

ASERS

# Journal of Environmental Management and Tourism

Quarterly

Volume XIV

Issue 6(70)

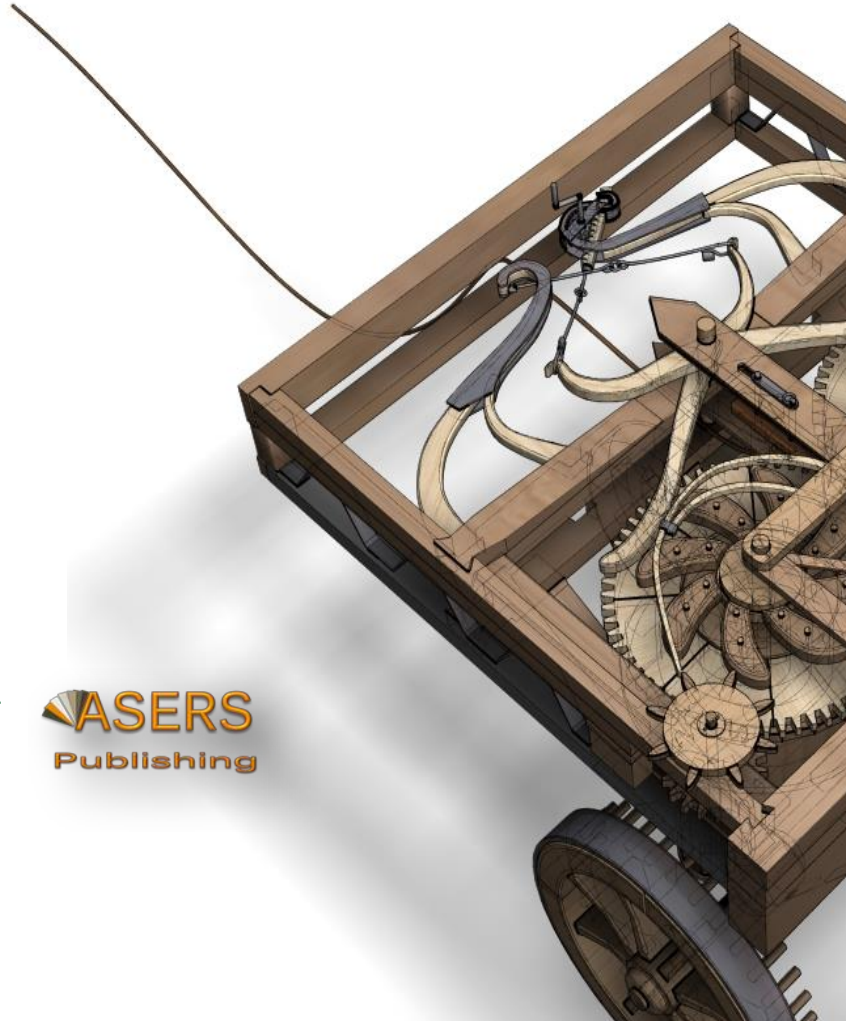
Fall 2023

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

ASERS  
Publishing



## Table of Contents

1	<b>Strategic Vectors of Coastal Tourism Development as a Blue Economy Component in the International Dimension</b> Antonio-Juan Briones-Peñalver, Liliya Prokopchuk, Iuliia Samoilyk	2473
2	<b>Ecotourism and Outdoor Recreation Development in Harego and Bededo Urban Fringe Protected Areas, Ethiopia: Exploring Opportunities, Challenges, and Prospects</b> Tesfaye Fentaw Nigatu, Molla Nigus Aregaw, Asnakew Atlug Tegegne	2497
3	<b>Tourism and Educational Cluster in Tourism Industry</b> Chingiz Makenov, Aina Narynbayeva, Nina Petrichsheva, Meruyert Umirzakova	2510
4	<b>The Practice of Tourism Product Endorsement: Perspective of Islamic Business Ethics in Social-Media</b> Darmawati, Hasan Basri	2520
5	<b>An Examination of the Supply-Side Stakeholders' Views towards Health Tourism Investments in the Region of Thessaly, Greece</b> Georgia Giannake, Athina Economou, Mary Geitona, Theodore Metaxas	2531
6	<b>Functional Conflicts in Tourist Coastal Resort Cities with Special Spa Status in Poland. The Stakeholder Approach</b> Marcin Wolek, Joanna Próchniak, Jarosław Kempa	2539
7	<b>International Practices for Managing Integration Processes in University Educational Programs of the Tourism Industry</b> Adiya Iskakova, Madina Rakhimberdinova, Dzhapar Alybaev, Nyailya Smagulova, Makpal Nurkenova	2557
8	<b>Halal Tourism Campaign: Does It Demolish Conventional? A New Touristic Segment on the Island of Lombok</b> Heru Cahyono, Muh Fahrurrozi, Toto Sukarnoto, Nursaid	2574
9	<b>The Linkage between Modern HR Management and Activities to Improve Performance in Tourism Development Trends in the Republic of Kosovo</b> Osman Sejfičaj, Ermira Shehu	2586
10	<b>Earthquake, COVID, and the Economic Survival: How Tourism Entrepreneurs in Lombok Survived During the Double Disaster</b> Muh. Baihaqi, Muh. Salahuddin, Nurrahmah, Nurhilaiati, Dewi Sartika Nasution	2596
11	<b>Bibliometric Analysis of Research Interest in Rural Tourism</b> Bianca Sorina Răcășan, Cristian-Emanuel Adorean, István Egresi, Ștefan Dezsi	2605
12	<b>The Influence of University-Business Cooperation in the Development of Local Tourism in Kazakhstan: Documentary Analysis</b> Sholpan Yessimova, Yerkesh Rakhymzhanov, Bagdat Spanova, Sulushash Baizhanova, Marat Seidakhmetov, Aiman Yessenova, Bakhyt Altynbassov	2626

### Editor in Chief:

**Ramona Pirvu**,  
University of Craiova, Romania

### Co-Editor:

**Cristina Mihaela Barbu**,  
Spiru Haret University, Romania

### Editorial Advisory Board:

**Omran Abdelnaser**, University Sains  
Malaysia, Malaysia

**Huong Ha**, Singapore University of Social  
Sciences, Singapore

**Harjeet Kaur**, HELP University College,  
Malaysia

**Janusz Grabara**, Czestochowa University of  
Technology, Poland

**Vicky Katsoni**, Technological Educational  
Institute of Athens, Greece

**Sebastian Kot**, Czestochowa University of  
Technology, The Institute of Logistics and  
International Management, Poland

**Andreea Marin-Pantelescu**, Academy of  
Economic Studies Bucharest, Romania

**Piotr Misztal**, The Jan Kochanowski  
University in Kielce, Faculty of Management  
and Administration, Poland

**Agnieszka Mrozik**, Faculty of Biology and  
Environmental Protection, University of  
Silesia, Katowice, Poland

**Chuen-Chee Pek**, Nottingham University  
Business School, Malaysia

**Roberta De Santis**, LUISS University, Italy

**Fabio Gaetano Santeramo**, University of  
Foggia, Italy

**Dan Seligșteanu**, University of Craiova,  
Romania

**Lesia Kucher**, Lviv Polytechnic National  
University, Ukraine

**Lóránt Dénes Dávid**, Eötvös Loránd  
University, Hungary

**Laura Ungureanu**, Spiru Haret University,  
Romania

**Sergey Evgenievich Barykin**, Peter the  
Great St. Petersburg Polytechnic University,  
Russian Federation

**Omar Abedalla Alananzeh**, Faculty of  
Tourism and Hotel Management, Yarmouk  
University, Jordan

**Marco Martins**, Polytechnic Institute of  
Tomar, Portugal

**Konstantinos Antoniadis**, University of  
Macedonia Thessaloniki, Greece

ASERS Publishing

<http://www.aserspublishing.eu>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Editor in Chief:

**Ramona Pîrvu**,  
University of Craiova, Romania

Co-Editor:

**Cristina Mihaela Barbu**,  
Spiru Haret University, Romania

Editorial Advisory Board:

**Omran Abdelnaser**, University Sains  
Malaysia, Malaysia

**Huong Ha**, Singapore University of Social  
Sciences, Singapore

**Harjeet Kaur**, HELP University College,  
Malaysia

**Janusz Grabara**, Czestochowa University of  
Technology, Poland

**Vicky Katsoni**, Technological Educational  
Institute of Athens, Greece

**Sebastian Kot**, Czestochowa University of  
Technology, The Institute of Logistics and  
International Management, Poland

**Andreea Marin-Pantelescu**, Academy of  
Economic Studies Bucharest, Romania

**Piotr Misztal**, The Jan Kochanowski  
University in Kielce, Faculty of Management  
and Administration, Poland

**Agnieszka Mroziak**, Faculty of Biology and  
Environmental Protection, University of  
Silesia, Katowice, Poland

**Chuen-Chee Pek**, Nottingham University  
Business School, Malaysia

**Roberta De Santis**, LUISS University, Italy

**Fabio Gaetano Santeramo**, University of  
Foggia, Italy

**Dan Selişteanu**, University of Craiova,  
Romania

**Lesia Kucher**, Lviv Polytechnic National  
University, Ukraine

**Lóránt Dénes Dávid**, Eötvös Loránd  
University, Hungary

**Laura Ungureanu**, Spiru Haret University,  
Romania

**Sergey Evgenievich Barykin**, Peter the  
Great St. Petersburg Polytechnic University,  
Russian Federation

**Omar Abedalla Alananzeh**, Faculty of  
Tourism and Hotel Management, Yarmouk  
University, Jordan

**Marco Martins**, Polytechnic Institute of  
Tomar, Portugal

**Konstantinos Antoniadis**, University of  
Macedonia Thessaloniki, Greece

ASERS Publishing

<http://www.aserspublishing.eu>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

- 13 **Formation of Tourist Clusters in Ecotourism Centers: Case of Zerenda Resort Center in Kazakhstan** 2641  
Aidar H. Mukanov, Kamshat P. Mussina, Lyailya M. Mutaliyeva,  
Yerzhan N. Sagatbayev, Darken A. Seidualin, Gulzhan K. Abdramanova
- 14 **Exploring a New Destination Image: A Case Study of Suranadi Village** 2659  
Gunawan Bata Ilyas, Kristiana Widiawati, Suhaimi, Rismawati, Syamsu Budiyanti,  
Muhammad Azizurrohman
- 15 **Digital Innovation in Hospitality: Bridging the Gap between Concierge Services and Hotel Guests** 2673  
Norbert Forman, József Udvaros
- 16 **Loans of Second-tier Banks and Their Impact on the Development of Tourism Industry** 2685  
Ainur Myrzhaykbayeva, Kalamkas Rakhimzhanova, Ruslanai Ichshanova,  
Arnagul Tishtykbayeva, Zagira Iskakova, Anna Legostayeva
- 17 **A Systematic Guide for Conducting Thematic Analysis in Qualitative Tourism Research** 2696  
Kevin Fuchs
- 18 **The Relationship Between Tourism and the Efficiency of Budget Investments as Important Area of Strategic Audit** 2704  
Lyazzat Sembiyeva, Assel Ismailova, Zamira Bashu, Saule Spatayeva,  
Makpal Zholamanova, Gulmira Yessenova
- 19 **The Impact of the Travel and Tourism Sector on the Growth of the National Economy** 2715  
Ika Nurul Qamari, Mohsin Shaikh, Askar Garad, Leli Joko Suryono, Nuryakin
- 20 **Tourism and Gender: Safety for Women Travelers, Enhancing Gender Equality and Combating Violence Against Women** 2725  
Aigerim Bayanbayeva, Akmaral Turarbekova, Daniyar Nurmukhanbet,  
Venera Balmagambetova, Nagima Kala, Serik Sabitov, Aiman Mytalyapova
- 21 **Evaluating Quality of Hospitals Websites for Medical Tourism in Indonesia** 2735  
Ari Nurfikri, Elsa Roselina, Abas Hidayat
- 22 **Exploring Factors Shaping Tourist Satisfaction: A Case Study of the Chefchaouen Destination in Morocco** 2745  
Mariame El Khadar
- 23 **The Impact of Socioeconomic and Travel-Related Aspects on the Allocation of Expenditures by Tourists Traveling to Taiwan** 2755  
Kieu-Thi Phan, Sheng-Hung Chen, Jie-Min Lee, Ca-Van Pham
- 24 **Sustainable Tourism: Effect of Destination Image on Loyalty Customers** 2774  
Siti Zakiah, Muhammad Yusuf Alhadihaq
- 25 **Temporal Change of Foreign Tourism in Sri Lanka: A Study on Economic Perspective** 2786  
Ayan Bhakat, Nirmalya Das, Santu Guchhait
- 26 **Analysis of Factors Influencing Re-Visit Intentions and Recommending Post-Pandemic Marine Tourism Destinations in Lampung Province** 2799  
Rahayu Sulistiowati, Yulianto Yulianto, Samsul Bakri, Maulana Mukhlis,  
Dimas Adi Saputra

# Call for Papers

## Winter Issues 2023

### Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in Environmental Management.

Also, this journal is committed to a broad range of topics regarding Tourism and Travel Management, leisure and recreation studies and the emerging field of event management. It contains both theoretical and applied research papers and encourages obtaining results through collaboration between researchers and those working in the tourism industry.

The journal takes an interdisciplinary approach and includes planning and policy aspects of international, national and regional tourism as well as specific management studies. Case studies are welcomed when the authors indicate the wider applications of their insights or techniques, emphasizing the global perspective of the problem they address.

**Journal of Environmental Management and Tourism** is indexed in SCOPUS, RePEc, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

Details regarding the publication in this journal are here: <https://journals.aserspublishing.eu/jemt/about>

<b>Deadline for submission:</b>	21 <sup>st</sup> October 2023
<b>Expected publication date:</b>	December 2023
<b>Website:</b>	<a href="https://journals.aserspublishing.eu/jemt">https://journals.aserspublishing.eu/jemt</a>
<b>E-mail:</b>	<a href="mailto:jemt@aserspublishing.eu">jemt@aserspublishing.eu</a>

To prepare your paper for submission, please see full author guidelines in the following file:

[JEMT\\_Full\\_Paper\\_Template.docx](#), then send it via email at [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu).



DOI: [https://doi.org/10.14505/jemt.v14.6\(70\).26](https://doi.org/10.14505/jemt.v14.6(70).26)

## Analysis of Factors Influencing Re-Visit Intentions and Recommending Post-Pandemic Marine Tourism Destinations in Lampung Province

Rahayu SULISTIOWATI  
The Graduate School of Environmental Science  
University of Lampung, Indonesia  
Faculty of Social and Political Sciences  
University of Lampung, Indonesia  
ORCID: 0000-0001-9927-3487  
[rahayu.sulistiowati@fisip.unila.ac.id](mailto:rahayu.sulistiowati@fisip.unila.ac.id)

Yulianto YULIANTO  
Faculty of Social and Political Sciences  
University of Lampung, Indonesia  
ORCID: 0000-0002-1638-4200  
[yulianto@fisip.unila.ac.id](mailto:yulianto@fisip.unila.ac.id)

Samsul BAKRI  
Faculty of Agriculture  
University of Lampung, Indonesia  
ORCID: 0000-0002-0350-0196  
[samsul.bakri@fp.unila.ac.id](mailto:samsul.bakri@fp.unila.ac.id)

Maulana MUKHLIS  
Faculty of Social and Political Sciences  
University of Lampung, Indonesia  
ORCID: 0000-0003-0994-4422  
[maulana.mukhlis@fisip.unila.ac.id](mailto:maulana.mukhlis@fisip.unila.ac.id)

Dimas Adi SAPUTRA  
Department Research  
Multimedia Nusantara University, Indonesia  
ORCID: 0009-0004-7357-0554  
[dimas.adi@umn.ac.id](mailto:dimas.adi@umn.ac.id)

**Article info:** Received 18 January 2023; Received in revised form 7 March 2023; Accepted for publication 21 May 2023; Published 29 September 2023. Copyright© 2023 The Author(s). Published by ASERS Publishing 2023. This is an open access article distributed under the terms of CC-BY 4.0 license.

**Abstract:** This study aims to examine the factors that influence tourists' decisions to revisit ecotourism destinations in Lampung province. The factors under investigation include the attractiveness of tourism, quality of service, information sources, and visitor satisfaction. The research employs a quantitative approach, utilizing a questionnaire that was distributed to 153 tourists who had previously visited a marine ecotourism destination. The Structural Equation Model (SEM) was then applied using Smart-PLS 4.0.8.6 to analyze the data. The results show that quality of service, hospitality, and social capital have a significant direct impact on visitor satisfaction, as well as on tourists' intentions to return and recommendations for the destination. There is also a significant indirect effect of these variables on the recommendation of tourism through visitor satisfaction and intention to return.

**Keywords:** marine tourism; attractiveness; hospitality; visitor satisfaction; quality of service; social capital.

**JEL Classification:** Z30; Z32; Z38.



## Introduction

In the last decade, we have witnessed dramatic changes in traveller behaviour that have been significantly impacted by the global pandemic (Bashir, Ma, and Shahzad 2020; Fraga and Robledo 2022; Menhat *et al.* 2021). Indonesia, as an archipelagic country rich in its natural beauty, is no exception to this huge impact, which has created unprecedented challenges for the tourism industry in its various regions (Cahyanto, Liu-Lastres, and Gallagher 2023; Dewi *et al.* 2023). Lampung Province, known for its tremendous potential as a maritime tourism destination, has also felt the impact of this change. In this context, there is an urgent need to uncover new dynamics in tourist behavior, especially in the post-pandemic era (Bakri *et al.* 2023).

It's important to remember that post-pandemic conditions will continue to influence traveller behaviour in the future. Travelers are becoming more selective in choosing their destinations, seeking a more controlled travel experience, and expecting higher standards of hygiene (Agag *et al.* 2022). Therefore, it is important for the tourism industry to adapt to such changes and look for ways to meet the expectations and needs of tourists in the post-pandemic era.

The challenges and potential of tourism in Lampung Province have raised the need to better understand the behavior of future tourists (Sulistiowati *et al.* 2020). This article aims to explore changes in post-pandemic tourist behavior, particularly in Lampung Province, and recommend measures relevant to post-pandemic conditions. As such, this article not only has academic relevance, but also has important practical implications for tourism industry policymakers and practitioners, who will need to adapt to changes in the way travellers interact with tourist destinations in the future.

## 1. Research Background

The Department of Tourism and Creative Economy of Lampung Province has revealed fluctuations in the number of tourists in recent years, which is thought to affect the distribution and economy of the region (Primananda *et al.*, 2022). It is noted that before the pandemic in 2020, the movement of tourists in Lampung Province in a year could reach twelve million people. However, throughout 2020, the movement of tourists in Lampung Province only reached two million people. This can be seen in the performance assessment report of the local government (IKU) of Lampung Province. From the main performance indicators for 2022, it shows that the performance achievements of the Tourism and Creative Economy Office of Lampung Province in 2022 did not reach the target or achievement of less than 100%. One of them is the rating of increasing tourist visits, which is rated incredibly low. When compared to the last two years, there has been an increase, but it has not met the planned target. The value obtained in 2020 was 7.11% of the planned target of 27%. Meanwhile, the value obtained in 2021 was 8.90% of the planned 30% target.

The low number of direct tourist visits will have an impact on the low regional income (GRDP) in Lampung Province (Tuti, 2022). In addition, it will also affect the economic stability of local communities such as tourism developers and MSMEs (Prihantika *et al.* 2021). Other negative consequences will make the people around the destination lose other sources of livelihood (Rini and Apriyanti, 2022). So strategic efforts are needed in maintaining the competitiveness of tourism in Lampung province. This aims to avoid the adverse impacts received (Faturrahman *et al.*, 2021).

The evaluation by the government states that each region should prepare a strategy to encourage the return of tourists after the pandemic. The strategy is considered effective to increase the number of tourists post-pandemic. The strategies in question include infrastructure revitalization, service improvement, and sustainable tourism development. By paying attention to previous tourist visits, the strategy is considered to be able to influence the desire of tourists to return. In addition, the strategy that needs to be the focus of development is to increase the experience of satisfaction with tourist destinations (Nurmala and Sullaida, 2022). For example, efforts to minimize the risks faced by visitors, such as physical/health risks, financial risks, social risks, and natural disaster risks. This is considered to have a high correlation with the possibility of tourists revisiting after the pandemic (Chairunnisa and Siregar, 2019). By paying attention to these factors, it will open up opportunities for the tourism sector in Lampung Province to be excited again (Anom *et al.*, 2022).

According to the provincial government Lampung has many opportunities to quickly recover from the effects of the pandemic on the tourism sector. With the improvement of accessibility/infrastructure such as toll roads and the Bakauheni executive pier, the potential market for domestic/domestic and foreign tourists will be open. Another opportunity that can be utilized is the development of existing leading tourist destinations. The charm of tourism in Lampung Province is also quite attractive to local and foreign people. One of the most visited tourist destinations is marine tourism destinations. The charm of marine tourism is considered attractive to the people of Indonesia and the international world. In Lampung Province, the potential of marine tourism can

contribute to the seventh largest number of tourist visits, especially in several leading marine tourism destinations. Based on the strategic plan report of the Tourism and Creative Economy Office of Lampung Province for 2019-2024, the current leading marine tourism destinations include Pahawang Island, Kiluan Bay Water Tourism Park, and Tanjung Setia Beach. It is considered from the level of tourist attraction and the number of tourists visiting. Most tourists choose to visit these three destinations because of their stunning natural beauty and available tourist activities.

Pahawang Island destination offers beautiful sea views with coral reefs and seagrass beds as well as a fresh beach atmosphere with sunrise and sunset as well as flora and fauna typical of mangrove forests (Husna and Novita, 2020). Kiluan Bay destination offers white sand beach tours along bays and islands as well as offshore tours with dolphin tracks that present dolphin watching, fishing, snorkeling, diving, photography, and ecotourism education as well as cultural tourism (Aida, 2019). Meanwhile, Tanjung Setia Beach Destination offers unspoiled natural beauty with white sand and large waves that make this beach famous as a surf tourism area. In addition, this beach also has a large underwater wealth with good coral reefs and an abundant variety of fish species. This destination can be developed into an attractive tourist area for diving and fishing activities.

All leading marine tourism objects of Lampung Province provide opportunities to increase the volume of tourist visits to the region (Yulianto *et al.*, 2018). Harnessing this potential can become an attractive tourism magnet that contributes greatly to the growth of Lampung Province, which is currently struggling with various challenges. Therefore, it becomes important to determine the factors that are considered influential in tickling the interest of tourists to visit these tourist attractions (Hariyanto and; Rukmandiana, 2022). Along with the growth of tourist flows, there is an optimistic outlook for the continued development and sustainability of this tourist destination (Dewanto, 2019). The increase in tourist visits is clear evidence of progress in the tourism sector which aims to preserve and increase the number of tourists who often visit this destination (Indriani *et al.*, 2019).

Previously, several studies have taken measurements showing that after the pandemic, safety has become a very influential variable in the selection of tourist destinations felt by tourists, tourism professionals, and marketing professionals (Pessoa, Oliveira, and Souza 2022). Then, there has been a study that measures the factors that influence visitors' intentions to return to visit and recommend historical tourist destinations in Indonesia. The results show that within areas beyond cultural heritage, especially for young adult visitors in the internet age, visual variables, ambience and breadth of place are considered significant major attractions. In addition, the real attractiveness factor also plays an important role in attracting visitors (Pratiwi *et al.* 2022).

Long before the COVID-19 pandemic, the exploration of tourist visitor satisfaction factors had been identified and known to be the main factor that influenced someone to revisit a tourist attraction (Lim, Kim, and Lee 2016; Bui and Le 2016). According to this theory, tourist visitor satisfaction consists of two main components, namely functional satisfaction, and affective satisfaction. Functional satisfaction is the level of satisfaction felt by a person with the facilities and services he receives when visiting a tourist attraction. Affective satisfaction is the level of satisfaction a person feels with the atmosphere and atmosphere encountered when visiting a tourist attraction (Han and Hyun 2017). Furthermore, visitor satisfaction of identified tourists can influence a person to revisit a tourist spot through loyalty mechanisms. Loyalty is the degree of commitment of a person to a tourist attraction, which can be indicated by an interest in revisiting. The higher the satisfaction of tourist visitors felt by a person, the higher the loyalty shown by that person, which means the higher the interest to visit again.

From the existing research information, it can be seen that there is a gap in available knowledge related to the exploration of factors that are considered to influence tourist interest in visiting tourist attractions after the COVID-19 pandemic. In particular, the available data on exploration in the field of marine tourism is still limited, resulting in minimal understanding of this aspect of tourism. Therefore, through this research, new models were developed to cover this knowledge. In this study, several model factors have been considered to explore the satisfaction of marine tourism visitors, namely:

1. Attractions of tourist destinations

Attractiveness has been identified as a factor that influences a person's propensity to visit a tourist destination and can also have an impact on visitors' satisfaction levels when they visit the place (Padrón-Ávila and Hernández-Martín 2019; McKercher and Koh 2017). The greater the attractiveness of a tourist destination, the higher the level of satisfaction felt by visitors. On the other hand, if the attractiveness of a tourist spot is low, visitor satisfaction tends to be lower as well (Putri, Susilowati, and Semedi 2021). This situation can occur because the attractiveness of an attraction has the potential to influence individual expectations of the experience at the place (Weng, Li, and Li 2023).

2. Quality of service at tourist attractions

Service quality has a significant role in influencing the level of tourist visitor satisfaction. The aspect of service quality is divided into two main components, namely tangible quality and intangible quality (Mai, Nguyen, and Nguyen 2019). Tangible quality includes elements that can be seen directly by visitors, such as facilities, cleanliness, and safety factors. While intangible quality includes aspects that are not physically visible, such as the behavior and attitude of officers working at tourist sites. The level of satisfaction of tourist visitors tends to increase along with the improvement in the quality of service received by the individual. Conversely, if the quality of service received is low, then the level of satisfaction of tourist visitors also tends to decrease (Cheng *et al.* 2021).

3. Hospitality

Hospitality is known to affect the satisfaction of tourist visitors and the intention to revisit someone to a tourist attraction because hospitality is a factor that can affect one's expectations of a tourist attraction (Frolova and Rogach 2023; Golian 2016). The better the hospitality one receives when visiting a tourist attraction, the higher the interest in revisiting someone to that place.

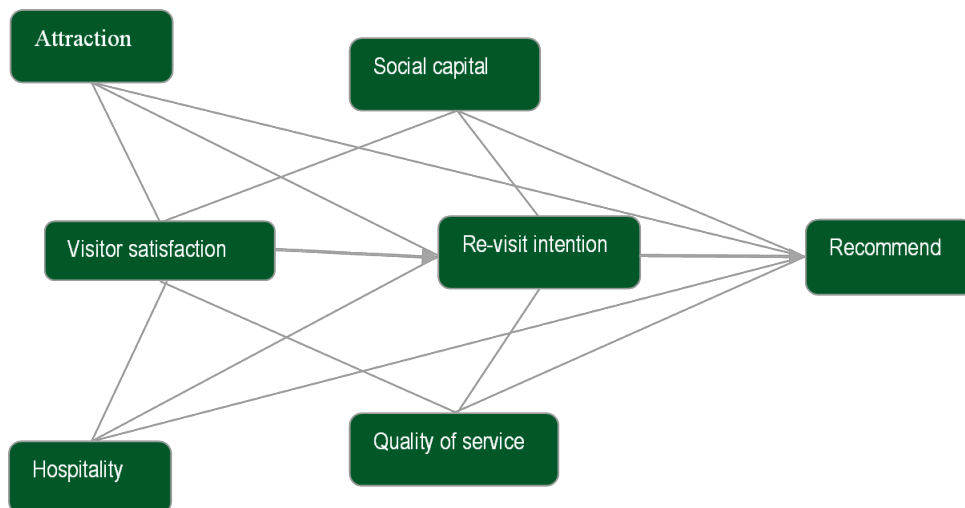
4. Social Capital

According to several studies, there is a positive relationship between social capital and tourist visitor satisfaction (Revida, Yanti Siahaan, and Purba 2018;Diedrich *et al.* 2019). Someone who has high social capital tends to be more satisfied when visiting a tourist attraction, compared to someone who has low social capital. This can happen because someone who has high social capital tends to have more social networks that can provide support and advice regarding the choice of tourist attractions to visit. Conversely, someone who has low social capital tends to have fewer social networks so that they can provide support and advice regarding the choice of tourist attractions to visit.

All of these factors, namely attractiveness, service quality, hospitality, and social capital are considered to have a positive relationship with interest in visiting again, where the better the attraction, quality of service, hospitality, and social capital owned by a tourist attraction, the higher the interest in revisiting someone. In addition, indications of these various factors also have a positive influence on the likelihood of someone recommending tourist attractions (Park *et al.* 2019; Del Río *et al.* 2020). The higher the interest in revisiting someone, the more likely someone will recommend the attraction to others. This is because someone who has a high interest in visiting again usually feels satisfied with the experience gained when visiting a tourist attraction, so they will share the experience with others and suggest that others also visit the attraction. Conversely, if someone does not have a high interest in revisiting, then they most likely will not recommend that interest to others. This is because someone who does not have a high interest in visiting again may feel dissatisfied with the experience gained when visiting a tourist attraction, so they will not share the experience with others or may even give negative recommendations about the attraction (Obradović *et al.* 2023).

Based on the description of the problem, a research model was created that aims to explore the factors that influence the intention to revisit marine tourism destinations in Lampung Province. This model shows that attractiveness, hospitality, service quality, and social capital affect visitor satisfaction, while visitor satisfaction affects return visit intention and return visit intention affects the desire to recommend the tourist attraction.

Figure 1. Analysis Model





Based on Figure 1. indicates that attractiveness, hospitality, quality of service, and social capital affect visitor satisfaction (given an arrow in the direction of visitor satisfaction), while visitor satisfaction affects the intention to revisit (given an arrow in the direction of the intention to revisit) and the intention to revisit affects the desire to recommend the tourist attraction (given an arrow in the direction of the desire to recommend).

## 2. Research Methodology

This research was conducted in November – December 2022 using a quantitative approach. The data used is primary data sourced from 153 respondents obtained based on surveys / questionnaires. The sample of respondents was tourists who had visited the leading marine tourism of Lampung province, namely Pahawang Island, Kiluan Bay and Tanjung Setia Beach. The sampling method uses excidental sampling with the consideration of reaching out to the respondents who are the easiest to provide information. This study analyzed various predetermined variables, which were then derived in several indicators, namely:

Table 1. Research Variables

Variable	Indicator
Attraction	Natural beauty, uniqueness of tourist attractions, existing facilities
Hospitality	Friendly, fast, and courteous service from the clerk
Quality of service	Ease of access, cleanliness, safety, and comfort
Social capital	Recommendations from others, the reputation of tourist attractions
Visitor satisfaction	Pleasure, comfort, and perceived satisfaction
Re-visit intention	The desire to visit tourist attractions again
Recommend	The desire to recommend tourist attractions to others

The results of understanding these variables were made a research instrument in the form of a closed question type questionnaire consisting of 5 question items for tourist attraction variables, 4 question items for hospitality variables, 4 question items for visitor satisfaction variables, 5 question items for service quality variables, 3 question items for social capital variables, 4 question items for the traveller revisit interest variable and 4 question items for the travel recommend variable. The collected data is then analyzed based on structural equation modeling analysis - Partial Least Square (SEM-PLS). The analysis was performed using the help of the Smart-PLS 4.0.8.6 application.

The PLS-SEM analysis method was chosen with careful consideration, considering that this research involved the development of new models and limited previous knowledge. In this context, PLS-SEM is an appropriate analytical tool because it allows us to combine highly variable data and identify complex relationships between factors that influence travellers' revisit intentions, taking into account the diverse characteristics of respondents. This method allows us to run a more comprehensive and in-depth analysis, which will provide richer insights in the context of post-pandemic changes in tourist behavior in Lampung Province.

## 3. Research Results

### 3.1 Data Summary

A summary of the data we have collected, it can be seen that respondents are dominated by women, who account for about 74% of the total respondents. Meanwhile, men accounted for about 26%. As many as 48% of respondents are private employees, while 36% of them are professionals, and 18% are government employees. The majority of respondents, which is about 64%, are undergraduate graduates. As many as 18% of respondents have a master's level of education, and the remaining 18% are high school students or equivalent education levels. Based on the age distribution of respondents around 61%, they are in the age group of 25-35 years, which is often an age group that is active in travel. As many as 25% of respondents were in the age group of 17-25 years, while 24% were in the age group of 36-45 years. Monthly expenses mostly range from 4 to 6 million rupiah (50%).

The majority of respondents came from outside the district/region, which reached around 62%. As many as 20% of respondents were residents within the same district/region, while 18% came from outside the province. There were no foreign respondents in this sample. These results reflect that most respondents are local or regional tourists who are interested in visiting tourism destinations within the same region or adjacent province.

This data will help in understanding travellers' revisit preferences and intentions based on their geographical origin.

### 3.2 Convergen Validity

The convergent validity value refers to the value of the loading factor on the latent variable along with the corresponding indicator. Assessing the convergent validity of individual checks on item reliability can be determined by examining standard loading factor values. When the value of the loading factor for the indicator related to the construct is higher than 0.70, it is considered optimal.

Table 2. Convergent Validation Values

Variable	Outer Loadings
A1 <- Attraction	0.851
A2 <- Attraction	0.874
A3 <- Attraction	0.909
A4 <- Attraction	0.901
A5 <- Attraction	0.731
B1 <- Hospitality	0.771
B2 <- Hospitality	0.889
B3 <- Hospitality	0.903
B4 <- Hospitality	0.879
D1 <- Quality of Service	0.827
D2 <- Quality of Service	0.803
D3 <- Quality of Service	0.889
D4 <- Quality of Service	0.872
D5 <- Quality of Service	0.814
E1 <- Visitor Satisfaction	0.823
E2 <- Visitor Satisfaction	0.865
E3 <- Visitor Satisfaction	0.832
E4 <- Visitor Satisfaction	0.836
F1 <- Social Capital	0.860
F2 <- Social Capital	0.888
F3 <- Social Capital	0.863
G1 <- Re-visit Intention	0.876
G2 <- Re-visit Intentions	0.894
G3 <- Re-visit Intention	0.917
G4 <- Re-visit Intention	0.849
H1 <- Recommend	0.827
H2 <- Recommend	0.861
H3 <- Recommend	0.869
H4 <- Recommend	0.784

In the convergent validation table (Table 2), it is seen that all indicators have a loading factor value greater than 0.7, which is considered an ideal value. These high loading factor values indicate that all indicators have a strong relationship with the constructs measured, such as Attraction, Hospitality, Quality of Service, Visitor Satisfaction, Social Capital, Re-visit Intention, and Recommend. The results of these measurements indicate that all indicators in the model have good convergent validity, which reinforces the quality of the analysis performed in this study. Therefore, all indicators can be validly used in the research model and can proceed to further stages of analysis.

### 3.3 Discriminant Validity

This value describes the cross-loading factor, which plays a role in determining the discriminant validity of a construct. This process involves comparing the loading value of the construction in question with the value of other constructions, with the aim of achieving a value of 0.70 or higher. If there is a loading factor that is less than 0.70, then the factor is omitted to simplify the model. If any loading factor falls below the value of 0.70, it may indicate that the indicator may not be strong enough in distinguishing between different constructs. Therefore, the loading factor is removed from the model to maintain simplicity and clarity of analysis. This ensures that only indicators that have a significant contribution to the construct in question remain used in the analysis

Table 3. Discriminant Validation Values

Code	Attraction	Hospitality	Quality of service	Visitor satisfaction	Social capital	Intention to visit	Recommend
A1	<b>0.851</b>	0.575	0.460	0.362	0.393	0.344	0.359
A2	<b>0.874</b>	0.641	0.505	0.435	0.432	0.408	0.381
A3	<b>0.909</b>	0.635	0.576	0.474	0.454	0.371	0.353
A4	<b>0.901</b>	0.651	0.590	0.487	0.480	0.348	0.385
A5	<b>0.731</b>	0.661	0.399	0.440	0.360	0.299	0.319
B1	0.643	<b>0.771</b>	0.529	0.490	0.446	0.408	0.409
B2	0.667	<b>0.889</b>	0.533	0.591	0.477	0.413	0.420
B3	0.639	<b>0.903</b>	0.576	0.605	0.533	0.447	0.464
B4	0.604	<b>0.879</b>	0.552	0.514	0.525	0.455	0.403
D1	0.586	0.620	<b>0.827</b>	0.511	0.474	0.479	0.426
D2	0.535	0.549	<b>0.803</b>	0.608	0.565	0.569	0.506
D3	0.531	0.581	<b>0.889</b>	0.613	0.543	0.535	0.504
D4	0.439	0.498	<b>0.872</b>	0.653	0.592	0.556	0.510
D5	0.429	0.439	<b>0.814</b>	0.632	0.555	0.513	0.496
E1	0.460	0.549	0.650	<b>0.823</b>	0.572	0.484	0.577
E2	0.430	0.575	0.545	<b>0.865</b>	0.567	0.499	0.403
E3	0.445	0.497	0.642	<b>0.832</b>	0.619	0.592	0.533
E4	0.394	0.530	0.577	<b>0.836</b>	0.571	0.512	0.435
F1	0.467	0.565	0.605	0.699	<b>0.860</b>	0.672	0.592
F2	0.410	0.472	0.536	0.592	<b>0.888</b>	0.657	0.501
F3	0.417	0.456	0.555	0.509	<b>0.863</b>	0.658	0.496
G1	0.370	0.455	0.578	0.571	0.679	<b>0.876</b>	0.498
G2	0.324	0.427	0.527	0.560	0.680	<b>0.894</b>	0.538
G3	0.425	0.494	0.584	0.566	0.706	<b>0.917</b>	0.654
G4	0.346	0.388	0.548	0.513	0.630	<b>0.849</b>	0.604
H1	0.433	0.473	0.509	0.486	0.523	0.529	<b>0.827</b>
H2	0.313	0.367	0.515	0.468	0.459	0.562	<b>0.861</b>
H3	0.323	0.419	0.465	0.493	0.551	0.513	<b>0.869</b>
H4	0.334	0.385	0.457	0.500	0.511	0.571	<b>0.784</b>

From the table above, we can see that the result of cross loading, which measures the validity of the discriminant, forms a diagonal line. This indicates that the variable indicators used in this study are valid. This is indicated by the value of each indicator against its own variable has a value above 0.70 and higher compared to other variables. In this context, diagonal lines in the table indicate that each indicator has a strong correlation with the variable it is supposed to measure, while the correlation with other variables is relatively lower. This is a sign that these indicators can be considered valid because they demonstrate the ability to measure the intended variable well. In other words, these results show that the indicators effectively measure the corresponding construct, and the results of the discriminant validity analysis confirm that the variables can be distinguished from each other well.

### 3.4 Composite Reliability Test

The Composite Reliability test tests the reliability value of an indicator on a construct. Reliability tests aim to assess the extent to which the measurement tools used in this study are reliable and trustworthy. A construct is considered reliable if it has Cronbach's Alpha and Composite Reliability values above 0.70. Cronbach's Alpha and Composite Reliability values above 0.70 are common standards used in research to determine whether a construct can be considered reliable or not. If this value is above 0.70, it indicates that the construct has a fairly high degree of consistency in measurements, so it is reliable in representing the intended concept.

Table 4. Reliability Test Values

	Cronbach's Alpha	Composite Reliability (Rho_A)	Composite Reliability (Rho_C)	(AVE)
<b>Attraction</b>	0.907	0.911	0.931	0.732
<b>Hospitality</b>	0.883	0.888	0.920	0.743
<b>Visitor Satisfaction</b>	0.860	0.860	0.905	0.704
<b>Quality of Service</b>	0.897	0.899	0.924	0.708
<b>Recommend</b>	0.856	0.855	0.903	0.699
<b>Social Capital</b>	0.840	0.844	0.904	0.758
<b>Re-visit Intentions</b>	0.907	0.910	0.935	0.782

Based on the table presented, we can see that the Composite Reliability and Cronbach's Alpha values for all variables have values above 0.7. Therefore, it can be concluded that the seven variables can be considered reliable and feasible for use in the next stage of testing.

### 3.5 Coefficient of Determination Test (R2)

The Coefficient of Determination (R2) test aims to determine the extent to which the independent variable affects the dependent variable in an analysis or statistical model. The results of this test provide information about how well the independent variable can explain variations or changes in the dependent variable. The R2 value ranges from 0 to 1, and the higher the value, the greater the influence of the independent variable on the dependent variable. The results of this test can be seen below.

Table 5. R2 Test Values

Variable	R-square	Adjusted R-square
Visitor Satisfaction	0.636	0.626
Re-visit Intentions	0.617	0.604
Recommend	0.491	0.474

Based on the information presented in the table, it can be concluded that the combined effect of the variables Attractiveness (X1), Hospitality (X2), Social Capital (X3), and Service Quality (X4) on Visitor Satisfaction (Y) is 0.636, with an adjusted R-Square value of 0.626. This implies that these constructs (X1, X2, X3, and X4) collectively accounted for 62.6% of the influence on Y, while the remaining 37.4% was attributed to external factors not considered in the study. As a result, the impact of X1, X2, X3, and X4 on Y is categorized as moderate. Furthermore, the effect of Visitor Satisfaction (Y) on the intention to revisit (Z) was calculated at 0.617, with an adjusted R-Square value of 0.604. This means that Y, which is affected by X1, X2, and X3, contributes to 60.4% of the influence on Z, while the remaining part is influenced by unaccounted external factors. This influence is also categorized as moderate. Lastly, the effect of intent to revisit (Z) on recommended tourist destinations (W) was measured at 0.491, with an adjusted R-Square value of 0.474. This shows that the construct in variable Z accounts for 47.4% of the impact on W, and this influence is categorized as weak.

### 3.6 Model Fit

Model fit results are used to evaluate the extent to which the proposed model matches the observed data. SRMR (Standardized Root Mean Square Residual), d\_ULS (Unweighted Least Squares discrepancy), d\_G (Gorsuch Fit Index), Chi-square (Chi-kuadrat), dan NFI (Normed Fit Index).

Table 6. Model Fit

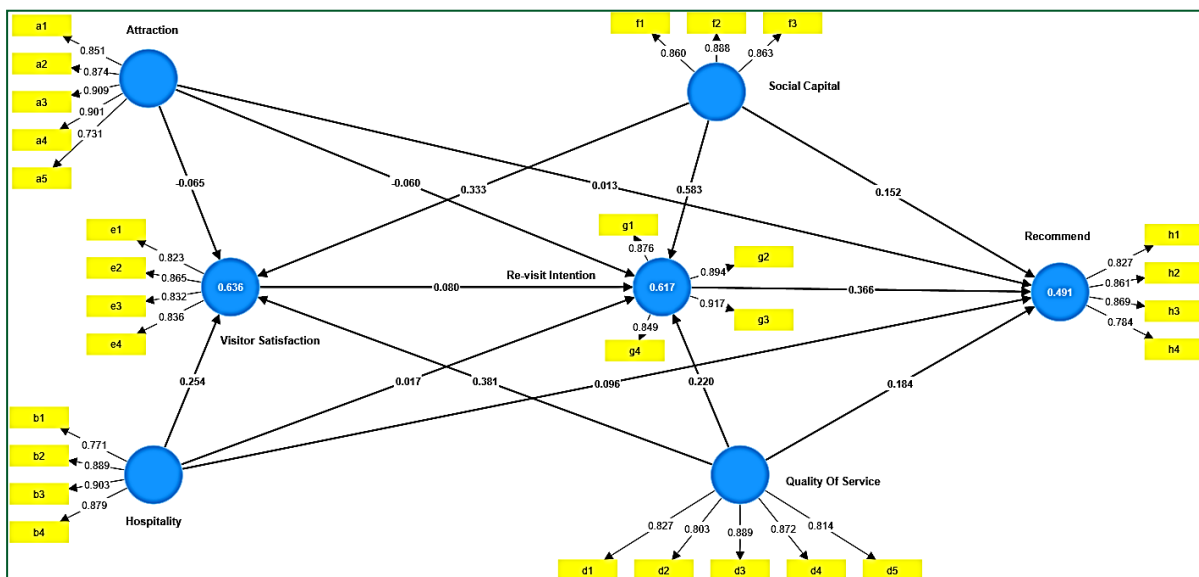
Fit Summary	Saturated model	Estimated model
SRMR	0,063	0,063
d_ ULS	1,728	1,742
d_ G	1,084	1,086
Chi-square	928,936	929,861
NFI	0,761	0,760

The fit model results show that both the Estimated model and the Saturated model have a good level of conformity with the observed data. This is seen from the SRMR value that is close to zero, the insignificant difference in d\_ ULS and d\_ G, and the insignificant difference in the Chi-square value. In addition, almost the same NFI values for both models also indicate a good fit. Thus, the Estimated model is considered adequate in explaining the data.

### 3.7 Path Coefficients

Path Coefficients are used to show the relationships between variables present in a study. The value of path coefficients ranges from -1 to 1. A path coefficients value that indicates a positive value means that the relationship between variables is positive. While the path coefficients value which shows a negative value means that the relationship between variables is negative. Here are the results of the path coefficients test.

Figure 2. Path Coefficients



From the path coefficients analysis figure, it is known that the statistical T values and P values appear as follows:

Table 7. Path Coefficients Values

	Original sample (O)	Sample average (M)	Standard deviation (STDEV)	T statistics	Nilai P (P values)
Attractions -> Visitor Satisfaction	-0.065	-0.060	0.070	0.932	0.352
Attractions -> recommend	0.013	0.013	0.076	0.170	0.865
Attractions -> Re-visit Intentions	-0.060	-0.059	0.085	0.706	0.480



	Original sample (O)	Sample average (M)	Standard deviation (STDEV)	T statistics	Nilai P (P values)
Hospitality -> Visitor Satisfaction	0.254	0.250	0.100	2.556	0.011
Hospitality -> Recommend	0.096	0.091	0.098	0.980	0.327
Hospitality -> Visiting Intentions	0.017	0.017	0.089	0.195	0.846
Visitor Satisfaction -> Re-Visit Intentions	0.080	0.087	0.101	0.797	0.426
Service Quality -> Visitor Satisfaction	0.381	0.380	0.092	4.160	0.000
Quality of Service -> recommend	0.184	0.191	0.098	1.877	0.061
Quality of Service -> Visiting Intentions	0.220	0.222	0.080	2.748	0.006
Social Capital -> Visitor Satisfaction	0.333	0.335	0.080	4.183	0.000
Social Capital -> Recommend	0.152	0.156	0.094	1.611	0.107
Social Capital -> Revisit Intentions	0.583	0.574	0.091	6.429	0.000
Re-Visit Intentions -> Recommend	0.366	0.363	0.116	3.139	0.002

The table of path coefficients (Path Coefficients Values) illustrates the relationship between variables in the research model. In the analysis of relationships between variables in the model, several patterns of direct relationship of each variable can be identified, as follows:

First, Service Quality has a strong positive influence on visitor satisfaction, showing that improved service quality can significantly increase visitor satisfaction. Furthermore, Quality of Service also has a significant positive influence on Visiting Intentions, indicating that good service can encourage travellers' intention to return. On the other hand, some relationships have weaker influence. Hospitality has a weak positive influence on visitor satisfaction, suggesting that hospitality may need to be improved to further influence traveller satisfaction.

Table 8. Indirect Effect

Variable	Specific indirect effects
Visitor Satisfaction -> Re-visit Intention -> Recommend	0,029
Quality Of Service -> Visitor Satisfaction -> Re-visit Intention -> Recommend	0,011
Attraction -> Re-visit Intention -> Recommend	-0,022
Social Capital -> Visitor Satisfaction -> Re-visit Intention -> Recommend	0,010
Hospitality -> Visitor Satisfaction -> Re-visit Intention	0,020
Quality Of Service -> Re-visit Intention -> Recommend	0,080
Social Capital -> Visitor Satisfaction -> Re-visit Intention	0,027
Quality Of Service -> Visitor Satisfaction -> Re-visit Intention	0,031
Attraction -> Visitor Satisfaction -> Re-visit Intention -> Recommend	-0,002
Attraction -> Visitor Satisfaction -> Re-visit Intention	-0,005
Hospitality -> Re-visit Intention -> Recommend	0,006
Social Capital -> Re-visit Intention -> Recommend	0,213
Hospitality -> Visitor Satisfaction -> Re-visit Intention -> Recommend	0,007

Quality of Service also has a weak positive influence on recommend, meaning service quality can influence traveller recommendations, although the effect is not statistically significant. Social Capital has a weak positive influence on Recommend. In addition, there is an insignificant relationship between Attractions and Visitor

Satisfaction, Attractions and Re-visit Intentions, as well as Hospitality and Visiting Intentions. This suggests that in the context of this study, such factors did not have a significant influence on related variables.

In addition, it is also known the results of the indirect effect analysis of various factors (Social Capital, Attractions, Service Quality, Hospitality, and Visitor Satisfaction) on the possibility of people recommending tourist destinations (Recommend) through Visiting Intentions or Visiting Intentions and Visitor Satisfaction.

In Table 8, the results of the analysis can be identified on the indirect influence of certain factors on the likelihood of someone recommending tourist destinations through Re-visit Intention and Visitor Satisfaction. There are several indirect influences that can be distinguished as positive and negative.

1. Positive indirect influences:
  - a. Visitor Satisfaction -> Re-visit Intention -> Recommend (0.029): This is a positive influence that indicates that visitor satisfaction contributes positively to the intention to revisit and ultimately to the likelihood of recommending tourist destinations.
  - b. Quality Of Service -> Visitor Satisfaction -> Re-visit Intention -> Recommend (0.011): Service quality has a positive impact on visitor satisfaction, which then has an impact on revisit intentions and recommendations.
  - c. Social Capital -> Visitor Satisfaction -> Re-visit Intention -> Recommend (0.010): A person's social capital or social network also contributes positively to visitor satisfaction, which further impacts revisit intent and recommendations.
  - d. Quality Of Service -> Re-visit Intention -> Recommend (0.080): Service quality has a strong positive influence on revisit intention and tourist destination recommendations.
  - e. Social Capital -> Re-visit Intention -> Recommend (0.213): Social capital has a very strong positive influence on revisit intention and tourist destination recommendations.
2. Negative indirect influences:
  - a. Attraction -> Re-visit Intention -> Recommend (-0.022): This effect is negative, meaning that the attractiveness of the destination does not contribute positively to the revisit intention and recommendation.
  - b. Attraction -> Visitor Satisfaction -> Re-visit Intention -> Recommend (-0.002): This effect is also negative, indicating that destination attractiveness does not have a significant effect on revisit intent and recommendations through this path.
  - c. Attraction -> Visitor Satisfaction -> Re-visit Intention (-0.005): Again, the attractiveness of the destination has no significant influence and contributes negatively to the intention to revisit.
  - d. Hospitality -> Re-visit Intention -> Recommend (0.006): This effect is very small and insignificant, but positive. However, the positive impact is almost imperceptible.

## 4. Discussions

### 4.1 Influence of Attractions in Marine Tourism in Lampung Province

Based on the results of statistical testing with PLS-SEM, it shows that there is no langsung positive influence between the variables of tourist attraction on the variables of visitor satisfaction, the variables of tourist attraction on the intention of re-visiting. This is evidenced by the negative value of the path coefficient, namely -0.065, and -0.060 where there is no unidirectional influence. In addition, direct measurements between variables of attractiveness to recommend have a positive effect. However, if measured indirectly the influence of the attraction variable through the visitor satisfaction variable is continued to the re-visit intention variable on the tourist recommending variable there is no significant influence.

The results of this study are quite contrary to several related studies that test hypotheses, both partially and simultaneously on the variable of tourist attraction to tourist satisfaction. Such as research conducted by (Handayani *et al.*, 2019) in Bangka Botanical Garden (BBG) Pangkalpinang tour. Where indicates the tourist attraction available in the Bangka Botanical Garden (BBG) Pangkalpinang tourist area will increase the satisfaction of visiting tourists. As for other research, it is research from (Abdurrohman and Wibawanto 2021) where the results of the analysis show a very strong relationship between tourist attraction and visitor satisfaction of Villa Gardenia tourist attractions.

### 4.2 The Effect of Service Quality in Marine Tourism in Lampung Province

Based on the results of statistical testing with PLS-SEM, it shows that there is a significant direct influence between the variables of tourist service quality on the variables of visitor satisfaction in marine tourism in

Lampung province. A variable in the quality of tourist services to the variable of intention to revisit in marine tourism in Lampung province. As well as the variable of the quality of tourist services to the variable of recommending marine tourism in Lampung province. This is evidenced by the value of the path coefficient which is of positive value where there is a unidirectional influence. So the hypothesis related to the influence of service quality is proven and the hypothesis is accepted. These results are in line with previous studies that tested hypotheses related to the variability of the quality of tourist services to visitor satisfaction. Such as the research conducted by (Septiandari *et al.*, 2021) where the influence of the quality of tourist services carried out either partially or simultaneously has a positive and significant influence on Visitor Satisfaction (Septiandari, Hidayatullah, and ... 2021) and the intention to visit again at Tiga Warna Beach.

#### **4.3 The Influence of Hospitality in Marine Tourism in Lampung Province**

Based on the results of statistical testing with PLS-SEM, it shows that there is a significant influence between independent variables, namely the source of tourism information, on the intervening variable, namely visitor satisfaction in marine tourism in Lampung province. This is evidenced by the value of the path coefficient which is positive value, which is 0.262 where there is a unidirectional influence. So that the first hypothesis, namely that it is suspected that there is an influence of information sources on visitor satisfaction, is proven and the hypothesis is accepted. These results are in line with previous research that tested the effect of information sources on information systems on visitor satisfaction. Such as the results of research conducted by Julinta in 2015 where visitors are very satisfied with the service of PT. Julinta's tourism information sources. TSS. (Julinta 2015)

#### **4.4 The Influence of Social Capital in Marine Tourism in Lampung Province**

When viewed in figure 5 and table 5, it is known that the intervening variable, namely visitor satisfaction, which is influenced by simultaneous independent variables, namely, the quality of service and information sources are able to significantly affect the dependent variable, namely the intention to revisit tourists in Lake Ranau. These results are in line with research from (Purnami *et al.*, 2019) where visitor satisfaction has a positive and significant effect on the interest in visiting Bali Pulina agrotourism. (PURNAMI, SURYAWARDANI, and ... 2019)

#### **4.5 The Effect of Visitor Satisfaction on Re-Visit Intentions in Marine Tourism in Lampung Province**

Based on the results of statistical testing with PLS-SEM, it is known that there is a significant direct influence between the visitor satisfaction variable and the re-visit intention variable. This is evidenced by the value of the path coefficient, which is a positive value, namely 0.080 where there is a unidirectional influence. So the hypothesis related to the effect of visitor satisfaction on re-visit intentions is proven and the hypothesis is accepted.

#### **4.6 The Effect of Re-Visiting Intentions on Recommending Marine Tourism in Lampung Province**

Based on the results of statistical testing with PLS-SEM, it is known that there is a significant direct influence between the variables of re-visiting intention on the variables of recommending tourism in marine tourism in Lampung province. This is evidenced by the value of the path coefficient, which is positive value, namely 0.366 where there is a unidirectional influence. So the hypothesis regarding the influence of re-visit intentions on recommending tours is proven and the hypothesis is accepted.

### **Conclusions and Further Research**

Based on the results of research that has been conducted, it can be concluded that there are differences in the effects of attractiveness, service quality, social capital, and hospitality on visitor satisfaction in marine tourism in Lampung Province. Attractiveness has not been found to have a direct positive effect on visitor satisfaction, but it does have a direct positive effect on the recommendation of travel. Service quality has been shown to have a direct positive effect on visitor satisfaction, re-visitation intentions, and the recommendation of travel. Social capital has been found to have a direct positive effect on visitor satisfaction, re-visitation intentions, and the recommendation of travel. Meanwhile, hospitality has been shown to have a direct positive effect on visitor satisfaction and re-visitation intentions, as well as the recommendation of travel.

Overall, the results of this study indicate that the factors influencing visitor satisfaction in marine tourism in Lampung Province are not comprised of just one variable, but rather a combination of several interrelated variables. Service quality has the most significant effect on visitor satisfaction, followed by hospitality, social capital, and attractiveness. However, it is important to note that these results only apply to marine tourism in Lampung Province and cannot be directly applied to marine tourism in other areas. Therefore, it is recommended

for marine tourism managers in Lampung Province to continue to improve the quality of services provided to visitors, maintain the hospitality of staff, and enhance the attractiveness and social capital available on the tour. This is expected to increase visitor satisfaction, leading to higher re-visitation intentions and recommendations to others.

### Acknowledgments

We would like to extend our sincere appreciation to our supervisor for providing valuable guidance, constructive feedback, and support throughout the research process.

### Credit Authorship Contribution Statement

**Rahayu Sulistiowati:** Conceptualization, Investigation, Methodology, Project administration, Formal analysis, Writing – original draft, Draft editing.

**Yulianto:** Conceptualization, Investigation, Supervision, Validation.

**Samsul Bakri:** Methodology, Supervision, Data curation, Validation.

**Maulana Mukhlis:** Validation, Writing – review and editing, Project administration

**Dimas Adi Saputra:** Software Analysis, Data analysis, Data curation, Visualization

### Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

### References

- [1] Abdurrohman, F. and Sigit W. 2021. Pengaruh Daya Tarik Wisata Dan Citra Destinasi Terhadap Minat Berkunjung Ulang Melalui Kepuasan Pengunjung Sebagai Variabel Intervening (Studi. *Jurnal Online Stie Putra Bangsa Kebumen*. Universitas Putra Bangsa. (in Indonesian)
- [2] Agag, G. *et al.* 2022. Impacts of COVID-19 on the Post-Pandemic Behaviour: The Role of Mortality Threats and Religiosity. *Journal of Retailing and Consumer Services* 67. <https://doi.org/10.1016/j.jretconser.2022.102964>.
- [3] Aida, Neli. 2019. Implikasi Dan Desain Pariwisata Terhadap Kesejahteraan Masyarakat Sekitar (Studi Di Pantai Teluk Kiluan Dan Tanjung Setia Provinsi Lampung). Doctor Thesis, Universitas Brawijaya. Universitas Brawijaya. (in Indonesian)
- [4] Alawiyah, Tuti. 2022. *Analisis Pengembangan Desa Wisata Bahari Dalam Meningkatkan Kesejahteraan Masyarakat Menurut Persepektif Ekonomi Islam*. <http://repository.radenintan.ac.id/id/eprint/20022>. (in Indonesian)
- [5] Anom, R.I.P. *et al.* 2022. Pengaruh Tingkat Literasi Digital Dan Kualitas Teknologi Informasi Terhadap Keputusan Berkunjung Turis Ke Wisata Bahari Lampung Pada Masa Pandemi Covid-19." *VISIONIST*. <http://jurnal.ubl.ac.id/index.php/jmv/article/view/2873>. (in Indonesian)
- [6] Bakri, S. *et al.* 2023. Measuring the Sustainability of Marine Ecotourism in Kiluan Marine Tourism Park, Lampung Province, Indonesia. *Environment and Ecology Research* 11 (2): 392–405. <https://doi.org/10.13189/eer.2023.110213>.
- [7] Bashir, M.F., Benjiang, M. and Luqman, S. 2020. A Brief Review of Socio-Economic and Environmental Impact of COVID-19. *Air Quality, Atmosphere and Health* 13 (12): 1403–9. <https://doi.org/10.1007/s11869-020-00894-8>.
- [8] Bui, Huong T., and Tuan Anh Le. 2016. Tourist Satisfaction and Destination Image of Vietnam's Ha Long Bay. *Asia Pacific Journal of Tourism Research*. Informa UK Limited. <https://doi.org/10.1080/10941665.2015.1075564>.
- [9] Cahyanto, I., Bingjie, L.L. and Gallagher, W. 2023. Diaspora Engagement in Tourism Crisis Recovery: The Case of Indonesia. *Tourism Review* 78 (4): 1133–46. <https://doi.org/10.1108/TR-06-2022-0291>.
- [10] Chairunnisa, F, and M R Siregar. 2019. Pengaruh risiko fisik dan risiko psikologis terhadap niat berkunjung kembali yang dimediasi oleh citra kognitif pada wisatawan di *Jurnal Ilmiah Mahasiswa Ekonomi*. <http://www.iim.unsyiah.ac.id/EKM/article/view/8796>. (in Indonesian)

- [11] Cheng, Tian E., Shasha Li, Heng Zhang, and Mingming Cao. 2021. Examining the Antecedents of Environmentally Responsible Behaviour: Relationships among Service Quality, Place Attachment and Environmentally Responsible Behaviour. *Sustainability (Switzerland)* 13 (18). <https://doi.org/10.3390/su131810297>.
- [12] Dewanto, D.A. 2019. *Pengaruh Daya Tarik Wahana Wisata Dan Kualitas Layanan Wisata Terhadap Loyalitas Dengan Kepuasan Sebagai Variabel Intervening (Studi Pada Pengunjung Taman Rekreasi Sengkaling UMM)*. <https://eprints.umm.ac.id/50301/> (in Indonesian)
- [13] Dewi, Cut, Matthew Rofe, Julie Nichols, and Izziah Izziah. 2023. Heritage and the COVID-19 Pandemic: The Meaning of Visitation. *Built Heritage* 7 (1). <https://doi.org/10.1186/s43238-023-00095-z>.
- [14] Diedrich, Amy, Claudia Benham, Lina Pandihau, and Marcus Sheaves. 2019. Social Capital Plays a Central Role in Transitions to Sportfishing Tourism in Small-Scale Fishing Communities in Papua New Guinea. *Ambio*. Springer Science and Business Media LLC. <https://doi.org/10.1007/s13280-018-1081-4>.
- [15] Faturrahman, A D, Z Abidin, and S Pi. 2021. "Peran Perceived Risk Dan Memorable Tourism Experience Sebagai Mediasi Hubungan Destination Image Terhadap Minat Berkunjung Kembali Wisatawan Ke Ekowisata Clungup Mangrove Conservation (CMC) Tiga Warna Malang Pasca Pandemi COVID-19." Universitas Brawijaya. <http://repository.ub.ac.id/184994/> (in Indonesian)
- [16] Fraga, Julia, and Daniel Robledo. 2022. COVID-19 and Sargassum Blooms: Impacts and Social Issues in a Mass Tourism Destination (Mexican Caribbean). *Maritime Studies* 21 (2): 159–71. <https://doi.org/10.1007/s40152-022-00267-0>.
- [17] Frolova, Elena V., and Olga V. Rogach. 2023. Limitations and Development Prospects of Domestic Tourism in Russian Regions. *Economy of Regions* 19 (1): 208–19. <https://doi.org/10.17059/EKON.REG.2023-1-16>.
- [18] Golian, Sylwia. 2016. Profil osobowy właścicieli gospodarstw agroturystycznych na Roztoczu." *Annales Universitatis Mariae Curie-Skłodowska. Sectio B* 71 (2): 153–64. <https://doi.org/10.17951/b.2016.71.2.153>.
- [19] Han, Heesup, and Sunghyup Sean Hyun. 2017. Key Factors Maximizing Art Museum Visitors' Satisfaction, Commitment, and Post-Purchase Intentions. *Asia Pacific Journal of Tourism Research*. Informa UK Limited. <https://doi.org/10.1080/10941665.2017.1345771>.
- [20] Handayani, S. Wahyudin, N. and Khairiyansyah, K. 2019. "Fasilitas, Aksesibilitas Dan Daya Tarik Wisata Terhadap Kepuasan Wisatawan." *Jurnal Ilmiah Manajemen Dan Bisnis* 20 (2): 123–33. <https://doi.org/10.30596/jimb.v20i2.3228> (in Indonesian)
- [21] Hariyanto, Oda I. B., and Jayanti Rukmandiana. 2022. "Analisis Faktor-Faktor Yang Mempengaruhi Kualitas Layanan Dan Dampaknya Terhadap Kepuasan Pengunjung." *Jurnal Inspirasi Bisnis Dan Manajemen*. <https://doi.org/10.33603/jibm.v6i1.5162> (in Indonesian)
- [22] Husna, Nurul, and Dian Novita. 2020. Peran Aesthetic Experiential Qualities Dan Perceived Value Untuk Kepuasan Dan Loyalitas Pengunjung Wisata Bahari Di Provinsi Lampung. *Jurnal Pariwisata Pesona* 5 (2). <https://doi.org/10.26905/jpp.v5i1.4732>.
- [23] Indriani, M., Farida, F. and Sair, A. 2019. "Perkembangan pariwisata danau ranau kecamatan banding agung kabupaten ogan komering ulu selatan tahun 2008-2017." Sriwijaya University.
- [24] Julinta, D. 2015. *Tingkat Kepuasan Pengunjung Terhadap Pelayanan Sistem Informasi Wisata Di Taman Nasional Bali Barat*. [repository.ipb.ac.id](https://repository.ipb.ac.id/). <https://repository.ipb.ac.id/handle/123456789/78016>.
- [25] Lasally, A. 2015. *Kualitas Daya Tarik Wisata Alam Dan Budaya Kawasan Tanjung Setia Dan Kawasan Pulau Pisang, Di Kabupaten Pesisir Barat, Provinsi Lampung*. [etd.repository.ugm.ac.id](http://etd.repository.ugm.ac.id/). <http://etd.repository.ugm.ac.id/penelitian/detail/88540>.
- [26] Lim, Yeon Jin, Hwa Kyung Kim, and Timothy J. Lee. 2016. Visitor Motivational Factors and Level of Satisfaction in Wellness Tourism: Comparison Between First-Time Visitors and Repeat Visitors. *Asia Pacific Journal of Tourism Research*. Informa UK Limited. <https://doi.org/10.1080/10941665.2015.1029952>.



- [27] Mai, Khuong Ngoc, Phuong Ngoc Duy Nguyen, and Phuong Thi Minh Nguyen. 2019. Tourists' Loyalty to Ho Chi Minh City Destination-a Mediation Analysis of Perceived Service Quality and Perceived Value. *Sustainability (Switzerland)* 11 (19). <https://doi.org/10.3390/su11195447>.
- [28] McKercher, Bob, and Edward Koh. 2017. "Do Attractions 'Attract' Tourists? The Case of Singapore." *International Journal of Tourism Research* 19 (6): 661–71. <https://doi.org/10.1002/jtr.2138>.
- [29] Menhat, Masha, Izyan Munirah Mohd Zaideen, Yahaya Yusuf, Nurul Haqimin Mohd Salleh, Meor Azry Zamri, and Jagan Jeevan. 2021. The Impact of Covid-19 Pandemic: A Review on Maritime Sectors in Malaysia. *Ocean and Coastal Management* 209. <https://doi.org/10.1016/j.ocecoaman.2021.105638>.
- [30] Nurmala, Nurmala, and Sullaida Sullaida. 2022. Pengaruh Fasilitas Wisata, Daya Tarik Wisata Dan Kualitas Layanan Terhadap Kepuasan Pengunjung Wisata Pantai Ujong Blang Lhokseumawe. *E-Mabis: Jurnal Ekonomi Manajemen Dan Bisnis* 23 (2): 73–78. <https://doi.org/10.29103/e-mabis.v23i2.861>.
- [31] Obradović, S, V Stojanović, A Tešin, I Šećerov, M Pantelić, and D Dolinaj. 2023. Memorable Tourist Experiences in National Parks: Impacts on Future Intentions and Environmentally Responsible Behavior. *Sustainability (Switzerland)* 15 (1). <https://doi.org/10.3390/su15010547>.
- [32] Padrón-Ávila, Hugo, and Raúl Hernández-Martín. 2019. Preventing Overtourism by Identifying the Determinants of Tourists' Choice of Attractions. *Sustainability (Switzerland)* 11 (19). <https://doi.org/10.3390/su11195177>.
- [33] Park, Deukhee, Gyehee Lee, Woo Gon Kim, and Taegoo Terry Kim. 2019. Social Network Analysis as a Valuable Tool for Understanding Tourists' Multi-Attraction Travel Behavioral Intention to Revisit and Recommend. *Sustainability (Switzerland)* 11 (9). <https://doi.org/10.3390/su11092497>.
- [34] Pessoa, Rosângela Andrade, Oderlene Oliveira, and Lucas Lopes Ferreira Souza. 2022. Factors That Make a Destination Fascinating and Motivate (Re)Visit. *Spanish Journal of Marketing - ESIC* 26 (2): 210–30. <https://doi.org/10.1108/SJME-12-2021-0231>.
- [35] Pratiwi, Wiwik Dwi, Bramanti Kusuma Nagari, Romi Bramantyo Margono, and Sri Suryani. 2022. Visitor'S Intentions To Re-Visit Reconstructed Public Place in Jakarta Tourism Heritage Riverfront. *Alam Cipta* 15 (1): 2–9. <https://doi.org/10.47836/AC.15.1.Chapter01ac.id>.
- [36] Prihantika, Ita, Rahayu Sulistiawati, Bella Meika Lestari, Dewie Atika, and Tia Panca Rahmadhani. 2021. *The Role of Stakeholders in The Development of Indonesia Marine Tourism: A Scoping Review. The 5th Internasional Conference on Social, Humanity, Economics, Education, Law, and Sustainable Development (SHIELD 2021)*. <http://repository.lppm.unila.ac.id/35109/>.
- [37] Primananda, Pande Gde Bagus Naya, Ni Nyoman Kerti Yasa, I. Putu Gde Sukaatmadja, and Putu Yudi Setiawan. 2022. "Trust as a Mediating Effect of Social Media Marketing, Experience, Destination Image on Revisit Intention in the COVID-19 Era." *International Journal of Data and Network Science* 6 (2): 517–26. <https://doi.org/10.5267/j.ijdns.2021.12.002>.
- [38] Purnami, Ni Nyoman Alit, Iga. Oka Suryawardani, and I Ketut Suamba. 2019. Pengaruh Kualitas Layanan Terhadap Kepuasan Pengunjung Agrowisata Bali Pulina Untuk Membentuk Minat Kunjungan Ulang. *Jurnal Agribisnis Dan Agrowisata (Journal of Agribusiness and Agritourism)*. ojs.unud.ac.id. <https://doi.org/10.24843/jaa.2019.v08.i01.p07>. (in Indonesian)
- [39] Putri, D.A., Susilowati, M.H.D. and Semedi, J.M.. 2021. Tourist Attraction and Tourist Motivation in the Patuha Mountain Area, West Java. *Indonesian Journal of Geography* 53 (1): 95–102. <https://doi.org/10.22146/IJG.52415>.
- [40] Revida, Erika, Asima Yanti Siahaan, and Sukarman Purba. 2018. The Influence of Social Capital towards the Quality of Community Tourism Services in Lake Toba Parapat North Sumatera. *IOP Conference Series: Earth and Environmental Science*. IOP Publishing. <https://doi.org/10.1088/1755-1315/126/1/012087>.
- [41] Rini, R.S., and Apriyanti, A. 2022. "Pengaruh daya tarik, aksesibilitas, harga, dan pelayanan terhadap minat berkunjung pada wisata lembah wilis madiun." *SIMBA: Seminar Inovasi Manajemen ....* <http://prosiding.unipma.ac.id/index.php/SIMBA/article/view/3305>.

- [42] Rio, J. A. *et al.* 2020. "Loyalty in Heritage Tourism: The Case of Córdoba and Its Four World Heritage Sites." *International Journal of Environmental Research and Public Health* 17 (23): 1–20. <https://doi.org/10.3390/ijerph17238950>.
- [43] Septiandari, W., Syarif H. Stella A., Aprilia R., and Dewi H.S. 2021. "Pengaruh Citra Destinasi Wisata Dan Kualitas Layanan Terhadap Kepuasan Pengunjung Di Pantai Tiga Warna." *Competence: Journal of Management Studies* 15 (2): 134–48. <https://doi.org/10.21107/kompetensi.v15i2.12512>. (in Indonesian)
- [44] Sulistiawati *et al.* 2020. Stakeholder Partnership in the Management of Marine Tourism in South Lampung Regency, Lampung. *Indonesian Journal of Tourism and Leisure* 1 (2): 82–91. <https://doi.org/10.36256/ijtl.v1i2.105>.
- [45] Weng, G, H Li, and Y Li. 2023. "The Temporal and Spatial Distribution Characteristics and Influencing Factors of Tourist Attractions in Chengdu-Chongqing Economic Circle." *Environment, Development and Sustainability* 25 (8): 8677–98. <https://doi.org/10.1007/s10668-022-02418-z>.
- [46] Yulianto, Fahmi Yulianto, HIDAYATI Teuku, and DEWI AYU. 2018. "Pengembangan Desa Wisata Bahari Dalam Rangka Meningkatkan Kesejahteraan Masyarakat Pesisir (Pendampingan Dan Penerapan Community Based Tourism/CBT Di Pekon Tejang Pulau Sebesi, Kecamatan Rajabasa, Kabupaten Lampung Selatan)." *Prosiding Seminar Nasional Hasil-Hasil Pengabdian Kepada Masyarakat*. <http://repository.lppm.unila.ac.id/10716/1/Semnas PkM 2018.pdf>. (in Indonesian)

# ASERS



 **ASERS**  
Publishing

Web: [www.aserspublishing.eu](http://www.aserspublishing.eu)

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu)

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v14.6\(70\).00](https://doi.org/10.14505/jemt.v14.6(70).00)