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VILLAGE-BASED TOURISM PERFORMANCE: TOURIST SATISFACTION AND REVISIT INTENTION

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Abstract
Introduction. Tourist satisfaction and revisit intention have been used to measure tourism performance by the government agency. These two variables were investigated by previous studies but failed to focus on village-based tourism destinations, which are popular in Indonesia. Therefore, this study investigates the effect of cognitive destination image on tourist satisfaction and revisit intention. ***Material and methods.*** It also determines the role of tourist satisfaction as a mediating variable between cognitive destination image and revisit intention using 124 respondents. Cognitive destination image is divided into attractive condition, essential condition, appealing activity, and natural environment. Furthermore, this study employs the structural equation model (SEM) using smart-pls to analyze data. ***Results.*** The result shows that attractive and essential conditions are related to tourist satisfaction, while appealing activity and essential conditions influence the intention to revisit. ***Conclusions.*** Tourist satisfaction associates with the intention to revisit and attractive conditions. However, the function of the tourism satisfaction as a mediating variable between destination image and intention to revisit is partially revealed.

Key words: cognitive destination image, tourist satisfaction, revisit intention, village-based tourism, Indonesia

Introduction

Village-based tourism has recently attracted the attention of practitioners and academics. International tourism is considered a popular tourist attraction [1]. In addition, research argues that economic development in more inferior regions is often supported by village-based tourism [2]. However, research on village-based tourism is scarce, and it is specialized in other areas, such as ancient village-based tourism [3, 4, 5]. Other experts also classified it as a subset of culture tourism [1]; therefore, visitors have a chance to participate in and experience the local community's routine activities, customs, and traditions. The number of visitors frequently measures the outcome of village-based tourism. Tourist behavior is a predictor of the number and frequency of visits. According to the theory of planned behavior [6], individual behavior is influenced by intention to behave, determined by belief, attitude, and perceived behavior control.

Previous studies have been conducted to investigate behavioral intention, divided into visit [7, 8, 9, 10], and revisit intention [11, 12, 13, 14, 15, 16, 17, 18, 19]. Meanwhile, there is no study investigating the visit or revisit intention in the context of village-based tourism. Previous research focused on the cognitive destination image but not divided into four dimensions (appealing activity, attractive condition, essential condition, and natural environment). In contrast, [19] did not examine the role of satisfaction as a mediating variable between cognitive destination image and intention to revisit. This is because limited studies used an extended theory of plan behavior (TPB) consisting of the studied construct (cognitive destination image, satisfaction, and intention to revisit) in tourism. By expanding TPB in the context of village-based tourism, the present study intends to build a framework that explains visitors' desire to return. It consists of five sessions: research background, theory and hypothesis development, research method, result and discussion, and conclusion and recommendation.

Theory and Hypothesis

Revisit intention

Academics and practitioners have paid attention to revisiting intention [16], defined as customers' intention to repeat purchases and behavior that produces a willingness to suggest a specific product/service to others [20]. In addition, it was defined by [21] as a deeply held commitment to rebuy or revisit a favorite place, product, or service consistently in the future, even though situational influences and marketing efforts can cause switching behaviors. The notion encapsulates the consumer's behavior resulting from post-sale assessment and its impact on the company [13]. Revisit intention indicates customer satisfaction and a sign of brand loyalty [16]. Tourism performance relies not only on visits by new potential customers but also on those who periodically revisit. The tourist repeated visits reduce marketing and promotion costs [22]. Therefore, reducing marketing and promotion costs by creating a positive tourist attitude leads to gaining a competitive cost advantage as the key to successful destination marketing [23]. In addition, tourism decision-making is influenced by attitude (physiology factor), subjective norm (social factor), and perceived behavior control [24]. The theory of planned behavior [25] has been extensively employed in revisit intention studies to analyze the perception of tourism toward a destination [23].

Cognitive destination image

Destination image has long received wide attention in understanding its formation, antecedents, and consequences [26].

It is viewed as a set of beliefs, ideas, and impressions of attributes and activities available at a destination [27]. In addition, it is defined as an attitudinal or mental construct representing a sum of ideas, beliefs, or impressions that a tourist holds of a destination [28]. The destination image literature is divided into cognitive and affective images [26]. Cognitive image refers to belief and knowledge about a tourist destination's attributes. In contrast, affective image relates to emotion or feelings attached to the destination [26]. The attribute of cognitive destination image attracts tourists, such as attraction to be seen, the environment to be perceived, and the experience to remember [29]. It is divided into four sub-concepts [19]: attractive condition, essential condition, appealing activity, and natural environment. The attractive condition involves (i) quality of infrastructure, (ii) hygiene and cleanliness, (iii) political stability, (iv) reputation of destination, (v) pollution, and (vi) sustainability and environmental protection. Meanwhile, essential conditions consist of (i) availability of hotel/camping, (ii) avoidance of daily routine, (iii) safe place, (iv) accessible, (v) family-oriented destinations, (vi) value of money, and (vii) customer care. Appealing activity is divided into (i) shopping opportunities, (ii) cultural attractions, historical monuments, and relevant events, (iii) opportunities for biking/fishing/hunting/climbing, and (iv) pleasant opportunities for wine tourism. Finally, the natural environment has attributes such as a good climate, great beach, and beautiful landscape. The effect of destination image on revisit intention and the relationship with satisfaction has been investigated by several studies [9, 22, 26, 29, 30]. Furthermore, the role of tourism satisfaction as a mediating variable between destination image and revisit intention has been previously analyzed [9, 22, 23, 29, 30, 31]. The following hypothesis and theories were developed based on the previous studies.

H1: Destination image is positively related to tourism satisfaction
H2: Destination image is positively associated with revisit intention

Tourism satisfaction

Tourist satisfaction is the difference between the pre- and post-value perception of a product/service in the marketing literature [32]. Meanwhile, customer satisfaction arises from contentment or discontentment with a product/service [33]. Satisfaction has been recognized as an emotional response to experiences [18] adopted by [21]. Satisfied consumers recommend a good service to three others, but an unhappy customer disparages a product or service to eleven others [27]. In addition, customer responses are divided into cognitive and affective responses [33]. These reactions contribute to customers' evaluation of a product and service [34]. In the context of tourism, satisfaction is an essential and direct antecedent of revisit intention [13]. Tourist expectations regarding destination significantly affect the individuals' satisfaction or dissatisfaction with the particular destination [35]. Tourists may intend to revisit the destination when their level of satisfaction rises [18]. Therefore, tourist satisfaction directly influences the intention to revisit. The direct relationship with revisit intention has been documented by previous studies [11, 13, 16, 18, 22, 23]. Furthermore, tourist satisfaction is a mediating function between independent variables and revisit intention [22, 36, 37]. The following hypothesis was developed from the obtained results.

H3: Tourism satisfaction is significantly associated with revisit intention
H4: Tourism satisfaction mediates the relationship between destination image and revisit intention

Material and methods

The research object is a tourist visiting a tourism destination in Pariaman city. The sampling approach is convenient sampling because the population is unknown. This study utilized the primary data, which are collected through a survey. There are three types of latent variables: dependent, independent, and mediating variables. Cognitive destination image is an independent variable divided into appealing activity (five items), attractive condition (six items), essential condition (seven items), and natural environment (three items). All latent independent variables are produced by [19] using the confirmatory factor analysis. Latent dependent (three items) and mediating variables (three items) have been used by many studies [9, 19, 30, 31]. The Indonesian language for Indonesian respondents was used in this study. The questionnaire was adapted from previous studies (in English) and was translated by two translators. A third translator reconstructed the first translation. Then, a synthesized version was translated back by the fourth translator. Finally, the Indonesian translated questionnaire was validated by an expert in the field. However, a structural model equation (SEM) was employed to analyse the data. The smart-pls was applied with measurement model assessment (MMA) and structural model assessment (SMA) [38]. In MMA, convergent and discriminant validity was accessed. Outer loading, Cronbach alpha, composite reliability, and average variance extracted (AVE) were evaluated for convergent validity [39]. In addition, the Fornell-Lacker criterion [40] and cross-loading assessed the discriminant validity of the construct. Furthermore, SMA was evaluated using Q square (predictive relevant) and R square (predictive power). The hypotheses were answered using the p-value and original sample [38].

Results

The ultimate sample size was 124 participants, and it was sufficient in terms of the number of items (27 items) and variables (6 variables) [41]. In addition, a sample size of at least 100 is sufficient for SEM analysis [42, 43]. Table 1 below summarizes the respondents' demographic characteristics. The majority of the respondents were between the ages of 12 and 29 (60.16%). Also, most of the respondents were female (60.98%). In terms of education, most respondents graduated from senior high school (39.02%) and had a bachelor's degree (39.02%). As for income, they were mostly categorized as low income (54.47%) and from a place outside Pariaman city, but still from West Sumatra (63.41%). The village-based tourism destination visited was Kelurahan Pasir (57.72%) and the demographic data can be found in table 1.

This study employed the structural equation model (SEM) using the smart-pls. Two assessments were conducted to assess the measurement and structural models [38]. First, an evaluation of the measurement model involved convergent and discriminant validity. Table 2 provides the result of convergent validity. The statistical property is outer loading, composite reliability, Cronbach alpha, and average variance extracted. As shown in table 2, all items used outer loading above 0.70 to achieve the minimum outer loading value suggested by [44]. The second property (Cronbach alpha) also indicated a satisfied value (> 0.70) compared to the determined value required [45]. Furthermore, the third property (composite reliability) had the value for all constructs greater than 0.70 [45]. Therefore, it supports the conclusion that the model reached convergent validity.

Table 1. Demographic data

Demography	Category	Number	Percent
Age	17 to 29	74.00	60.16
	30 to 39	15.00	12.20
	40 to 49	20.00	16.26
	50 to 59	13.00	10.48
	> 59	1.00	0.81
Sex	Male	48.00	38.21
	Female	75.00	60.98
Education	Senior high school	48.00	39.02
	Diploma	5.00	4.07
	Bachelor	48.00	39.02
	Postgraduate	18.00	14.63
	Other	4.00	3.22
Income	< Rp. 3 million	67.00	54.47
	Rp. 3 million - Rp. 5.9 million	37.00	29.84
	Rp. 6 million - Rp. 9 million	17.00	13.71
	> Rp. 9 million	3.00	2.44
Place of origin	From that village	11.00	8.94
	From another village in Pariaman city	20.00	16.26
	Another place, but still West Sumatra province	78.00	63.41
	From outside West Sumatra province	11.00	8.94
	Others	3.00	2.44
Tourism destination being visited	Kel. Pasir	71.00	57.72
	Kel. Karan aur	6.00	4.88
	Desa taluak	11.00	8.94
	Desa pauh	14.00	11.38
	Desa apar	3.00	2.44
	Desa mangguang	3.00	2.44
	Desa tungkal selatan	3.00	2.44
	Others	12.00	9.76

Notes: coima – cognitive image-attractive condition, coimap – cognitive image-appealing activity, coime – cognitive image-essential condition, coimna – cognitive image--natural environment, intovis – intention to revisit, toas – tourism satisfaction.

Finally, constructs' average variance extracted denoted the value higher than 0.50 as recommended [46].

The next step evaluated discriminant validity, which denoted the uniqueness of a construct [47]. Two qualities of Cross-loading and the Fornell-Lacker criteria were used [38]. This criterion resulted from calculating the square root of a construct's AVE. Then, the value was compared to the correlation between one construct and another. For example, construct COIMAP (appealing activity) had its square root of AVE 0.806 (bold). This value was greater than the correlation of COIMAP with another construct (COIMA = 0.725, COIME = 0.736, INTOVIS = 0.724, COIMNA = 0.704, and TOAS = 0.694). Therefore, all constructs reached the requirement and concluded that discriminant validity was satisfied using the Fornell-Lacker criterion [40].

Table 2. Convergent validity

Construct	Items	Outer loading	CA	CR	AVE
attractive condition	coima1	0.767	0.885	0.916	0.686
	coima2	0.830			
	coima3	0.878			
	coima4	0.812			
	coima5	0.852			
appealing activity	coimap1	0.812	0.866	0.903	0.650
	coimap2	0.755			
	coimap3	0.813			
	coimap4	0.780			
	coimap5	0.867			
essential condition	coime2	0.710	0.864	0.903	0.651
	coime3	0.869			
	coime4	0.792			
	coime5	0.856			
	coime6	0.798			
natural environment	coimna1	0.827	0.850	0.909	0.770
	coimna2	0.890			
	coimna3	0.914			
intention to revisit	intovis1	0.947	0.881	0.927	0.810
	intovis2	0.895			
	intovis3	0.854			
tourism satisfaction	toas1	0.911	0.901	0.938	0.835
	toas2	0.903			
	toas3	0.928			

Notes: coima – cognitive image-attractive condition, coimap – cognitive image-appealing activity, coime – cognitive image-essential condition, coimna – cognitive image--natural environment, intovis – intention to revisit, toas – tourism satisfaction.

Table 3. Fornell-Lacker criterion

construct	COIMAP	COIMA	COIME	INTOVIS	COIMNA	TOAS
COIMAP	**0.806**					
COIMA	0.725	**0.829**				
COIME	0.736	0.773	**0.807**			
INTOVIS	0.724	0.716	0.766	**0.900**		
COIMNA	0.704	0.734	0.777	0.627	**0.878**	
TOAS	0.694	0.773	0.769	0.870	0.710	**0.914**

Notes: coima – cognitive image-attractive condition, coimap – cognitive image-appealing activity, coime – cognitive image-essential condition, coimna – cognitive image--natural environment, intovis – intention to revisit, toas – tourism satisfaction.

The second discriminant validity test is cross-loading, which ensures that items are loaded into its construct. As shown in table 4, items of appealing activity (coimap 1 to coimap 5) were packed into its construct (COIMAP) with loading higher (bold) than another construct loading. In addition, other constructs, such as COIMA, COIME, INTOVIS, COIMNA, and TOAS, were also loaded. Based on this output, an agreement to support discriminant validity was concluded [48]. Figure 1 exhibits the measurement model for this study.

Table 4. Direct effect

construct	COIMAP	COIMA	COIME	INTOVIS	COIMNA	TOAS
coima1	0.558	**0.767**	0.577	0.506	0.527	0.558
coima2	0.572	**0.830**	0.543	0.550	0.542	0.615
coima3	0.610	**0.878**	0.766	0.631	0.763	0.738
coima4	0.636	**0.812**	0.610	0.629	0.608	0.619
coima5	0.625	**0.852**	0.684	0.635	0.579	0.656
coimap1	**0.812**	0.618	0.644	0.549	0.657	0.570
coimap2	**0.755**	0.587	0.509	0.445	0.565	0.455
coimap3	**0.813**	0.569	0.549	0.629	0.463	0.571
coimap4	**0.780**	0.486	0.588	0.569	0.481	0.536
coimap5	**0.867**	0.663	0.665	0.689	0.673	0.642
coime2	0.549	0.516	**0.710**	0.556	0.475	0.557
coime3	0.648	0.762	**0.869**	0.658	0.721	0.697
coime4	0.482	0.575	**0.792**	0.645	0.560	0.614
coime5	0.677	0.618	**0.856**	0.636	0.687	0.655
coime6	0.611	0.632	**0.798**	0.587	0.676	0.566
coimna1	0.716	0.654	0.672	0.605	**0.827**	0.631
coimna2	0.550	0.612	0.682	0.523	**0.890**	0.601
coimna3	0.576	0.661	0.688	0.515	**0.914**	0.632
intovis1	0.670	0.642	0.744	**0.947**	0.575	0.793
intovis2	0.644	0.686	0.687	**0.895**	0.630	0.837
intovis3	0.640	0.601	0.632	**0.854**	0.483	0.714
toas1	0.632	0.733	0.722	0.810	0.657	**0.911**
toas2	0.645	0.682	0.694	0.800	0.603	**0.903**
toas3	0.626	0.703	0.691	0.775	0.686	**0.928**

Notes: coima – cognitive image-attractive condition, coimap – cognitive image-appealing activity, coime – cognitive image-essential condition, coimna – cognitive image--natural environment, intovis – intention to revisit, toas – tourism satisfaction.

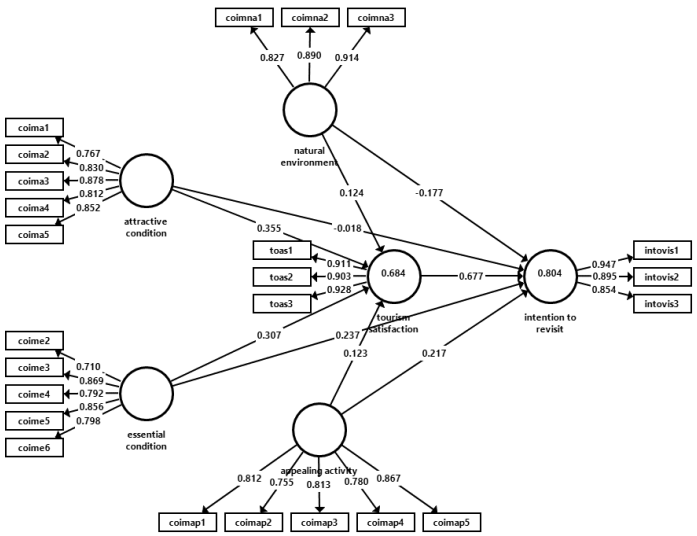

Figure 1. Measurement model

Table 5. Predictive power

Latent dependent variable	R Square	R Square Adjusted	Conclusion
intention to revisit	0.804	0.795	Strong
tourism satisfaction	0.684	0.674	Strong

Table 6. Predictive relevance

Latent dependent variable	SSO	SSE	Q^2 (=1-SSE/SSO)
intention to revisit	372.000	139.420	0.625
tourism satisfaction	372.000	164.363	0.558

The second assessment of smart-pls is a structural model assessment to investigate the relationship between latent variables. In addition, the predictive power and predictive capability before running the bootstrapping were checked. As shown in table 5, the prediction power was 0.804 for intention to revisit and 0.684 for tourist satisfaction. Therefore, these values were categorized as substantial predictive power [49].

The model's predictive relevance results from Blindfolding in smart-pls [47]. It is a criterion to evaluate how well the model estimates the omitted data. The value of Q square above zero indicates that the model has predictive relevance. As shown in table 6, the Q square for the first latent dependent variable (intention to revisit) was 0.625. Therefore, the model had large predictive relevance. The second latent dependent variable also had predictive relevance, which was categorized as large predictive relevance (> 0.35), and the model had a good predictive capability [46].

The outcome of bootstrapping is displayed in table 7 below. The effect of appealing activity on intention to revisit was significant at 0.01. Based on the original sample value, a positive relationship between appealing activity and intention to revisit was concluded. However, the influence of appealing activity on tourist satisfaction was not revealed since there was no association in village-based tourism. The second latent independent variable is an attractive condition. Furthermore, the result indicated no significant effect of attractive condition and revisit intention due to its p-value above 0.05, contrary to prior findings. The attractive condition significantly influenced tourist satisfaction (α = 5%). The direction of the relationship was positive, which means that a better attractive condition brings higher tourist satisfaction. The third latent independent variable is the essential condition. Table 7 shows that the p-value for the relationship between essential conditions and intention to revisit was below 5%. Thus, it means that essential condition is significantly related to intention to revisit. In addition, the necessary condition also had a significant effect on tourism satisfaction. Therefore, a positive relationship exists between them. The fourth latent independent variable is a natural environment. Its relationship with intention to revisit and tourism satisfaction was not significant at 5%.

This study also investigated the role of tourist satisfaction mediating the relationship between (i) appealing activity and intention to revisit, (ii) attractive condition and intention to revisit, (iii) essential condition and intention to revisit, and (iv) natural environment and intention to revisit. The mediation role was analyzed by comparing the p-value of indirect effect and direct effect and their directions [50]. As indicated by table 8, tourist satisfaction has a significant role in mediating the relationship between attractive conditions and intention to

Table 7. Direct effect

Relationship	Original sample	t statistics	p values	Conclusion
appealing activity → intention to revisit	0.217	2.703	0.007	supported
appealing activity → tourism satisfaction	0.123	1.321	0.187	not supported
attractive condition → intention to revisit	-0.018	0.193	0.847	not supported
attractive condition → tourism satisfaction	0.355	2.952	0.003	supported
essential condition → intention to revisit	0.237	2.836	0.005	supported
essential condition → tourism satisfaction	0.307	2.244	0.025	supported
natural environment → intention to revisit	-0.177	1.903	0.058	not supported
natural environment → tourism satisfaction	0.124	1.008	0.314	not supported
tourism satisfaction → intention to revisit	0.677	8.110	0.000	supported

Table 8. Indirect effect

Relationship	p value		Direction	Conclusion
	Indirect effect	Direct effect		
attractive condition → tourism satisfaction → intention to revisit	0.006	0.847	-	indirect-only mediation
essential condition → tourism satisfaction → intention to revisit	0.022	0.005	same	complementary mediation
natural environment → tourism satisfaction → intention to revisit	0.303	0.058	-	no-effect non-mediation
appealing activity → tourism satisfaction → intention to revisit	0.201	0.187	-	no-effect non-mediation

revisit. The type of mediation is indirect-only mediation [50]. In addition, it also plays a mediating role in the relationship between essential conditions and intention to revisit. However, the type of mediation is complementary mediation [50]. The structural model is exhibited in figure 2.

Discussion

The present study was an empirical examination of cognitive image effectiveness in village-based tourism. It adopted the integrated model that combines the expectation disconfirmation model and the theory of planned behavior. The first hypothesis was partially accepted, and the significant variables were attraction and essential conditions. The direction of this relationship was positive; therefore, the better the cognitive image in terms of attractive and essential conditions, the higher the tourism satisfaction. Tourism satisfaction can be achieved by increasing sustainability and environmental protection, quality of village-based destination infrastructure, village-based tourism destination cleanliness and hygiene, political stability of village-based tourism destination, and reputation. In addition, tourism satisfaction is also boosted by the availability of hotel/ camping areas, the destination, family-oriented destination, destination security, and higher customer care. These findings are consistent with previous studies [10, 22, 23, 29, 30, 31].

The second hypothesis examined the relationship between destination image and intention to revisit. The result shows that only appealing activity and essential conditions variables significantly affected the intention to revisit. In addition, the better the appealing activity and essential condition, the higher the intention to revisit the destination. Therefore, appealing activity and essential conditions should concern village tourism stakeholders. In terms of appealing activity, they can build various shopping opportunities, cultural attractions, relevant events in the village, climbing/hunting/fishing/ biking, and opportunities for garden tourism. These findings are supported by previous studies [10, 22, 26, 29, 30].

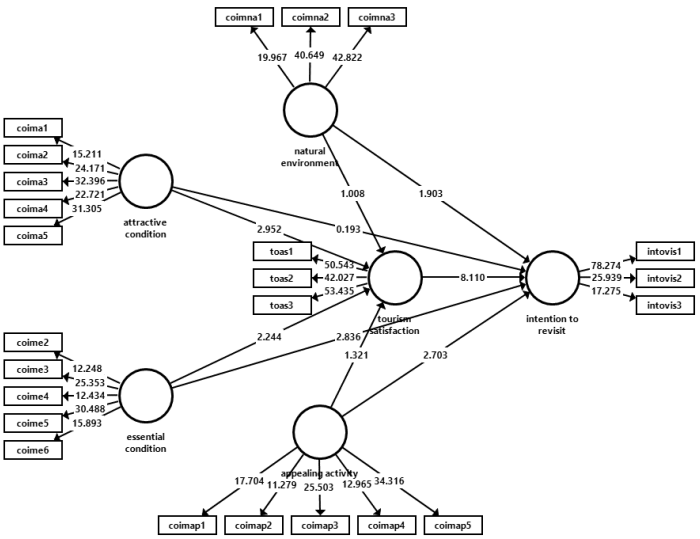

Figure 2. Structural model

The third hypothesis was also supported due to its p-value below 0.05. It means that satisfied tourists will impact high intention to revisit that destination. Therefore, an intention to revisit a village-based tourism destination can be developed above the tourism expectation in line with previous studies [13, 14, 15, 16, 22, 23]. The fourth hypothesis was also partially supported. Tourism satisfaction fully mediated the relationship between attractive conditions and intention to revisit. It also mediated the relationship between essential conditions and intention to revisit complementarily. An attraction condition influences the intention to revisit a village-based tourism destination through satisfaction. However, an essential condition of a destination may directly or indirectly influence an intention to revisit the destination; therefore, previous studies also support this result [10, 22, 23, 29, 30, 31].

Conclusion and recommendation

The performance of a tourism destination can be measured by tourist satisfaction and revisit intention. However, previous studies have paid less attention to village-based tourism performance. The current study investigated the relationship between cognitive destination image and tourist satisfaction. In addition, it also determined the effect of cognitive destination image on intention to revisit. The association of tourist satisfaction to revisit intention was also investigated. The role of tourism satisfaction in mediating relationship cognitive image and an intention to revisit was analysed as well. It can be concluded that the cognitive destination image of the attractive and essential condition is partially related to tourist satisfaction. The cognitive destination image of appealing activity and essential condition also positively influences the intention to revisit. Therefore, tourist satisfaction has a positive relationship with the intention to revisit and has fully mediated the relationship between attractive conditions and intention to revisit. However, the role of tourist satisfaction as a mediating variable between destination image and intention to revisit is partially a complimentary mediation. This finding has a theoretical and practical contribution. Theoretically, it partially contributes to the theory of plan behavior (TPB). Practically, the tourism agency and stakeholders can utilize this finding to increase tourist satisfaction and boost the intention to revisit. A destination's attractiveness should be enhanced by high-quality infrastructure, sanitation and cleanliness, a positive reputation, and an unpolluted natural environment to maximize tourist satisfaction.

Additionally, tourist satisfaction may help to improve essential factors such as accommodation availability, a safe travel environment, a family-friendly location, excellent customer service, and good value for money. An effort can also be made to increase the appealing activity by increasing various shopping activities, the attraction of interesting culture, historical monuments or relevant events, availability of biking, fishing, hunting and climbing activities, and garden tourism. The limitations include collecting data during the covid-19 pandemic and the number of respondents. The variable involved is the cognitive destination image. Furthermore, the study does not include culture, place of origin, language, and geographical distances in the research model. Therefore, a future investigation should analyze tourism performance during the normal situation. Further work also needs to consider expanding the number of respondents and the country of origin. Additional factors such as effective destination image, culture, place of origin, language, and geographical distances should determine tourist satisfaction and intention to revisit.

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