



## INFLUENCE OF MOTIVATION TOURIST AND TOURIST EXPERIENCE INTEREST TO TOURISTS VISIT BACK TO TOURISM IN WEST SUMATRA: SEEKING NOVELTY MEDIATION AS VARIABLE

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**Abstract:** *The development of tourist destinations today, has motivated research on revisit intention to be an important factor to be researched. This study seeks to examine the influence of tourist motivation and tourist experience on the revisit intention of tourists in West Sumatra which is mediated by the novelty seeking variable. The population of this research is tourists who visit tourist objects in West Sumatra. Samples were taken using accidental sampling method as many as 150 respondents. This study uses a Structural Equation Modeling (SEM) model with Smart PLS 3 as an analysis tool. The results of the analysis show that tourist motivation is the main factor that determines tourism revisit intention, while tourist experience and novelty seeking have no real role in increasing revisit intention. Another fact also finds that tourist motivation and tourist experience are the determining factors for novelty seeking. Whereas in another case novelty seeking as an intervening variable in this study was not proven to play a role in strengthening the influence of tourist motivation and tourist experience on revisit intention. In the future, these findings are expected to have implications for local governments in order to improve facilities or infrastructure and better deregulation of existing tourist destinations, so that all factors in this study can increase revisit intention.*

**Keywords:** *Tourist motivation, Tourist Experience, Novelty seeking, Revisit intention*

## INTRODUCTION

West Sumatra is an area that has many potential resources that can be developed into tourist attractions. To become a tourist attraction, it must meet several requirements, (Ridwana, Maryani, and Nandi 2018), including (1) there are objects that can be seen (*what to see*), (2) there are facilities that make tourists stay longer (*what to do*), (3) available shopping facilities (*what to buy*), (4) accessibility to visit tourist attractions (*what to arrive*), and (5) available places to stay for tourists who want to stay longer (*what to stay*).

The West Sumatra region includes beautiful beaches, seas, islands, lakes, hills, valleys and mountains. Besides that, West Sumatra is known for its delicious culinary delights and is favored by local and foreign tourists. Based on data compiled by the Indonesian Halal Tourism Association (PPHI), West Sumatra is one of the top five halal tourism destinations in Indonesia. This should add to the tourist attraction of West Sumatra. Moreover, West Sumatra has an annual agenda to increase tourist visits, such as Pasa Harau Art and Culture Festival and Tour de Singkarak. This should have the potential to increase the interest of tourists visiting West Sumatra.

However, based on data from the Central Bureau of Statistics, foreign tourist visits to West Sumatra have not seen a significant increase. Table 1 shows the data on the number of foreign tourists to West Sumatra.

**Table 1. Data on the Number of International Tourists West Sumatra**

No	Year	Number of Wisma
1	2015	49,784
2	2016	49,686
3	2017	56,313
4	2018	54,356

The decline in the number of tourists in 2018 shows that there are still factors that hinder the interest of tourists to come back to West Sumatra. The interest in visiting again is related to the decision of tourists to make repeat visits. As stated by Schiffman and Wisenblit, consumer decisions consist of two types, namely for trials (*purchase of trials*) and *repeat purchases* (Schiffman and Wisenblit 2015). At the experimental stage, tourists try to evaluate the attractiveness of the tourist attraction visited. If satisfactory they will make repeated visits (*revisit intention*).

One of the reasons that encourage tourists to revisit a tourist attraction is their desire to find new things. Someone who has an interest in something will tend to make efforts to get it again. Likewise, if someone has a tendency to look for new things, then they will do various ways to get it. This behavior where someone is always trying to get new things is called *novelty seeking*. According to Hirschman, *novelty seeking* is an aspect of innovation related to a person's desire to seek new things (Hirschman, Elizabeth C.1 1980). In addition, the reason someone wants to return to a tourist attraction is a personal motivation (tourist motivation) to visit a tourist destination. When tourists have a certain motivation to travel, the choice of tourist destinations will be determined based on their perceptions of various choices of objects (Prebensen 2007). Tourists have their own reasons for the choice of tourist destinations they choose. When a tourist's personal urge to travel matches the facilities they will get from a tourist attraction, then occurs *revisit intention*.

The experience that tourists feel when visiting is an important aspect of the performance of a tourist attraction. This is marked by the existence of interesting things that cannot be forgotten for tourists. The experience felt by tourists begins before arrival at a tourist attraction and ends with a memory of the experience and makes plans to return (*revisit intention*).

Based on the research background above, it is illustrated that some of the factors described can influence the interest of tourists to return to tourist objects in West Sumatra. This strengthens researchers to conduct research related to the *revisit intention* of tourists in West Sumatra. Researchers set *tourist motivation*, *tourist experience*, and *novelty seeking* as factors to be analyzed in this study.

## LITERATURE REVIEW

This research is part of a research plan on the model of tourist behavior in West Sumatra, as described in the image roadmap following research;



Figure 1. Roadmap Research

## Revisit Intention

Tourist interest is related to the desire to revisit the site of a tourist attraction and the urge to come to that place frequently (Baker and Crompton 2000). Feng and Jang classify tourist groups based on their interest in returning to tourist areas, (Feng and Jang 2004). (1) continuous repeaters, namely tourists who consistently want to continue visiting in the near future, (2) deferred repeaters, namely tourists who have the intention to visit again but about a few years later, and (3) continuous switcher, namely tourists who are interested in visiting again. very low. In theory, tourists who frequently visit tourist objects and even spend a lot of money on it have a high potential to make return visits (Hughes 1995). Tourists tend to return to places they have previously visited and they expect a novel concept from the places they will visit, (Oppermann 1998). Carlsen and Charter suggest that perceptions and memories of travel experiences are strongly influenced by subsequent experiences (Carlsen and Charters 2006). When memories of old experiences are replaced by new stimuli, the memories of old experiences will slowly disappear.

Tourist interest is part of the concept of behavior. How strong the interest in visiting again will be reflected in the behavior of these tourists. Several factors that influence the interest of tourists to visit again are novelty seeking, (Assaker, Vinzi, and O'Connor 2011),

tourist motivation, (Pratminingsih 2014), (Polus and Bidder 2016), and tourist experience, (Anon 2016), ( Dolnicar and Huybers 2010), (Hosany and Witham 2010).

#### **a. Novelty Seeking**

Novelty seeking is a major component of encouraging tourists to visit (Petrick 2002). Novelty seeking is a level of contrast between current perceptions and past experiences in tourism, so that tourists have new goals in making their next visit, (Dolnicar and Huybers 2010). Lee and Crompton show that novelty seeking is measured using several indicators including, (Lee and Crompton 1992);

1. Change from routine, wanting to get out of
2. Escape, the urge to escape to some new form of stimulation
3. Thrill, experiences where excitement is an essential element of
4. Surprise, feelings caused by the unexpected
5. Boredom Alleviation, desire to get rid of boredom

#### **b. Tourist Motivation**

Motivation is power internal that comes from unfulfilled needs that encourage individuals to engage in certain behaviors, (Schiffman and Wisenblit 2015). From a tourism point of view, understanding visitor motivation is related to producing products to increase visitor enjoyment, thus making it possible to attract and retain more visitors ((Shawn) Jang and Feng 2007).

There are several things that motivate tourists to make tourist visits. Polus and Bidder use several indicators related to this tourist motivation, including, (Polus and Bidder 2016);

1. Challenges, challenges that tourists get to travel
2. Culture, local wisdom that can be enjoyed while visiting
3. Environmental, the value of sustainability of tourism objects
4. Career, encouragement to improve career
5. Relaxation, desire to get a comfortable and calm atmosphere
6. Learn, encouragement to learn new things
7. Desire to give back, the urge to do something meaningful for the environment.

#### **c. Tourist Experience**

Tourist experience is a series of physical, emotional, spiritual, or intellectual impressions felt subjectively by tourists. They will remember it from the time they plan their trip, enjoy it until they return to their place, (Matovelle and Baez 2018). The experience of traveling in the past greatly influences the interest of tourists (Dolnicar and Huybers 2010). Tourists who have visited a tourist attraction will be surer to visit again than the first visitor who just

tried it. The first visit hasn't convinced someone to come back yet. Repeated visits (revisit intention) can be increased depending on the experience gained by tourists through promotions, prices, products, facilities, and services (Sampol 1996).

According to Matoville and Baez, there are several indicators of tourist experience, namely, (Matoville and Baez 2018):

1. Uniqueness, tourists' impressions of the uniqueness and characteristics of tourist objects
2. Co-creation, product suitability with tourist preferences
3. Entertainment, related to activities that tourists can do
4. Personal Development, the benefits obtained after visiting
5. Rational Quality, other qualities related to price, ease of finding tourist objects, transportation convenience, and so on.

The following is an overview of the *path analysis* from the study:

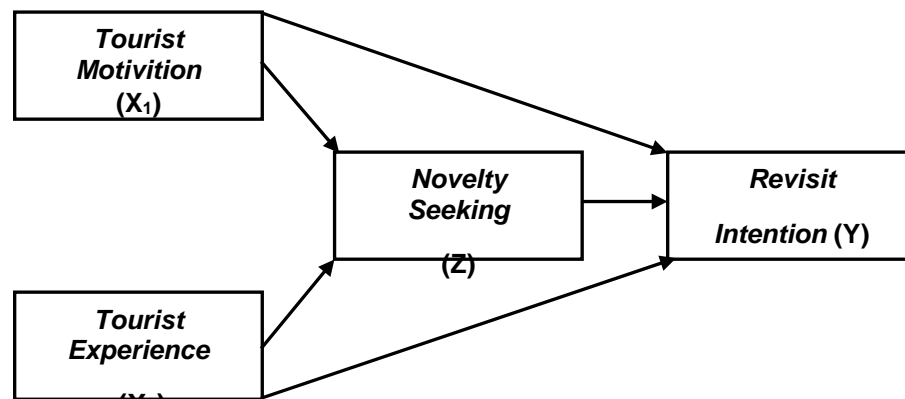


Figure 2. Research Model

Based path analysis on the above, the research hypothesis can be formulated as follows:

1. Tourist Motivation has a significant effect on Revisit intention.
2. Tourist Experience has a significant effect on Revisit intention.
3. Tourist Motivation has a significant effect on Novelty seeking.
4. Tourist Experience has a significant effect on Novelty seeking.
5. Novelty seeking has a significant effect on Revisit intention.
6. Tourist Motivation has a significant effect on Revisit intention through Novelty seeking.
7. Tourist Experience has a significant effect on Revisit intention through Novelty seeking.

## RESEARCH METHOD

This study was conducted to determine the effect of *tourist motivation* and *tourist experience* on the *revisit intention* of tourists in West Sumatra with *novelty seeking* as a

mediator. This research is an explanatory study, namely research that tests existing hypotheses. The method used in this research is a quantitative method using a survey method. Quantitative research is research that emphasizes the use of formal standardized questions and pre-set answer choices in questionnaires distributed to respondents. The technique of collecting data by survey This uses a *self administered survey* in which each questionnaire is filled in directly by the respondent. In this study, 150 samples were used which were distributed to various regions in West Sumatra which have tourist areas. Respondents of this study used several criteria so that they used *accidental sampling technique*. This is because in this study only people with criteria determined by the researcher can provide accurate information. The criteria for respondents used in this study are tourists who have been to tourist objects in West Sumatra.

This research model uses the model using the *Structural Equation Modeling* with the analysis technique *Partial Least Square (PLS)* Smart PLS 3 tool. (Ringle, Sven Wende, and Becker 2015) states that *Partial Least Square (PLS)* is analytical method *powerful* because it is not based on many assumptions. The assessment of the research hypothesis was carried out through 2 approaches, the first assessment of the t-statistic or t value compared to the t-table value of 1.96 in the error of rejecting the data of alpha 5%. If the t statistical value > of 1.96 then the hypothesis is accepted and if the t statistical value is < than 1.96 then the hypothesis is rejected, (Gaskin 2017; Ringle, Sven Wende, et al. 2015). Second, it can be done by paying attention to the significant value if the significant value is < 0.05 then the hypothesis is accepted, but if the significant value is > 0.05 then the hypothesis is rejected (Gaskin 2017; Ringle, S. Wende, and Becker 2015; Ringle, Sven Wende, et al. 2015).

## RESULTS AND DISCUSSION

The results of data testing will begin with the characteristics of the respondents in this study, as seen in the table below:

**Table 2. Characteristics of Research Respondents**

Information	Total	Percentage (%)
<b><u>Gender</u></b>		
Male	101	67.3
Female	49	32.7
<b><u>Age</u></b>		
Small 20 Years	12	8.0
20-30 Years	114	76.0
31-40 Years	12	8.0
41-50 Years	5	3.3
≥ 50 Years	7	4.7
<b><u>education</u></b>		
High school / equivalent	71	47.3
S1	39	26.0
S2	39	26.0
S3	1	0.7
<b><u>Occupation of</u></b>		
Traders	2	1.3
Lecturers / PNS / Non PNS	38	25.3
BUMN / BUMD	2	1.3
Others	108	72

Source: Data Processing Results for 2020

Furthermore, the test summary results research hypotheses with *SmartPLS 3*, as seen on the image *Path analysis* and tables *Result for inner weights* below:

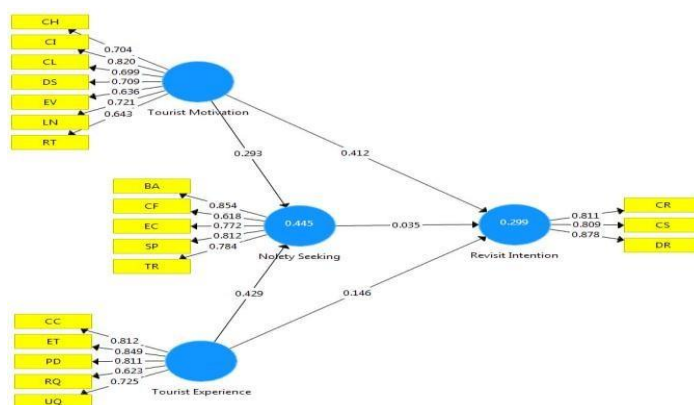


Figure 3. Path analysis

Path analysis generally informs the relationship between variables specific research with a variable measurement/ measurement is the variable that make up each study variable. This form of relationship will be known as analysis outer model. Meanwhile, the relationship between certain exogenous variables and certain endogenous variables either directly or indirectly through intervening variables is called analysis inner model.

Table 3. Results For Inner Weights

Description	Original Sample	T Statistics	Sig	Information
Tourist motivation -> Revisit intention	0.412	3,655	0.000	Accepted
Tourist experience -> Revisit intention	0.146	1,292	0.197	Rejected
Tourist motivation -> Zero seeking	0.293	3,547	0.000	Accepted
Tourist experience -> Zero seeking	0.429	5,577	0,000	Received
Nolety seeking -> Revisit intention	0035	0385	0701	Rejected
Tourist motivation -> Nolety seeking -> Revisit intention	0010	0354	0724	Rejected
Tourist experience -> Nolety seeking -> Revisit intention	0015	0385	0701	Rejected

Source: Data Processing 2020

1. Effect of Tourism Motivation On Revisit Intention.

Smart PLS 3 results in table 3 result for inner weights, resulting in a regression coefficient value of 0.412, with a t-statistic value of 3.655 and a significant value of 0.000. If the t statistical value is compared with 1.96 on the error rejects the data by 5% and the significant value is compared with 0.05, then the t statistical value is large than 1.96 and the significant value is small than 0.05, (3.65 > 1.96 and 0.000 < 0.05), which means that the hypothesis can received. It can be concluded that there is a significant positive effect of tourist motivation on revisit intention on tourist objects in West Sumatra. These findings indicate that generally tourists who have visited a tourist attraction in West Sumatra have the motivation to return to visit it in the future. (Ajzen 1991; Icek 2012), states that the intention to revisit a tourist attraction is influenced by behavior as a form of describing motivation. This research is in line with research (Back 2018; Ko 2020; Liao 2018), which found that tourist motivation has a significant effect on revisit intention. Another study that also found

that tourist motivation determines the behavior of tourists to visit again is research (Chang 2014; Liao 2018).

## 2. The Influence of Tourism Experience On Revisit Intention

Output Smart PLS 3 in table 3 results for inner weights, finding a regression coefficient value of 0.146, with a t-statistic value of 1.292 and a significant value of 0.170. These findings concluded that the t statistical value was lower than 1.96 and the significant value was greater than 0.05, ( $1.292 < 1.96$  and  $0.170 > 0.05$ ), which means that the hypothesis was rejected. This means that tourist experience has no effect on the revisit intention of tourists visiting tourist objects in West Sumatra. Anon (2020), stated that the factor tourist experience also played an important role in maintaining interest in revisiting inventions. Hwang in (Jeon 2013), interest in revisiting the possibility of customers using the service provider repeatedly even in the future as a follow-up activity created after selective use of the customer. The results of this study are in line with research conducted by (Anon 2020), which states that there is no significant effect of tourist experience on revisit intention on halal tourism in Banda Aceh City. Meanwhile, other studies have different findings which state that tourist experience has a significant effect on revisit intention (Chuchu 2020; Hidayah 2019; Hsu 2017).

## 3. The influence of Tourism motivation on Novelty seeking

The results for inner weights in table 3 above, conclude that tourist motivation has a significant effect on novelty seeking in tourists who visit tourist objects in West Sumatra. The regression coefficient value is 0.293, with a t-statistic value of 3.547 and a significant value of 0.000. Where the t statistical value is greater than 1.96 and the significant value is less than 0.05, ( $3.547 > 1.96$  and  $0.000 < 0.05$ ), thus the research hypothesis can be proven. This means that tourist motivation affects the novelty seeking of tourists visiting tourist objects in West Sumatra. In the sense that the ease of access to information and the transformation that is happening today can have a high impact on the novelty seeking of tourists in order to gain experience in travel (tourist experience). This is in line with what has been stated by (Chark, Lam, and Fong 2020; Lee and Crompton 1992), that novelty seeking is the key to triggering tourism motivation and consumers want new things and stimuli from things they have never seen before. naturally. It is said that because foreign tourists want to experience new things or visit customs that are different from their country, they often choose to visit existing tourist attractions, (Liu et al. 2019). The findings of this hypothesis can support the research conducted by (Christine Pratama, Sasrawan Mananda, and Sudarta 2016; Parhusip and Arida 2018) which states that the motivation of millennial tourists to travel to Bali is dominated by the driving factor components of novelty and knowledge seeking. Research (Wiyono et al. 2019) states that the results of the analysis reveal that there are six tourist motivations, namely contemplation, social-exploration, restorative, culinary, opportunity, and novelty.

## 4. Influence Tourism experience Of the Novelty Seeking

Findings result for inner weights of Smart PLS 3 in Table 3 show that the tourist experience a significant effect on novelty-seeking thetourists who visit tourist attraction in West Sumatra. The regression coefficient value is 0.492, with a t-statistic value of 5,577 and a significant value of 0.000. Where the t statistical value is greater than 1.96 and the significant value is less than 0.05, ( $5,577 > 1.96$  and  $0.000 < 0.05$ ), which means that the research hypothesis can be accepted. Thus it can be stated that tourist experience has an effect on the novelty seeking of tourists who visit tourist objects in West Sumatra. This



finding is in accordance with research (Pujiastuti et al. 2017; Pujiastuti, Sadeli, and Destiana 2019) which states that tourism experience is a factor that influences people to find different tourist attractions that have other attractions from different regions or countries. There is the

#### 5. Effect of Novelty Seeking On Revisit Intention.

The results for inner weights from Smart PLS 3 in table 3 above, show that novelty seeking has no significant effect on revisit intention for tourists visiting tourist objects in West Sumatra. Where the regression coefficient value is 0.035, with a t-statistic value of 0.385 and a significant value of 0.701. If we compare the value of t statistic with t table at a value of 1.96 and a significant value with an error rejecting the data of 0.05, then the t statistical value is smaller than 1.96 and the significant value is greater than 0.05, or  $0.385 < 1.96$  and  $0.701 > 0.05$ , thus the hypothesis is not can be proven or rejected. Thus it can be said that generally tourists do not pay attention to the value of novelty seeking in making return visits or revisit intention to certain tourist objects they have visited. novelty seeking is a central component of travel motivation and acts as the opposite of familiarity. It is often defined as the degree of contrast between present perceptions and past experiences, (Shawn) Jang & Feng, 2007; Kim & Kim, 2015). The results of this hypothesis do not support the findings of research conducted by Kim & Kim (2015) which states that novelty seeking is an element or factor that motivates people to return to visiting tourist objects in the short and long term. Likewise, research results ((Shawn) Jang and Feng 2007) state that novelty seeking has a role in building and strengthening the intention to revisit destinations and develop long-term commitments. Furthermore, other studies suggest that novelty seeking and low satisfaction among tourists undermine the intention to return (Assaker et al. 2011).

#### 6. Tourism Motivation has a significant effect on Revisit intention through Novelty seeking

The findings of hypothesis testing with Smart PLS in table 3 show that novelty seeking does not have a significant role in strengthening the effect of tourist motivation on revisit intention on tourist objects in West Sumatra. Where the regression coefficient value is 0.010, with a t-statistic value of 0.354 and a significant value of 0.724. If the t statistical value is compared with the t table at a value of 1.96 and a significant value with an error rejecting the data of 0.05, then the t statistical value is smaller than 1.96 and the significant value is greater than 0.05, or  $0.354 < 1.96$  and  $0.724 > 0.05$  thus the proposed hypothesis not proven. These results indicate that the search for new destinations (novelty seeking) is not able to motivate tourists to return to visit the tourist objects they have visited. This is due to the low growth in the number of tourist objects in West Sumatra Province, so that the return visits that occur by some people or the community are due to the limited number of tourist objects available. As people will always visit the Bukittinggi area because there are Jam gadang, Ngarai Sianok, as well as areas like Payakumbuh because there are only Harau, Padang magateh, the same thing as Pesisir Selatan, people will always visit Mandeh, Carocok, Root Bridge and etc. This also occurs in areas that also have tourist objects whose numbers are relatively low or even nonexistent. So that rarely tourists who have novelty seeking or search for new tourist objects related to revisit intention.

The research findings related to this hypothesis have not found any references, but several studies that make novelty seeking as a mediating or intervening variable already exist, but this variable mediates other variables that have nothing to do with the exogenous variables of this study, name lyvariables tourist motivation and tourist experience. Like

Abubakar's research (2017), which makes variables to novelty seeking mediate the effect of perceived value, satisfaction, destination image on revisit intention in the short and long term. Then the research by Asker (2013), which examines the Moderating Effects of Tourists' Novelty-Seeking Tendencies on Destination Image, Visitor Satisfaction, and Short- and Long-Term Revisit Intentions. Where the two journals found that the variable novelty seeking played a role in strengthening the influence of each of the exogenous or independent variables that it used for their respective studies.

7. Tourism experience has a significant effect on Revisit intention through Novelty seeking

The findings of data testing with Smart PLS in table 3 also conclude that novelty seeking does not have a significant role in strengthening the influence of tourist experience on revisit intention on tourist objects in West Sumatra. Where the regression coefficient value of the regression coefficient value is 0.015, with a t-statistic value of 0.385 and a significant value of 0.701. Comparison of the t statistical value and the resulting significant value also concludes that the t statistical value is smaller than 1.96 and the significant value is greater than 0.05, or  $0.385 < 1.96$  and  $0.701 > 0.05$ , therefore the hypothesis is rejected. This fact also shows that the variable is novelty seeking still not the main target or need of most people to make new searches for things or changes and developments that occur in tourist objects with existing experiences to increase return visits. However, they prefer to visit again to entertain themselves and be free from their routine activities. Research related to the contribution of novelty intention as a mediating variable is very little in the existing literature and is directly different from the variables that researchers currently adopt. Like the research conducted (Abubakar 2017), which examines the role of novelty seeking in mediating perceived value, satisfaction, destination image on revisit intention. Meanwhile, Assaker (2013) makes novelty seeking to assess the influence and role of Destination image, Visitor satisfaction with revisit intention based on visit time. Where as a whole the mediating variable, namely novelty seeking, can play a role in increasing revisit intention.

## CONCLUSION

As a final conclusion from the study of the influence of tourist motivation and tourist experience on the interest of tourists to return to tourist objects in West Sumatra: in West Sumatra. novelty seeking as a mediating variable can be said that the main factor that determines the return visit (revisit intention) of tourists to tourist objects West Sumatra is determined by tourist motivation, while tourist experience and novelty seeking are not factors that determine revisit intention. This study also found that tourist motivation and tourist experience have an influence on the novelty seeking of tourists at tourist objects in West Sumatra. However, this study also found the fact that novelty seeking had no role in increasing the influence of tourist motivation and tourist experience revisit intention on tourist attractions in West Sumatra. For this reason, local governments need to make efforts to improve facilities or infrastructure and better deregulation of their tourist destinations, so that all factors in this study can increase their *revisit intention*.

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