid and can be continued in the next test.

Table 5. Composite Reliability Test Results

Variables	Composite Reliability (rho_a)	Cronbach's Alpha	Description
PSIT	0,916	0,903	Reliable
TES	0,893	0,890	Reliable

TH	0,925	0,920	Reliable
RI	0,913	0,913	Reliable

The results of this composite reliability test all variables have a value above 0.6 and can be said to be reliable. Therefore, all variables can be said to be valid and reliable to proceed to the next testing stage.

Table 6. R-Square Test Results

Variables	R-square	Influence
Travel Experience Satisfaction	0,586	Moderate
Tourists' Happiness	0,598	Moderate
Revisit Intention	0,650	Moderate

The table above shows that the value of R-square on the travel experience satisfaction variable has a value of 0.586, which means that this construct variable can be explained by the tourists' happiness and revisit intention variables in the moderate category. Then the tourists' happiness variable has an R-square of 0.598 or 59.8%, and revisit intention has an R-square of 0.650 or 65% in the moderate category.

Table 7. Hypothesis Test Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Std. Deviation	T-Statistic	P-Value	Ket.
PSITT→TES	0,766	0,760	0,054	14,095	0,000	Supported
TES→TH	0,773	0,771	0,054	14,263	0,000	Supported
TES→RI	0,521	0,516	0,088	5,901	0,000	Supported
TH→RI	0,333	0,329	0,078	4,256	0,000	Supported

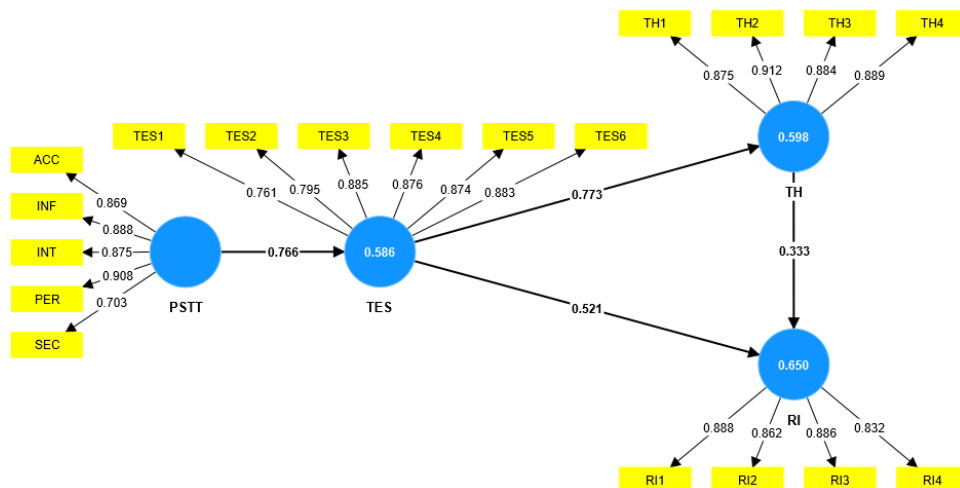


Figure 1. Research Results

The hypothesis test table above shows the results of hypothesis testing where the first hypothesis, namely PSTT affects TES, it gets a T-statistic value of 14.095 and a P-value of 0.000, so this first hypothesis is supported. Then for the second and third hypotheses, namely TES has an effect on TH has a T-statistic value of 14.263 and a P-value of 0.000 and TES has an effect on RI has a T-statistic of 5.901 and a P-value of 0.000, so the second and third hypotheses are supported. Finally, the fourth hypothesis, namely TH affects RI, has a T-statistic value of 4.256 and a P-value of 0.000, meaning that the fourth hypothesis is supported. Based on the data above, it can be concluded that all hypotheses are supported because all variables have a T-statistic greater than 1.96 and a P-value below 0.05.

Discussion

Based on the table above, it shows the results of testing 4 hypotheses where all hypotheses have been supported. For the first hypothesis, namely perceived smart tourism technology has a significant positive effect on travel experience satisfaction. The standardized estimate value obtained is 0.054 and has a T-statistic and P-value of 14.095 and 0.000. With these processed results, it can be stated that this first hypothesis is supported and in line with research by (Pai et al., 2020). This first hypothesis is supported, meaning that the better the experience of using smart tourism technology in Bali, the higher the traveler's satisfaction. This is because smart technology is able to provide a more comfortable, efficient, and interactive experience during the trip. The experience of tourists using smart technology while traveling includes: fast and accurate access to information, more efficient use of time, easier transportation choices, easy accessibility, as well as social interaction and sharing experiences with others.

Then for the second hypothesis, namely travel experience satisfaction has a significant positive effect on tourists' happiness with the value obtained, namely for the standardized

estimate of 0.054, then the T-statistic of 14.263 and a P-value of 0.000. Based on these figures, the second hypothesis can be stated as supported, which is in line with the research of (Lee et al., 2018). The acceptance of this second hypothesis means that the more tourists are satisfied with their vacation trip in Bali, the higher the happiness they feel. Tourist satisfaction in using smart technology can influence their happiness. Positive experiences while traveling with the use of smart technology can enhance overall feelings of happiness and satisfaction. This is because tourists feel relaxed, comfortable, and find it easy to use, while still being able to engage in social interactions during their trip.

Furthermore, the third hypothesis is that travel experience satisfaction has a significant positive effect on revisit intention. Based on the processing, a standardized estimate of 0.088 is obtained, then the T-statistic is 5.901 and the P-value is 0.000. With this, it is evident that the third hypothesis is supported and is in line with previous research by Pai et al. The acceptance of this third hypothesis indicates that the more tourists are satisfied with their vacation trip, the higher the intention to visit Bali again.

Finally, for the fourth hypothesis, tourists' happiness has a positive effect on revisit intention, with the acquisition of a standardized estimate value of 0.078, then a T-statistic of 4.256, and a P-value of 0.000. With this, the fourth hypothesis can be stated as supported and in line with previous research by (Pai et al., 2020). This last hypothesis indicates that the higher the happiness of tourists while in Bali, the higher the desire of tourists to visit Bali again.

Overall, the satisfaction and happiness derived from using smart technology during a trip enhance the positive experiences of tourists. When tourists feel that smart technology is very helpful during their travels, they can enjoy their trip calmly and comfortably, leading to feelings of satisfaction and happiness. This encourages them to return to the destination.

Conclusions

Based on the results of research data processing and statistical data testing discussed in the previous chapter with SmartPLS 4.0, the research obtained test results, namely all supported hypotheses. The results of research that have been conducted in the previous chapter show that perceived smart tourism technology has a significant positive effect on travel experience satisfaction on the island of Bali. This shows that all dimensions in the smart tourism technology variable are one of the factors that can increase tourist satisfaction while on vacation.

This second hypothesis shows that the satisfaction of the tourist experience while on vacation in Bali plays an important role in tourist happiness. It can be said that it can increase overall tourist happiness while in Bali. This third hypothesis shows that the satisfaction of tourists' experience while on vacation in Bali affects tourists' intention to return to the island of Bali. The fourth hypothesis shows that tourists' happiness while on vacation in Bali affects tourists' intention to revisit Bali Island. This shows that it can increase tourists' intention to visit Bali again.

This study has several limitations that can affect the results of the study, such as only focusing on tourists who have visited or vacationed on the island of Bali, for further research

it may be possible to continue with other objects such as Lombok Island tourists, or other tourist islands in Indonesia. This study only focuses on the travel experience satisfaction variable or tourist experience satisfaction while on vacation, maybe in the future other variables can be added such as service experience satisfaction or service experience satisfaction while on vacation, as researched by Lee et al., (2018).

As for some recommendations that can be conveyed, namely for the local government of Bali, the Balinese government must continue to develop existing technology, such as improving and continuing to develop their integrated applications and also their digital maps so that they are increasingly recognized and used by foreign and local tourists on vacation in Bali and can make it easier for all tourists to obtain information or share information with other tourists. If all of that can be further developed and considered by the local government, then it is expected that tourist satisfaction will also increase and will continue to visit the island of Bali again. Then for tourism industry business actors, to keep updated on technology, such as adding payment options using QRIS or e-money, starting branding on social media such as Instagram, Facebook, and so on that are trusted and widely used by potential tourists. In addition, they can also register their business address on Google Maps so that tourists can navigate easily to tourist sites.

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