
An Analysis of Theory of Planned Behavior (TPB) on Revisit Intention : Mediating Effect of Attitude to Visit

Yudi Haliman ¹, Petrus Sentoso Tan ²

Abstract:

This study investigates the influence of intention to revisit homestays in Indonesia as a mediator of the interaction between e-service quality, destination image, subjective norms, and intention to revisit. This study uses a cross-sectional approach and quantitative methods. This study collected primary data to be analysed by scanning the barcode provided on the homestay website. To examine the influence of revisit attitude on the relationship between e-service quality, destination image, and subjective norms on revisit intention, 369 foreign and domestic visitors to homestays in Indonesia were recruited as participants. The study found that neither service quality nor destination image significantly influenced attitude. However, subjective standards had a significant influence on attitude. The study revealed that destination image and subjective norms have a favourable and statistically significant influence on intention to visit. In addition, the results of this study indicate that revisit attitude partially mediates the relationship between subjective norms and revisit intention.

Keywords: *Attitude to Visit; Destination Image; E-Service Quality; Revisit Intention; Subjective Norms*

1. Introduction

The fast transformation of the Asia-Pacific region's tourism industry has contributed significantly to local economic development and elevated the region to the status of the second most popular tourist destination in the world (Liu & Lee, 2016). According to a study (Merli et al., 2019), there is a correlation between national GDP and tourism. Tourism contributed 4.8% of Indonesia's GDP in 2019, 4.05 % in 2020, and 4.2% in 2021. The government has allocated approximately IDR 200 billion to enhance public facilities by 2022 in anticipation of increased national tourism (Statistical Bureau of Indonesia, 2022). Consequently, the performance of homestays is essential for attracting visitors to return to a destination. The efficacy of homestays can be enhanced by assuring superior service (Damanik & Yusuf, 2022). Praveen & Kumara (2020) observed that the e-service quality of hospitality services is the most

¹Business Digital Program, Institut Teknologi dan Bisnis Sabda Setia Pontianak, Kalimantan Barat, Indonesia.
yudi.haliman@itbss.ac.id

²Business Digital Program, Institut Teknologi dan Bisnis Sabda Setia Pontianak, Kalimantan Barat, Indonesia.
yudi.haliman@itbss.ac.id

crucial success metric, particularly during the Covid-19 epidemic (Manzoor et al., 2019).

E-quality of service facilitates consumer use and is supported by the expansion of pertinent Internet technologies. E-quality of service facilitates visitors' ability to rebook accommodations. In light of this fundamental trend, tourism-related research increasingly focuses on the demand for and evaluation of hospitality e-service quality (Manzoor et al., 2019).

The impact of electronic service quality has been examined across diverse market environments, encompassing the domain of internet-based retail in Malaysia (San et al., 2018); online banking services in Saudi Arabia (Almoitairi et al., 2013); internet banking in India (Firdous & Farooqi, 2017); and online reservations in Nigeria (Ekeke & Isaac, 2022). In addition, empirical evidence investigates the influence of visitors' attitudes on their intention to return (Zhang & Wang, 2019; Lai et al., 2020; Song et al., 2021). However, no research has been conducted on the relationship between the quality of e-services and perceptions of homestays in Indonesia. This study aims to fill this lacuna in the literature by examining the moderating effect of visitors' propensity to return.

This study applies theory planned behaviour (TPB) was proposed by (Ajzen, 1991) to predict attitude to behavioural intention to pick a homestay. According to TPB, subjective norms impact return intention by receiving social pressure that drives visitors to conduct a specific activity (Zhang et al., 2018). Further, (Kanwel et al., 2019) mentioned that attitude of tourists become vital means to achieve revisit intention which gain the tourism sustainability. Therefore, this study intends to evaluate the mediating function of attitude to visit on the association e-service quality (e-SERVQUAL), destination image, subjective norm on revisit intention in homestays. This study will broaden the usage of attitude to visit to tourism research literature by giving theoretical and practical contributions.

2. Methodology

Research design

This study utilised cross-sectional survey-based data to investigate the determinants and the return intention of homestay in this study. PLS-SEM is used to estimate more complicated outcomes of relationship between antecedences and consequence in this study as well as mediating effect (Hair et al., 2014). Convenience method sampling was employed to acquire the data with a few qualifying questions to accept from acceptable sample. Convenience sampling is a non-probability sampling method that draws from the most accessible population (Hair et al., 2014). Data collection was given using QR code in homestay website from January 2022 to July 2022. The sample size was estimated using G-power 3.1 program with a power of 0.95 and an effect size of 0.15 using five constructions. The minimal sample size required for analysis with sufficient power is 170 (Faul et al., 2007). As a consequence, 369

legitimate responses will be evaluated in this study. A five-point Likert scale (1–5, from “strongly disagree” to “strongly agree”) was used to examine the attitude and perception among variable in this study.

Measurement

The expert provided the interrogator with a Bahasa translation of the question. The term E-SERVQUAL is commonly used to refer to a customer's experiences and interactions with a website. This inquiry pertains to the efficiency and effectiveness with which the system enables the browsing, ordering, and delivery (Parasuraman et al., 2005). items were adopted from (Parasuraman et al., 1988) to measure e-SERVQUAL. Jalilvand & Samiei, (2012) define destination image as a person's comprehensive perception of a location or the aggregate of all their impressions of that location. Eight items from Stylos et al. (2016) were used to evaluate the destination's image. According to Abbasi et al. (2021), subjective norm defines how an individual perceives social pressure from influential others to engage in or abstain from a behaviour. Four items from Abbasi et al. (2021) were adopted to measure subjective norm. A person's attitude to revisit is a function of their salient beliefs and may be influenced by observation, inference from secondary data, or both (Abbasi et al., 2021). Adopted from Huang & Van Der Veen (2019), six items were used to measure attitude towards revisiting. Five items adopted from Abbasi et al. (2021) were used to measure revisit intent.

Common Method Bias

The participants will be duly informed that their responses will be subject to anonymous scrutiny, and that there exists no definitive or incorrect answers, with the objective of mitigating the occurrence of common method variance (CMB) (Podsakoff et al., 2012). This study employs the Harman's one factor test to see the value of CMB, in which one component will still be derived from all constructions that explain less than 50% of the variation. The overall technique bias in this study is 43.885% of the variance, which is less than 50%. In addition, Kock (2015) asserts that a model that is free from generic methods exists if the VIF value resulting from complete collinearity testing is equal to or less than 5. In this study, no general method bias was found because the VIF value of e-service quality (1,247), destination image (1,061), subjective norms (1,469), attitude to visit (1,277), revisit intention (1,756), all structural components of this model testing have a value lower than 3, indicating that there is no CMB in this study.

Data analysis method

This study employs a partial least squares structural equation model (PLS-SEM) to estimate a complicated causal link model with latent variables (Cepeda-Carrión et al., 2022). The analytical tool employed is Smart-PLS 3.0, which examines the correctness of the prediction model that characterizes the revisit intention. The PLS-

SEM technique is eligible for application as the sample is greater than 100, namely 854 respondents.

3. Empirical Findings/Result

Demographic Characteristics

Table 1 revealed that male visitor was dominant (63.7%) than female (36.3) in this investigation. Most of this survey's respondents were domestic guests (71.5%) and 28.5% were foreigners. 34.7 of the visitors worked as service worker, 33.9% were entrepreneurial, 12.2% were jobless, 10% were in education sector and 9.2% were skilled employees. 53.1% were living in rural, 45.3% were living in urban and 1.6% were living in suburban. Moreover, 39% were bachelor graduates, 20.1% were under high school, 19.8% were under high school, 8.7% were master degree, 7.6% were professional and 4.9% were PhD level. Based on age, 29.8% were 20-25 years old, 20.9% were 26-30 years old, 15.2% were 31-35 years old, 13.3% were 41-45 years old, 12.7% were more than 45 years old and 8.1% were 36-40 years old.

Table 1. Demographic Characteristics

	n	%		n	%
<i>Gender</i>			<i>Occupation</i>		
Male	235	63.7	Education	37	10.0
Female	134	36.3	Service	128	34.7
Total	369	100.0	Entrepreneurship	125	33.9
<i>Visitor</i>			Skilled employee	34	9.2
Foreigners	105	28.5	Unemployment	45	12.2
Domestic	264	71.5	Total	369	100.0
Total	369	100.0	<i>Living area</i>		
			Urban	282	45.3
			Rural	331	53.1
			Suburban	10	1.6
			Total	623	100.0
	n	%		n	%
<i>Education</i>			<i>Age</i>		
<High school	74	20.1	20-25	110	29.8
High school	73	19.8	26-30	77	20.9
Bachelor	144	39.0	31-35	56	15.2
Master	32	8.7	36-40	30	8.1
Doctoral	18	4.9	41-45	49	13.3
Professional	28	7.6	>45	47	12.7
Total	369	100.0	Total	369	100.0

Validity and Reliability

The measurement model of a research is the first phase in SEM which comprises of analysing construct reliability, indicator reliability, convergent validity, and discriminant validity of the stated constructs. Assessment of construct reliability may be evaluated from the value of composite reliability (CR) and Cronbach's alpha (CA).

If the CR value of a construct surpasses 0.07, it implies an appropriate construct, because this study employs a confirmatory research technique (Hair et al., 2014). The findings of the measurement model, which are presented in Table 2, reveal that the CR value is larger than 0.07, suggesting that the construct is appropriate. The dependability of the indicator may be analysed based on the CA value with the requirement that the CA must surpass 0.06. The results in this study reveal that the CA value of all variables in this study is higher than 0.06, indicating that all indicators in this study are trustworthy. While the notion convergent validity may be seen by the Average Variance Extraction (AVE) result. The requirement is that the AVE value must be higher than 0.50 (Fornell & Larcker, 1981). In this investigation, all constructs in this study had an AVE of more than 0.50 so as to support the convergent validity of the constructs. The CA, CR, and AVE values are provided in Table 2.

Table 2. Validity dan Reliability

Variables	Items	Mean	SD	CA	Dg-rho	CR	AVE	VIF
EQS	4	3.65	6.72	0.752	0.782	0.856	0.665	1.345
DI	4	4.05	8.37	0.871	0.939	0.906	0.708	1.052
SN	4	3.65	7.47	0.738	0.740	0.851	0.656	1.450
ATT	4	3.58	7.07	0.831	0.866	0.896	0.743	1.410
RI	4	3.70	6.47	0.800	0.817	0.882	0.714	-

Note: ESQ: e-Service Quality, DI: Destination Image, SN: Subjective Norm, ATT: Attitude to visit, RI: Revisit Intention; SD: Standard Deviation; CA: Cronbach's Alpha; DG rho: Dillon-Goldstein's rho; CR: Composite Reliability; AVE: Average Variance Extracted; VIF: Variance Inflation Factors. Source: Author's data analysis.

Source : Data Processed (2023)

Table 4 showed that the assessment utilizing the cross-loading approach may be seen by comparing whether the loading value of construct items is larger than the cross-loading value. The first discriminant validity of the construct may be assessed by examining the cross-loading of indicators (Hair et al., 2014). In this study, it can be argued that it has satisfied appropriate discriminant validity because it has a construct item loading value that is bigger than the cross-loading value.

Table 3. Loading and Cross Loadings

Indicator	EQS	DI	SN	ATT	RI
<i>E-Service quality</i>					
Homestay provide a website that makes it easy to find what I need (SQ1)	0.764	0.103	0.290	0.168	0.084
This site compensates me for problems it creates (SQ2)	0.813	0.115	0.368	0.199	0.154
This site has customer service representatives available online (SQ4)	0.866	0.153	0.386	0.286	0.078
<i>Destination image</i>					
Homestay in Indonesia is safe and secure (DI1)	0.067	0.763	0.091	0.087	0.083
Homestay in Indonesia offers exciting and interesting places to visit (DI2)	0.135	0.863	0.239	0.139	0.270
Homestay in Indonesia has beautiful scenery and natural attractions (DI3)	0.109	0.842	0.116	0.091	0.138

Indicator	EQS	DI	SN	ATT	RI
Homestay in Indonesia has a pleasant climate (DI4)	0.171	0.892	0.216	0.209	0.188
<i>Subjective Norm</i>					
People who are important for me think I should visit homestay (SN1)	0.315	0.147	0.788	0.320	0.402
People who are important to me would support my decision to visit homestay (SN3)	0.328	0.209	0.815	0.338	0.413
People who are important to me would understand the importance of visiting homestay (SN4)	0.403	0.176	0.827	0.436	0.371
<i>Attitude to visit</i>					
For me, revisiting the homestay would be extremely enjoyable (AT1)	0.287	0.145	0.498	0.876	0.409
For me, revisiting the homestay would be extremely positive (AT2)	0.251	0.136	0.401	0.904	0.428
For me, revisiting the homestay would be extremely pleasant (AT3)	0.141	0.169	0.210	0.803	0.332
<i>Revisit intention</i>					
I have an intention to revisit the homestay (RI1)	0.094	0.246	0.395	0.356	0.863
I will make an effort to revisit the homestay (RI3)	0.129	0.208	0.476	0.435	0.878
I am willing to spend time and money to revisit the homestay (RI4)	0.098	0.107	0.350	0.361	0.790

Note: SQ: Service Quality, DI: Destination Image, SN: Subjective Norm, TS: Tourist Satisfaction, RI: Revisit Intention. Source: Author's data analysis.

Source : Data Processed (2023)

Path Analysis

Table 5 presents the outcomes of the structural model, indicating that the correlation between e-SQ and RI ($\beta = -0.139$ and $p\text{-value} = 0.083$), as well as the association between e-SQ and ATT ($\beta = 0.092$ and $p\text{-value} = 0.373$), did not demonstrate statistical significance. Meanwhile, the causal relationship between DI and RI ($\beta = 0.206$ and $p\text{-value} = 0.043$) and between DI and TS ($\beta = 0.111$ and $p\text{-value} = 0.049$) was positive and statistically significant. Similarly, the relationship between SN to RI ($\beta = 0.386$ and $p\text{-value} = 0.000$), and the relationship between ATT to RI ($\beta = 0.302$ and $p\text{-value} = 0.002$) which has a positive and significant relationship. Furthermore, according to Cohen (1988), the effect size (f^2) can be calculated by following the suggested criteria, where 0.35, 0.15, and 0.02 signify a substantial, moderate, and small effect size, respectively. Table 5 shows that the f^2 value obtained in this study which has a substantial effect is the effect of ATT and RI.

Furthermore, Table 5 presents the Q2 value. The Q2 metric is utilized to assess the accuracy of both the observation values produced by the model and the parameter estimations (Hair et al., 2014). The criterion for determining the predictive relevance of the model is that the Q2 value should be greater than zero (Chin, 1998). The present study's Q2 value, which is 0.140 and 0.299, indicates that the model utilized in this research possesses a significant predictive relevance. This means that in this study, all exogenous variables show a substantial level of predictive relevance to their respective endogenous variables. Next is the determination coefficient test which is carried out to measure the model's ability to explain how much independent influence

simultaneously affects the dependent variable which can be seen in the adjusted R^2 value (Hair et al. 2019). According to Chin (1998), and R^2 value of more than 0.67 can be categorized as strong, moderate if more than 0.33 and weak if the value is more than 0.19 but less than 0.33. In this study, r^2 of ATT value was 0.271 or 27.1%; r^2 of RI value was 0.333 or 33.3%. This means that the less ability of the model in this study to explain the effect of the independent variable on the dependent variable is 33.3%, and the rest is influenced by other factors that not examined in this study.

Table 4. Hypotesis Test Results

Hypo		Beta	<i>t</i>	<i>p</i>	r^2	f^2	Q^2	Decision
<i>Factors Attitude to visit</i>								
H _{1a}	EQS \square ATT	0.092	0.891	0.373		0.009		Rejected
H _{2a}	DI \square ATT	0.068	0.839	0.402	$R^2_{ATT}= 0.271$	0.006	ATT=0.140	Rejected
H ₃	SN \square ATT	0.398	3.722	0.000	$R^2_{RI}= 0.333$	0.159	RI=0.229	Accepted
<i>Factor affecting Revisit intention</i>								
H _{1b}	EQS \square RI	-0.139	1.739	0.083		0.023		Rejected
H _{2b}	DI \square RI	0.111	1.976	0.049		0.017		Accepted
H _{3a}	SN \square RI	0.386	4.209	0.000		0.152		Accepted
H ₄	ATT \square RI	0.302	3.039	0.002		0.107		Accepted
<i>Mediating effect of Attitude to visit</i>								
H ₅	EQS \rightarrow ATT \rightarrow RI	0.028	0.924	0.356				Rejected
	DI \rightarrow ATT \rightarrow RI	0.021	0.836	0.404				Rejected
	SN \rightarrow ATT \rightarrow RI	0.120	2.149	0.032				Accepted

Source : Data Processed (2023)

4. Discussion

This study explores the link between e-service quality, destination image, and subjective standards on revisit intentions with attitude to revisit as a mediating variable. The TPB applied to describe the phenomena the relationship between the antecedences and consequence in this investigation. The attitude towards the revisit intention defines how much a person appreciates a given conduct and will lead to the associated consequences and linked value. This study validated the vital significance of TPB from consumers' perspective toward revisit intention of homestays in Indonesia. Furthermore, the premise of Ajzen & Fishbein (1970) that subjective norms impact revisit intention via the attitude among other components was reproduced solely in this model.

The findings of the research indicate that the influence of e-service quality on the intention to visit is not statistically significant, as demonstrated by a p-value exceeding 0.05. Thus, the null hypothesis H_{1a} was found to be statistically significant and was therefore rejected. This finding is not in agreement with the research done by Abbasi et al. (2021). They stated that a firm should comprehend and strengthen the usage of digitalization (e-service quality) on attitude to revisit the homestays in order to boost the revisit intention. Moreover, e-service quality had not altered revisit intention (H_{2b} was rejected). This conclusion was not supported and consistent with the existing behaviour research demonstrating the considerable association between service

quality and intention to visit. A possible explanation may be that visitors in Indonesia were dominated by domestic tourists (45 percent) living in metropolitan regions that lack understanding of technological implementation. To assist the technology usage, considered of easy and perceived of beneficial required socialize to all consumers of the homestays in Indonesia.

This study demonstrated that destination picture had no significant influence on attitude (H1b is rejected). This research indicated that the visitor's intention toward the thing is varied with attitude to the behaviour. Notably, the destination image is the idea of attitude to object, therefore, Sangpikul (2018) indicated a substantial association of attitude to conduct on revisit intention is significant factor. However, destination image considerably influenced revisit intention (H2b was approved). This study is finding agrees with Hasan et al. (2020). This may explain that most visitors' intention towards destination image needs emphasis on value perception, and quality of offers. This study claims that appealing destination view, photos and environments would boost the visitors' intention to attend. Thus facilities, natural and green atmosphere needs to be a focus for the homestay in Indonesia.

The findings of this study suggest that the impact of subjective norms on both the attitude towards visiting (H1c) and the intention to revisit (H2c) was deemed statistically significant. This study indicated that subjective norms played an important predictor to explain attitude to visit homestay and revisit intention among visitors in this study. In the tourism literature, subjective norms influence the individual' mindset and understanding of the best friends, family and people in social media regarding to revisit intention of homestay in Indonesia (Abbasi et al. 2021). This study agreed with the findings of studies of Hasan et al. (2020), and Sun et al. (2020) found that attitude to revisit only had significant mediating effect on the relationship between subjective norms and revisit intention (H4 was accepted). Moreover, this study indicated that attitude to visit only had partial mediating effect in this model. This study is in line with Ajzen (1991) who proposed the subjective norms in affecting the attitude and behaviour the TPB model.

5. Conclusions

This study aimed to employ the theory of planned behaviour (TPB) to investigate the relationship between e-service quality, destination image, subjective norms, revisit attitude, and intention to revisit. Specifically, the study sought to examine revisit attitude's mediating role in the relationship. The present investigation employed the framework of premeditated behaviour theory to analyze its results. This study indicated that destination image did not affect attitude toward returning, and that e-service quality did not directly affect attitude about visiting or desire to return. Nonetheless, the impression of the destination exerted a constructive and noteworthy influence on the probability of revisiting. Furthermore, it was observed that subjective norms exhibited a favorable and statistically noteworthy impact on both attitude and

intention to revisit. The mediating effect of the attitude to re-examine was observed in the relationship between subjective norms and the intention to revisit.

References :

- Abbasi, G. A., Kumaravelu, J., Goh, Y. N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC*, 25(2), 282–311.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–221.
- Almoitairi, Meshal, S.A., & Alam, A. (2013). *Online Service Quality and Customers' Satisfaction : A Case Study of the selected Commercial Banks in Riyadh Saudi Arabia*. *Pensee journal*. 75(12), 188–200.
- Belanche, D., Casaló, L. V., & Flavián, C. (2019). Artificial Intelligence in FinTech: understanding robo-advisors adoption among customers. *Industrial Management and Data Systems*, 119(7), 1411–1430.
- Bianchi, C., Milberg, S., & Cúneo, A. (2017). Understanding travelers' intentions to visit a short versus long-haul emerging vacation destination: The case of Chile. *Tourism Management*, 59(2), 312–324.
- Cepeda-Carrión, G., Hair, J. F., Ringle, C. M., Roldán, J. L., & García-Fernández, J. (2022). Guest editorial: Sports management research using partial least squares structural equation modeling (PLS-SEM). *International Journal of Sports Marketing and Sponsorship*, 23(2), 229–240.
- Chin, W. W. (1998). *The partial least squares approach for structural equation modeling*. In G. A. Marcoulides (Ed.), *Modern methods for business research*. Lawrence Erlbaum Associates Publishers.
- Choo, H., Ahn, K., & F. Petrick, J. (2016). An integrated model of festival revisit intentions: Theory of planned behavior and festival quality/satisfaction. *International Journal of Contemporary Hospitality Management*, 28(4), 818–838.
- Damanik, J., & Yusuf, M. (2022). Effects of perceived value, expectation, visitor management, and visitor satisfaction on revisit intention to Borobudur Temple, Indonesia. *Journal of Heritage Tourism*, 17(2), 174–189. <https://doi.org/10.1080/1743873X.2021.1950164>
- Ekeke, J., & Isaac, A. (2022). E-service quality and traveller's behavioural intentions in online travel trade in port. *Business Management Gph International Journal*, 5(07), 31–41.
- Faul, F., Erdfelder, E., Lang, A. G., & Buchner, A. (2007). G-Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39(2), 175–191.
- Firdous, S & Farooqi, R. (2017). Impact of internet banking service quality on customer satisfaction. *The Journal of Internet Banking and Commerce*. 22(1), 1–17.
- Fornell, C., & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*, 18(3),. [Doi.org/10.2307/3150980](https://doi.org/10.2307/3150980).

- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121.
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121.
- Hasan, K., Abdullah, S. K., Islam, F., & Neela, N. M. D. (2020). An Integrated Model for Examining Tourists' Revisit Intention to Beach Tourism. *Journal of Quality Assurance in Hospitality and Tourism*, 21(6), 716–737.
- Huang, S., & Van Der Veen, R. (2019). The moderation of gender and generation in the effects of perceived destination image on tourist attitude and visit intention: A study of potential Chinese visitors to Australia. *Journal of Vacation. Journal of Vacation Marketing*, 25(3), 375–389.
- Jalilvand, M. R., & Samiei, N. (2012a). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476.
- Jalilvand, M. R., & Samiei, N. (2012b). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476.
- Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., Maulana, A., Safitri, K., Fahlevi, M., Sulisty, A. B., & Purwanto, A. (2022). The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty. *International Journal of Data and Network Science*, 6(2), 477–486.
- Kanwel, S., Lingqiang, Z., Asif, M., Hwang, J., Hussain, A., & Jameel, A. (2019). The influence of destination image on tourist loyalty and intention to visit: Testing a multiple mediation approach. *Sustainability*, 11(22). Doi:10.3390/su11226401
- Kim, M., & Thapa, B. (2018). Perceived value and flow experience: Application in a nature-based tourism context. *Journal of Destination Marketing and Management*, 8(3), 373–384.
- Kock, N. (2015). Common Method Bias in PLS-SEM. *International Journal E-Collaboration*, 11(2), 1–10.
- Lai, K. P., Yuen, Y. Y., & Chong, S. C. (2020). The effects of service quality and perceived price on revisit intention of patients: the Malaysian context. *International Journal of Quality and Service Sciences*, 12(4), 541–558.
- Liu, C. H. S., & Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management*, 52(1), 42–54.
- Liu, C. H. S., & Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management*, 52(10), 42–54.
- Manzoor, F., Wei, L., Asif, M., Ul Haq, M. Z., & Ur Rehman, H. (2019). The contribution of sustainable tourism to economic growth and employment in Pakistan. *International Journal of Environmental Research and Public Health*, 16(19). Doi.org/10.3390/ijerph16193785

- Meng, B., & Cui, M. (2020). The role of co-creation experience in forming tourists' revisit intention to home-based accommodation: Extending the theory of planned behavior. *Tourism Management Perspectives*, 3(3). Doi.org/10.1016/j.tmp.2019.100581.
- Merli, R., Preziosi, M., Acampora, A., & Ali, F. (2019). Why should hotels go green? Insights from guests experience in green hotels. *International Journal of Hospitality Management*, 81(1), 169–179. <https://doi.org/10.1016/j.ijhm.2019.04.022>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). *SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality*. 64(1): 12-40.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). ES-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233.
- Podsakoff, P. M., MacKenzie, S. B., & Podsakoff, N. P. (2012). Sources of method bias in social science research and recommendations on how to control it. *Annual Review of Psychology*, 63(1), 539–569.
- Praveen, Y., & Kumara, P. B. S. N. (2020). Study on the Relationship Between Service Quality and Guest Satisfaction in Homestay. *Journal of Tourism Economics and Applied Research*, 4(1), 47–51.
- San, W. H., Von, W. Y., & Qureshi, M. I. (2018). Impact of e-service quality on customer satisfaction in malaysia. *Journal Of Marketing and Information Systems*, 3(1):1-17
- Soliman, M. (2019). Extending the Theory of Planned Behavior to Predict Tourism Destination Revisit Intention. *International Journal of Hospitality & Tourism Administration*, 22(5), 1–26.
- Soliman, M. (2021). Extending the Theory of Planned Behavior to Predict Tourism Destination Revisit Intention. *International Journal of Hospitality and Tourism Administration*, 22(5), 524–549.
- Song, H. M., Chen, J. M., Zeng, T. T., & Kim, B. H. (2022a). Modeling Golfers' revisit intention: An application of the theory of reasoned action. *Journal of Hospitality & Tourism Research*, 46(8), 1652–1673.
- Song, H. M., Chen, J. M., Zeng, T. T., & Kim, B. H. (2022b). Modeling Golfers' revisit intention: An application of the theory of reasoned action. *Journal of Hospitality & Tourism Research*, 46(8), 1652–1673.
- Statistical Bureau of Indonesia. (2022). *Tourism industry*. Diakses pada 26 Maret 2023, dari <https://www.bps.go.id>.
- Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, 53(1), 40–60.
- Sun, S., Law, R., & Schuckert, M. (2020). Mediating effects of attitude, subjective norms and perceived behavioural control for mobile payment-based hotel reservations. *International Journal of Hospitality Management*, 84. Doi:10.1016/j.ijhm.2019.102331
- Tosun, C., Dedeoğlu, B. B., & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of*

- Destination Marketing and Management*, 4(4), 222–234.
- Zarei, G., Asgarnezhad Nuri, B., & Noroozi, N. (2019). The effect of Internet service quality on consumers' purchase behavior: The role of satisfaction, attitude, and purchase intention. *Journal of Internet Commerce*, 18(2), 197–220.
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing and Management*, 8(2), 326–336.
- Zhang, Y., & Wang, L. (2019). Influence of sustainable development by tourists' place emotion: Analysis of the multiply mediating effect of attitude. *Sustainability*, 11(5), doi:10.3390/su11051384
- Zia, A. (2020). Discovering the linear relationship of service quality, satisfaction, attitude and loyalty for banks in Albaha, Saudi Arabia. *PSU Research Review*, 6(2), 90–104.