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Research Article

The Examining Tourist Push-pull Motivation on Revisit Intention in Banyuwangi Tourism Destination

Esa Riandy Cardias[1]*, Indira Nuansa Ratri[2], Eka Afrida Ermawati[1], and Adetiya Prananda Putra[1]

[1]Tourism Department, Politeknik Negeri Banyuwangi, Banyuwangi, Indonesia
[2]Informatics and Business Department, Politeknik Negeri Banyuwangi, Banyuwangi, Indonesia

Abstract.
The motivation of tourists to travel can be changed by various factors. One of which is the pandemic that occurred 1 year ago. The pandemic is likely affect or even chang the pattern of tourist motivation in determining their tourist destinations. Analysis related to motivation is increasingly important when it is related to tourism as a phenomenon of the world community, where tourist behavior is influenced by various motivations when going on a trip. This research aims to analyze the motivation of push and pull tourists toward the revisit intention in Banyuwangi destination. The respondents of this research were 100 foreign tourists. Data were analyzed using a quantitative approach obtained through surveys with questionnaires as the main research instrument. The analytical tool used to confirm the model of tourist motivation on revisit intention is PLS-PM structural model analysis. The findings of this research show that five push factors of foreign tourist motivation do not affect tourist revisit intention. Those factors are adventure motivation, culture experience motivation, escape motivation, novelty-seeking motivation, and social contact motivation. The pull factors of attractiveness motivation and infrastructure motivation have a significant positive effect on revisit intention. Meanwhile, facilities motivation has no effect on revisiting foreign tourists in Banyuwangi Destination.

Keywords: push factors, pull factors, tourist motivation, revisit intention, partial least square, Banyuwangi

Corresponding Author: Esa Riandy Cardias; email: cardias.esa@poliwangi.ac.id

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1. Introduction

The main key to the successful implementation of tourism development is the active role of stakeholders, one of which is tourists (see Figure1) [1]. Tourists as a supporting element but as the main element in branding (business). The main element intended is that tourists can become buyers of products at the destination, and as the most effective promotional media in product marketing and brand image confidence in a product [2].

On the destination perspective, a tourist is a person or group who undertakes tourist travel activities. When traveling, tourists must have travel motivation. Motivation is an important factor influencing the decisions of potential tourists regarding the tourist

Figure 1: Tourism stakeholders.

destinations they visit. Potential tourists perceive the area of a tourist destination. This perception is formed on the basis of personal preferences, past experiences and information received [3].

Tourists' motivation to travel is influenced by various things, one of which is the pandemic which has been going on for three years. The pandemic is likely to influence or even change tourist consumption patterns, such as the increasing popularity of free and independent travel, luxury travel and health tourism [4]. Such changes will likely force tourism businesses to reconsider the design of the services and distribution channels they will provide to tourists [5].

Banyuwangi is one of the destinations that is trying to recover from the Covid-19 pandemic. Banyuwangi tourism actors are always trying to adapt to the Covid-19 pandemic by implementing health protocols to ensure the safety and comfort of tourists. This is proven by the graph of tourist visits in 2020 which shows an increase in the number of tourists since the opening of Large-Scale Social Restrictions by the president.

Figure 2 above explains that tourist visits to Banyuwangi are at point 0 (no tourist visits) from April to June. After the opening of the PSBB in August, visits increased by 247,205 tourists. Therefore, there needs to be efforts aimed at increasing tourist visits to Banyuwangi Regency and achieving the target of 3.5 million tourist visits in 2023.

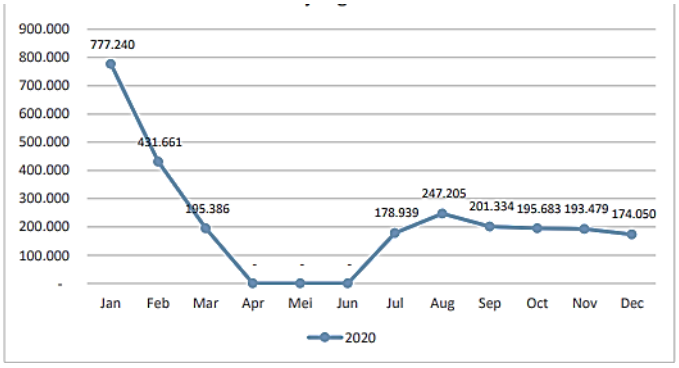

Figure 2: Number of tourist visits Banyuwangi.

One effort that needs to be made to attract tourist interest is by examining tourist motivations for visiting Banyuwangi destinations. Considering that tourists' encouragement to travel cannot be separated from the motivation they generate. The importance of encouraging tourists to travel is because motivation is a very basic thing in the study of tourists and tourism, because motivation is a trigger for the tourism travel process [3]. Analysis related to motivation becomes increasingly important when it is connected to tourism as a phenomenon in world society, where tourist behavior is influenced by various motivations when traveling.

Examining a person's decision to travel psychologically and sociologically, will essentially be influenced by the strength and weakness of motivation in the form of push factors and pull factors [6].Tourist motivation needs to be studied in more depth, because it influences repeat visits, the higher a tourist's motivation to visit a tourist spot, the greater their interest in making a repeat visit [7, 8].

2. Literature Review

2.1. Tourism destination

Motivation is an important factor influencing the decisions of potential tourists regarding the tourist destinations they visit. Potential tourists perceive the area of a tourist destination. This perception is formed on the basis of personal preferences, past experiences and information received, including its management and regulations (Tourism Law number 10 of 2009).

Basically what is meant by the tourism destination component consists of natural and environmental resources: physiography, climate and people; built environment:

technology, government, superstructure, infrastructure, culture, and information; operational sectors of the tourism industry: services, transportation, entertainment sectors, food services, adventure and outdoor recreation, attractions, events, trade and accommodation; and finally catalyst, planning, development and promotion organizations: private and public organizations, both government and companies. These four sectors are interrelated and will later become a strength in building a sustainable destination [9].

2.2. Tourist motivation

Motivation is a brief process of studying travel behavior with a focus on how motivation affects an individual's psychological needs and long-term plans, with intrinsic motivation (e.g., self-actualization) seen as a very important factor [10]. Motivation can be divided into four categories: 1). Physical motivation: related to physical and mental recovery, health goals, exercise, pleasure, etc.; 2). Cultural motivation. Cultural motivation: desire to learn more about other cultures; 3). Interpersonal motivation: this group includes the desire to meet new people, visit friends and relatives, have new experiences). Status/prestige motivation: this group includes the desire to be recognized and noticed by others [9].

There are also two concepts of motivation: push motivation and pull motivation. Push and pull motivation explain the motivation of tourists in terms of push and pull factors. Push factors are factors related to the desire to travel that arise within a person (intrinsic motivation), and pull factors are external factors that encourage tourists to travel (extrinsic motivation). Pull factors are related to the quality of destinations that are attractive to tourists [11, 12]. The concept of motivation is due to the factors present in the tourist's environment. Push factors are formed from intangible factors that come from within the tourists themselves, while pull factors are formed from tangible factors present in the destination, such as uniqueness, naturalness, diversity and other potential in the destination. The main motivating factor for someone to travel (especially from Western countries to the Third World) is to escape from the psychological pressures of everyday life in industrialized countries. Simply put, push factors are intended to motivate tourists to go far from home and pull factors are motivations that make tourists visit a destination [3].

2.3. Revisit intention

The concept of revisiting originates from behavioral intentions. The behavioral intention in question is what determines an individual's decision to repeat visits to a place to provide positive word of mouth, stay longer and spend more money at the destination [13]. So the intention to revisit is defined as decision making by tourists who feel satisfied when visiting a destination. The context of this research is that tourists visit the Banyuwangi destination based on targeted revisit behavior.

Measure interest in repeat visitation using the following indicators: 1. Willingness to revisit, i.e. consumers' willingness to revisit; 2. Willingness to invite, i.e. consumers' willingness to invite others to visit; 3. Positivity in storytelling, or the readiness to spread the word about a company's goods or services to others. 4. Willingness to prioritize the visiting location, or more specifically, the consumer's readiness to prioritize the visiting location [14].

3. Methods

This research uses a quantitative approach with survey research methods. In survey research, researchers ask respondents about beliefs, opinions, characteristics of an object and behavior regarding themselves [15]. The survey method was chosen because it has the advantage of economical design and accuracy in presenting data and is able to identify the characteristics of a population based on a group of samples. The research was conducted in the Banyuwangi tourist destination. Respondents are foreign tourists who have experienced traveling to Banyuwangi destinations. The sampling technique used was Accidental Sampling. The number of samples used was determined using the Slovin Formula of 100 samples, while samples were taken at 3 locations, namely Blimbingsari Airport, Ijen Crater TWA, and Red Island. Using SmartPLS 3.0 software, partial least squares (PLS) data analysis is performed. PLS is a strong method of analysis because it lacks dependence on measurement scales (for example measurements that require interval or ratio scales) and the distribution of residuals [16], It can solve issues with correlations between extremely complicated variables but tiny sample sizes of data. (30–100 samples) [17].

4. Result

4.1. Respondent profile

The respondent profile can be seen in Table 1.

TABLE 1: Respondent profile.

PROFILE							
Gender	Male	69	69%	**Country of Residence**	Saudi Arabia	2	2%
	Female	31	31%		Spain	4	4%
	17-19y	6	6%		Italy	6	6%
Age	20-39y	45	45%		Australia	13	13%
	40-49y	40	40%		Sweden	3	3%
	>50y	9	9%		Morocco	2	2%
Education	Senior High School	6	6%		Japan	10	10%
	Bachelor	64	64%		France	12	12%
	Magister	29	29%		Netherland	6	6%
	Doctor	3	3%		Germany	7	7%
	Manager/Director	18	18%		India	5	5%
Occupation	Employee	37	37%		Norwegia	3	3%
	Entrepeneur	12	12%		China	7	7%
	Freelancer	14	14%		Malaysia	8	8%
	Student	11	11%		Singapore	6	6%
	Lecture	3	3%		USA	6	6%
	Technical	3	3%	**Banyuwangi as your main destination?**	Main destination	51	51%
	Gov employee	2	2%		Stop by destination	49	49%
How many times have visited Banyuwangi ?	1 time	29	29%				
	2 times	53	53%				
	3 times	15	15%				
	4 times	2	2%				
	5 times	1	1%				
	>5 times	0	0%				

4.2. Measurement model evaluation

A measurement model (external model) is part of a structural equation model that describes the relationship between a latent variable and its indicators. Measurement modeling aims to measure the dimensions that make up a factor. The measurement model presents the relationship between the indicator and its factor, i.e. the current claimed hypothesis, which is evaluated using the confirmatory factor analysis (CFA) technique [18]. The construct variables of the push factor have five substructures such as novelty seeking, cultural experience, adventure, escape and social contact with attractiveness, facilities and infrastructure as sub-lates; and the revisit intention construct consists of five indicators.

What is evaluated in this step is Convergent and discriminant validity values. Convergent validity is determined by the value of the loading factor. A loading factor is a numerical value that indicates the correlation between the value of a question item and the value of the indicator measuring the construct. A loading factor value of 0.3 is considered the minimum, 0.4 is considered the best, and a loading factor greater than 0.5 is usually considered significant [19]. This value indicates that the average variance extracted should be higher than the correlation associated with the construct variables [20].

as indicated in Table 2, indicators of C32, C41 and D11 have values less than 0.3 so they must be removed. Meanwhile, other indicators have values greater than the threshold value so they are declared to meet convergent validity. The overall AVE value is obtained after small value indicators are eliminated, the value exceeds the minimum value of 0.5.

The second step in testing validity The discriminant validity of a measurement model is seen by comparing the root of the AVE of each construct with the correlation between that construct and the other constructs. If the root of the AVE of each construct is greater than the correlation between that construct and the other constructs in the model, discriminant validity is said to be adequate [21].

The Table 3 above shows that in examining discriminant validity $\sqrt{}$AVE is located on the main diagonal, the value of the correlation coefficient. Value of coefficient. For all the variables in the study, the root value of $\sqrt{}$AVE is greater than the distribution of correlation values among the variables.

Two reliability testing methods can be used in measurement models: Cronbach's alpha and composite reliability. Cronbach's alpha measures the lower value of construct

Table 2: Loading Factor (LF) and Average Variance Extracted (AVE) values.

Loading Factor (LF) and Average Variance Extracted (AVE) Value						
Novelty Seeking Mtv Construct				**Attractiveness Mtv Construct**		
	LF		AVE		LF	AVE
C11	0,657		0,578	D11	0,224	0,550
C12	0,765			D12	0,390	
C13	0,739			D13	0,843	
C14	0,746			D14	0,742	
C15	0,880			D15	0,853	
Cultural Experience Mtv Construct				D16	0,734	
	LF		AVE	D17	0,764	
C21	0,790		0,696	D18	0,360	
C22	0,877			**Facilities Mtv Construct**		
Advanture Mtv Construct					LF	AVE
	LF		AVE	D21	0,942	0,805
C31	0,465		0,593	D22	0,956	
C32	0,094			D23	0,983	
C33	0,474			D24	0,968	
C34	0,769			D25	0,930	
Escape Mtv Construct				D26	0,967	
	LF		AVE	D27	0,364	
C41	0,295		0,719	**Infrastructure Mtv Construct**		
C42	0,932			D31	0,386	0,501
C43	0,695			D32	0,872	
Social Contact Mtv Construct				D33	0,632	
	LF		AVE	D34	0,479	
C51	0,333		0,535	D35	0,377	
C52	0,992			**Revisit Intention Construct**		
					LF	AVE
				E11	0,824	0,547
				E12	0,538	
				E13	0,717	
				E14	0,892	
				E15	0,678	

*LF=Loading factor, AVE=Average variance extracted, Mtv= Motivation

reliability while composite reliability measures the actual value of construct reliability

Table 3: Results of AVE root values.

	Advanture Mtv	Attractiveness Mtv	Social Culture Mtv	Escape Mtv	Facilities Mtv	Infrastructure Mtv	Novelty Seeking Mtv	Social Contact Mtv	Revisit Intention Mtv
Advanture Mtv	0,770								
Attractiveness Mtv	-0,077	0,742							
Social Culture Mtv	0,478	-0,204	0,835						
Escape Mtv	0,241	-0,132	0,312	0,848					
Facilities Mtv	0,010	0,192	-0,144	-0,006	0,897				
Infrastructure Mtv	0,139	0,157	0,166	-0,129	0,052	0,607			
Novelty Seeking Mtv	0,372	-0,219	0,558	0,055	0,130	0,153	0,760		
Social Contact Mtv	0,201	-0,201	0,340	0,126	-0,148	0,020	0,392	0,732	
Revisit Intention	-0,059	0,686	-0,197	-0,125	0,268	0,289	-0,116	-0,076	0,740

[22]. The requirement for the value of alpha or composite reliability should be at least 0.7, but even 0.6 is acceptable [19].

Table 4: Cronbach's alpha and composite reliability values.

Variabel Konstruk	Cronbach's alpha	Composite reliability
Advanture Mtv	0,601	0,743
Attractiveness Mtv	0,847	0,875
Social Culture Mtv	0,609	0,821
Escape Mtv	0,659	0,834
Facilities Mtv	0,948	0,965
Infrastructure Mtv	0,618	0,671
Novelty Seeking Mtv	0,842	0,872
Social Contact Mtv	0,623	0,644
Revisit Intention	0,786	0,854

The Table 4 above shows that the Cronbach's alpha and composite reliability values of all components are above 0.60. This result indicates that all the constructs have good reliability according to the required minimum values. This means that the construct can be used as a measuring tool that already has accuracy, consistency and precision.

4.3. Structural model evaluation

After validating the measurement model, the next step is to validate the structural model. The structural model is the basic model of the structural equation model, which represents the causal relationships between the constituent variables [23] and is estimated by the coefficient of determination (R^2), f^2 and Q2.

4.3.1. Coefficient of determination (R^2)

The coefficient of determination (R2) measures how well the model explains the endogenous variables. The value of the coefficient of determination ranges between 0 and 1. A small value of R^2 means that exogenous variables have a very limited ability to explain endogenous variables. Adding more predictor (exogenous) variables to the model will always increase the R^2 value. The criteria for assessing the feasibility of R^2 [24] are as follows:

If $0.09 \leq R2 < 0.33$: the explanatory ability of the exogenous construct is weak;

If $0.33 \leq R2 < 0.67$: the explanatory ability of the exogenous construct is sufficient (moderate);

If $0.67 \leq R2 < 1.00$: the explanatory ability of the exogenous construct is good (substantial).

The results of the coefficient of determination obtained by bootstrapping repeated 5000 times with a sample size of 100 for resampling are presented in Table 5:

TABLE 5: Determination coefficient value (R^2).

Construct	R^2 Value	Criteria
Revisit Intention	0,541	Moderate

Based on the r-square value, the endogenous revisit intention construct has a coefficient of determination value in the moderate category (0.541). This means that

54.1 percent of the revisit intention variable can be explained by the predictor variables (exogenous) that have been determined in this research variable.

4.3.2. Effect size (f^2)

Changes in R^2 values can be used to see the effect of exogenous design variables on endogenous design variables with significant effects. so that the f^2 function is to

determine the contribution of exogenous constructs when they are present and not present in the model system [17]. The f^2 value criteria such as 0.02; 0.15; and 0.35 with exogenous construct variables which have small/weak, moderate, and large/substantial influences at the structural level [25].

TABLE 6: Effect size value (f^2).

Construct	f^2 Value	Criteria
Advanture Mtv	0,000	-
Attractiveness Mtv	0,755	Substantial
Culture Experience Mtv	0,024	Weak
Escape Mtv	0,001	-
Facilities Mtv	0,038	Weak
Infrastructure Mtv	0,078	Weak
Novelty Seeking Mtv	0,004	-
Social Contact	0,015	-

There are eight variables with f^2 values that are classified as no effect to substantial (Table 6). The Motivation of Attractiveness variable has the highest f^2 value compared to other variables (0.755), so this variable is considered to have the most influence on the R^2 value if it is removed from the model. Meanwhile, the variables Motivation of Advanture, Motivation Escape, Motivation of Novelty Seeking, and Motivation Social Contact have no influence or effect on the R^2 value.

4.3.3. Predictive relevance Q^2

Predictive relevance (Q^2) functions to validate the model's predictive ability. The result of the Q^2 value is to show the model's predictive capability if it is above 0, the Q^2 calculation formula is below [17, 26].

$Q^2 = 1- (1-R_1^2)(1-R_2^2) \ldots\ldots (1-R\square^2)$

$Q^2 = 1- (1-0,541)$

$Q^2 = 0,541$

The calculation results show a Q^2 value of 0.541 or 54.1%. This value indicates that 54.1% of the data diversity can be explained by the model, in other words, 54.1% of the information contained in the data can be explained by the model. On the other hand, the remaining 45.9% is explained by other variables (not yet included in the model) and errors.

4.3.4. Hypothesis results

Significance tests can be determined by using t-statistics and p-values whether a hypothesis is accepted or rejected. This research hypothesis test uses a one-tailed test so that the hypothesis is declared accepted if the t-statistics value is >1.64 with p-values <0.05.

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (|O/...	P Values
Motivation of Advanture -> Revisit Intention	-0.016	-0.015	0.093	0.171	0.865
Motivation of Attractiveness -> Revisit Intention	0.632	0.624	0.101	6.271	0.000
Motivation of Cultural Experience -> Revisit Intention	-0.144	-0.096	0.087	1.656	0.098
Motivation of Escape -> Revisit Intention	0.019	-0.001	0.082	0.232	0.816
Motivation of Facilities -> Revisit Intention	0.137	0.141	0.114	1.202	0.230
Motivation of Infrastructure -> Revisit Intention	0.201	0.203	0.084	2.399	0.017
Motivation of Novelty Seeking -> Revisit Intention	0.059	0.057	0.113	0.517	0.605
Motivation of Social Contact -> Revisit Intention	0.093	0.019	0.099	0.943	0.346

Figure 3: Hypothesis results.

Based on Figure 3, the following results are obtained:

(1) Motivation of Adventure has an insignificant negative effect on Revisit Intention The t-statistic is 0.171 and the p-value is 0.865, not including the significance criterion that the t-statistic does not exceed 1.64 (<1.64) and the p-value is greater than 0.05 (>0.05). Thus, hypothesis 1 is rejected.

(2) Involvement motivation had a positive and significant effect on intention to revisit with a baseline sample value of 0.632; the t-statistic was 6.271 and the p-value was 0.000, indicating inclusion in the significance criteria where the t-statistic was greater than 1.64 (>1.64) and the p-value was <0.05. Thus hypothesis 2 is accepted.

(3) Cultural experience motivation does not have a significant negative effect on intention to return, hypothesis 3 is rejected

(4) Escape motivation does not have a significant negative effect on re-visit intention, Hypothesis 4 is rejected.

(5) Facility motivation does not have a significant negative effect on the intention to revisit, so hypothesis 4 is rejected

(6) Infrastructure motivation has a positive and meaningful effect on re-visit intention, so hypothesis 6 is accepted.

(7) Hypothesis 4 is rejected because novelty seeking motivation does not have a significant negative effect on repeat visitation intention

(8) Social contact motivation does not have a significant negative effect on re-visit intention, so hypothesis 4 is rejected.

Summary of the research model results can be seen in Figure 4.

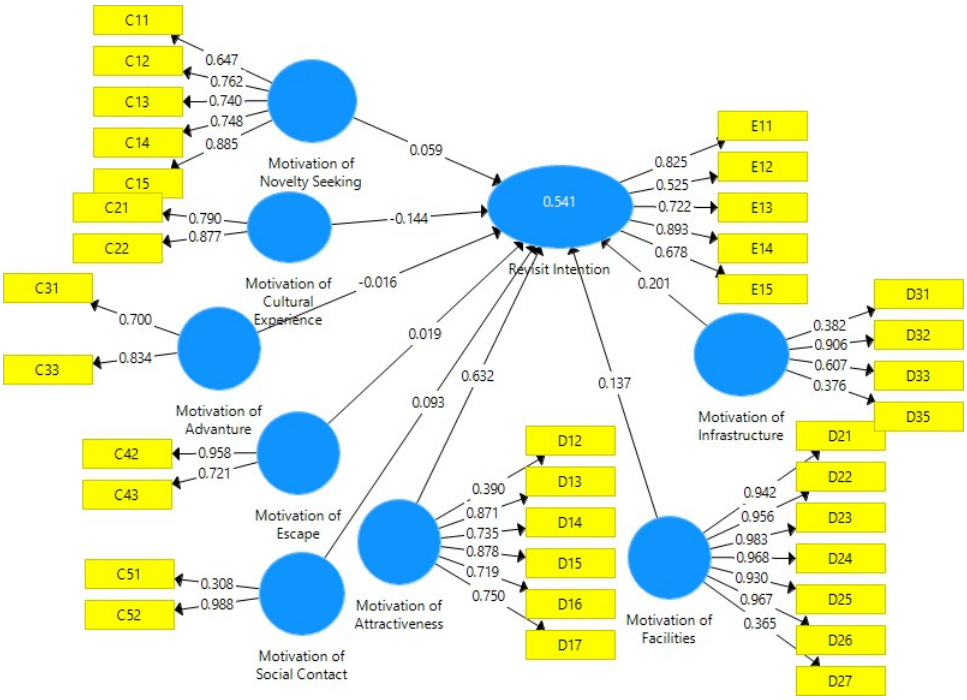

Figure 4: Summary of the research model results.

5. Discussion

5.1. The influence of novelty seeking motivation on revisit intention

Based on the research results, novelty seeking motivation has no effect on revisit intention in the Banyuwangi destination. It was concluded that new searches made by tourists at the Banyuwangi Destination were not able to influence their perceptions regarding revisit intention, which means that the higher or lower the novelty seeking motivation of tourists will not influence revisit intention. Novelty seeking motivation contributes to tourist destinations when the formation of satisfaction occurs. So novelty seeking motivation is also an antecedent of satisfaction and loyalty to tourist destinations in the form of repeat visits [27].

5.2. The influence of cultural experience motivation on revisit intention

Based on the research results, cultural experience motivation has no effect on revisit intention. This means that the level of cultural experience motivation experienced by

tourists will not influence revisit intention at the Banyuwangi destination. To get tourists' revisit intention from the motivation cultue experience, they must go through experience commitment and experience satisfaction as mediation [28].

5.3. The influence of adventure motivation on revisit intention

The research results found that adventure motivation had no influence on revisit intention in the Banyuwangi destination. The level of tourist adventure motivation will not affect revisit intention in Banyuwangi. Adventure experience has the most influence on revisit intention based on female gender, and there must be ethics accepted by tourists when carrying out an adventure to get revisit intention [29].

5.4. The influence of escape motivation on revisit intention

The research results show that tourists' escape motivation has an insignificant effect on revisit intention to the Banyuwangi tourist destination. From the perspective of beginner tourists, the main reasons for traveling to tourist attractions are to be happy, have fun, get away from the hustle and bustle of daily work, learn new things, meet new people, and see places full of history so that creating revisit intention [30]. This is the basis for the lack of influence of escape motivation on return visits. Considering that data obtained in the field shows that 71 percent of respondents visited Banyuwangi more than once, so they are not included in the beginner category.

5.5. The influence of social contact motivation on revisit intention

The research results show that Motivational Social Contact of tourists has an insignificant effect on Revisit Intention to the Banyuwangi tourist destination. This means that the holiday experience of meeting and interacting with local people and other tourists is not the reason why tourists return to the Banyuwangi destination.

5.6. The influence of attractiveness motivation on revisit intention

Based on data analysis, it shows a significant positive influence between motivational attractiveness and revisit intention. Because respondents felt that the application of attractiveness indicators was good and able to motivate them to make visits, such

as the uniqueness of tourism, diversity of tourism, authenticity of tourism, friendliness of the people, beauty of tourism, cleanliness and safety that tourists found when visiting the Banyuwangi Destination. The Banyuwangi destination with its various global attractions, such as the blue fire of the Ijen Crater, which is the only one in the world; Sukomade Beach as a breeding place for various types of turtles, including those that are about to become extinct; Plengkung Beach is one of the best waves for surfers. The various national and even international awards received are also proof of Banyuwangi's existence as one of the national tourism strategic areas (KSPN) [31]. so that if the better and higher the motivation of tourists in terms of the attractiveness of tourist attractions in Banyuwangi, it will further increase tourists' desire to revisit that location.

5.7. The influence of motivation facilities on revisit intention

The results of this study show that tourists' motivation in terms of amenities does not affect their intention to return. This indicates that amenities are not the main factor motivating tourists to visit Banyuwangi destinations, while attractiveness is the main factor motivating tourists to visit Banyuwangi destinations. The results of other studies show that tourist facilities are not part of tourist behavior that motivates tourists to return to the same destination [32, 33].

5.8. The influence of motivation infrastructure on revisit intention

One aspect of tourism that is a motivation for traveling is infrastructure, due to the convenience of the infrastructure of a place. The easier it is for tourists to access or visit a tourist attraction, the greater their subsequent consideration will be about returning to that object. Based on the results of the analysis, it shows that there is a significant positive influence between infrastructure motivation and revisit intention in the Banyuwangi destination.

This happened because respondents felt that the implementation of infrastructure motivation indicators was good. Suitability for the availability of land, sea and air transportation both nationally and internationally; road conditions; there are signs to and from tourist attractions; Mobile usage can be used in various tourist attractions, including in the mountains, because there is a network provider for signals [34].

6. Conclusion

The model of the relationship between motivation and revisit intention foreign tourists at the Banyuwangi destination has been declared worthy of duplication in similar research. Even though a decent model has been formed, after looking at the value weights, there is no influence of push motivation on revisit intention, whether from novelty seeking motivation, culture motivation, adventure motivation, escape motivation, and social contact motivation. A real relationship is formed between the pull motivation and the revisit intention. There is an influence of attraction motivation and infrastructure motivation on revisit intention, meanwhile the motivational aspect of facilities has no influence on revisit intention. Banyuwangi tourism actors should continue to maintain attractiveness and infrastructure factors, so that these two factors as reasons that motivate foreign tourist to revisit Banyuwangi destination. Meanwhile, the facilities factor must be maximized, so it can be a motivation to revisit intention. The limitation of this research is the lack of a less widespread population, considering the minimal number of foreign tourists received through Blimbingsari Airport, Red Island tourist attractions, and Paltuding Ijen Crater. The hope for future researchers is to develop a conceptual model, such as adding other motivational variables to explain the factors that can trigger tourists to make revisit intention.

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