

A LITERATURE REVIEW OF REVISIT INTENTION

CahyaPurnama Asri¹, Yulie Suryani², Bhenu Artha³, Niken Permata Sari⁴

^{1,3,4} Universitas Widya Mataram

² Universitas Muhammadiyah Sumatera Barat

ABSTRACT: *The dramatic rise of social media has triggered companies to build online brand communities. Consequently, brand communities established on social network sites have become pervasive in recent years. Along with the popularity of brand communities on social network sites, studies relating to this area have also increased in number. Because the internet greatly enhances people's ability to interact and communicate with each other, the online brand community has become the dominant venue in the market place through which to share individual information and experience with products and services, solve problems that consumers encounter, and interact with other consumers and company representatives. The objective of this research is to determine the factors associated with revisit intention. We presented a literature review of relevant publications and included 26 articles as a result of this process and then examined the bibliographical references to check the validity of the inquiry and to avoid any potential omissions. We identified several variables that affect revisit intention. We found no variables that are influenced by revisit intention, and strongly suggest research for variables that affected by revisit intention.*

Keywords: *revisit intention, literature review, satisfaction, tourists, customers*

A. INTRODUCTION

Retaining customers is a key concept for a firm's survival and longterm success because it is directly related to its profits (H. C. Kim et al., 2016). Retaining existing customers or raising the revisit rates of customers is more effective than finding new customers in terms of cost and time spent (Jones et al., 2000). Revisits by customers are an important factor for firms' profits (Scarpi et al., 2019). It is particularly important to the hotel industry, whose business cycle is entering maturity, while customer retention is crucial to many firms (Han & Hyun, 2017). Methods of encouraging revisits by customers have been studied in several fields (Han & Hyun, 2017; J. (Sunny) Kim et al., 2017). Enhancing hotels' hygiene features perceived by the guests can induce them to revisit the hotels (Yu, Seo, et al., 2021). Hassan & Soliman (2021) stated that socially responsible behaviours regarding COVID-19 may positively affect tourists' intent to revisit hotels. Markus (2019) investigated the relationship between sports and recreational activities and tourist satisfaction.

Ancillary services including the service environment to have a strong predictive power of consumer satisfaction (Greenwell et al., 2002). Chi & Qu (2008) support for the relationship between customer satisfaction and destination loyalty or repeat visits. Michels & Bowen (2005) pointed out that the strength of such an effect is likely to be limited because of time and cost factors that are often associated with the decision to revisit a destination. Some tourism literatures indicate a positive relationship between visitor satisfaction and a desire to come back (Jang & Feng, 2007; Shonk, 2008; Yoon & Uysal, 2005). An increase in the level of satisfaction will increase repeat visits particularly when the existing competitors do not have counter strategic moves (Kozak, 2001). Repeat visitors are likely to have different expectations if they participate in different activities or visit different attractions available at a host destination (Lehto et al., 2004).

Satisfied visitors are more likely to become repeat visitors who will also promote a destination through positive word-of-mouth (Cole & Illum, 2006). Brady et al. (2006) state that the level of satisfaction of the spectators mediates the relationship between service quality and behavioural intentions in the context of sports events. (Funk et al., 2007) conclude that participation in running events is influenced by prior involvement in other running events, favorable beliefs and feelings toward the host destination, the desire to take part in organized running events, and the perceived travel benefits of escape, relaxation, social interaction, prestige, culture experience, knowledge exploration, and cultural learning. (Koo et al., 2014) presented the link between event image, satisfaction, and behavioral intention in the context of small-scale marathon events and found a positive influence of event image and satisfaction on behavioral intention, and found that the relationship between event image and behavioral intention is partially mediated by satisfaction, and finally a significant indirect effect of event image on behavioral intention through satisfaction is found.

Revisit intention has been suggested as the major proxy for the actual return of tourists (Loureiro, 2014; Prayag & Ryan, 2012). The centrality of revisit intention is apparent, given the wealth of studies that consider it as the major dependent variable, in a wide array of settings, from destinations (Stylos et al., 2017; Yoon & Uysal, 2005) to sport tourism (Vassiliadis et al., 2021). Revisit intention has probably received even greater attention in the specific context of events, where it is key (Mason & Paggiaro, 2012; Tanford et al., 2017). Stylos et al. (2017) did not clarify the specific variables that can influence the intention to return to a destination (i.e., behavioural loyalty). (Javad et al., 2016) considered image and satisfaction as antecedents of the loyalty to a World Heritage Site.

Shahijan et al. (2018) presented that service convenience and cruisers' experience significantly influence perceived overall cruisers' satisfaction and revisit intention whereas perceived overall cruise value influence perceived overall cruisers' satisfaction but not cruisers' revisit intention. Zhang et al. (2018) found that country image and destination image influence revisit intention via the mediating effect of memorable tourism experiences. Loi et al. (2017) reveals that quality of tourist shuttles predicts intention to revisit through two mediators - destination satisfaction and image and also show that destination image predicts intention to revisit through destination satisfaction. Li et al. (2018) showed that some Chinese tourists see North Korea as an even more 'mysterious' country after the recent crisis, a response that has actually stimulated their intention to revisit the country.

Che et al. (2015) stated that unpredictability and trust directly affect revisit intention. Jung et al. (2014) found that social and informational benefits have positive impact on attitude, which in turn significantly influence visit intention and brand trust, and also their moderating effect to the relationship between attitude and brand trust was significant in predicting the relationship between attitude and brand trust but not between attitude and revisit intention. Kabadayı & Alan (2012) that technology orientation and customers' emotion states have impact on revisit intention.

Lee & Kim (2017) presented that medical service quality and satisfaction, medical service quality and revisit intention, satisfaction and revisit intention were positively correlated. Huang et al. (2017) showed that the vividness of course content, teacher subject knowledge, and Massive Open Online Courses (MOOC) interactivity can positively affect students' intention to revisit MOOCs. Abubakar et al. (2017) stated that electronic word of mouth (e-WOM) influences intention to revisit and destination trust, and also destination trust influences intention to revisit. Liu & Lee (2016) found service quality to be related to increased price perception of service as a result of increasing passengers' word of mouth (WOM), which also creates success in this regard by increasing their revisit intention. M. J. Kim et al. (2016) presented that common bond and identity both have significant effects on revisit intention.

Hussein (2016) showed that the image of an event plays an important role in enhancing the intention of visitors to revisit a regular event and the positive event image, will lead to the higher visitor's intention to revisit the event. Choo et al. (2016) presented that satisfaction was found to be the strongest predictor of visitors' revisit intentions, followed by social identity, subjective norms, and group norms. (Bonn et al., 2016) found that: (1) although 'structural' constraints (lack of time, money and accessibility) were found to be major factors inhibiting revisit intention to wine regions, it was the 'intrapersonal' constraints dimension (lack of interest and knowledge) that was found to represent the most powerful negative influence on wine destination revisit intention, (2) interpersonal constraints due to consumers lacking travel companions or wanting to visit other destination types had no significant influence on 'revisit intention' within the context of wine tourism, (3) 'tourism infrastructure' was found to significantly reduce the negative effect of 'intrapersonal constraints' on 'revisit intention', but no significant effect was identified pertaining to 'structural constraints'.

B. RESEARCH METHOD

This research uses a study of the literatures (Artha et al., 2021; Brogi, 2014; Khairi et al., 2021; Xu et al., 2021) and as a result, we included 26 articles.

C. RESULT AND DISCUSSION

The results are presented in table 1 below:

Table 1. Selection References Listed According to Revisit Intention

Author(s)	Variable(s)	Result(s)
Yu et al. (2021)	perceived risk from COVID-19, post-traumatic stress disorder	perceived risk from COVID-19 and post-traumatic stress disorder have negative effects on revisit intention
Vassiliadis et al. (2021)	different service offering scenarios, visitor satisfaction	different service offering scenarios and visitor satisfaction have positive associations with revisit intention
Rather (2021)	tourists' destination brand engagement	tourists' destination brand engagement has a positive effect on revisit intention
Prentice et al. (2021)	passengers' airport service experiences	revisit intention are significantly affected by passengers' airport service experiences
Luo et al. (2021)	mandatory covid-19 policy	mandatory covid-19 policy has a positive effect on revisit intention
Hu & Xu (2021)	memorability of a previous	memorability of a previous

	travel experience	travel experience has a positive effect on revisit intention
Foroudi et al. (2021)	brand attitude	brand attitude has a positive influence on revisit intention
Cheng & Fountain (2021)	travel constraints	travel constraints has no significant influence on revisit intention
Abbasi et al. (2021)	perceived behavioural control, perceived value, destination image, satisfaction	perceived behavioural control, perceived value, destination image and satisfaction significantly affect revisit intention
Rasoolimanesh et al. (2020)	Satisfaction	satisfaction has a positive effect on revisit intention
Payini et al. (2020)	domain-specific innovativeness	domain-specific innovativeness has a positive effect on revisit intention
Park et al. (2020)	athlete star power	athlete star power has significant effect on revisit intention
Beckman et al. (2020)	Satisfaction	satisfaction has a significant effect on revisit intention
Mohamed et al. (2020)	destination food experiences, intellectual food experiences, food experience satisfaction	destination and intellectual food experiences have significant impacts on revisit intention, food experience satisfaction has no effect on revisit intention
Meng & Cui (2020)	memorability, attitude, subjective norms, perceived behavioral control	memorability, attitude, subjective norms, perceived behavioral control have positive impacts on revisit intention
Lai et al. (2020)	service quality, behavioral price, monetary price	service quality, behavioral price, monetary price have significant effects on revisit intention
Kusumawati et al. (2020)	Sustainability	sustainability has a positive

		effect on revisit intention
Khoo (2020)	corporate image, customer satisfaction	corporate image has no effect on revisit intention; customer satisfaction has a positive effect on revisit intention
Evren et al. (2020)	Satisfaction	satisfaction has a significant effect on revisit intention
Amaro et al. (2020)	destination brand love	destination brand love has a significant effect on revisit intention
Ahn & Kwon (2020)	customers' perception toward CSR	customers' perception toward CSR has no effect on revisit intention
Mannan et al. (2019)	customer satisfaction, restaurant reputation, variety seeking tendency	customer satisfaction and restaurant reputation have positive significant effects on revisit intention; variety seeking tendency has a negative significant effect on revisit intention
Scarpi et al. (2019)	event involvement, place attachment	event involvement and place attachment have positive impacts on revisit intention
Islam et al. (2019)	authenticity, interpersonal justice, prior experience	authenticity, interpersonal justice and prior experience have significant effects on revisit intention
Hasan et al. (2019)	perceived destination, tourists' satisfaction, destination image	perceived destination has no effect on revisit intention; tourists' satisfaction and destination image have significant effects on revisit intention
Cakici et al. (2019)	price justice, satisfaction	price justice and satisfaction have significant effects on revisit intention

Table 1 above showed variables that affected by revisit intention. We found no variables that influence revisit intention.

D. CONCLUSION

We presented a literature review of relevant publications and included 26 articles as a result of this process and then examined the bibliographical references to check the validity of the inquiry and to avoid any potential omissions. We identified several variables that affect revisit intention. We found no variables that are influenced by revisit intention, and strongly suggest research for variables that affected by revisit intention.

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