

EXPLORING THE DRIVERS OF TOURISTS' REVISIT INTENTION: DOES DIGITAL PAYMENT ADOPTION AND TOUR GUIDE PERFORMANCE MATTERS?

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Abstract: This study is conducted with the aim to understand the factors that encourage the revisit intention of visitors to a tourist place. We consider several aspects such as tourist satisfaction, tour guide performance, destination attachment, and digital payments adoption in tourist destinations. This study uses quantitative methods through a survey of 294 tourists which is chosen by incidental sampling, who visited tourist destinations in West Java Province, Indonesia. The data obtained were processed using the Structural Equation Model with the help of AMOS 7 software. This study indicate that tour guide performance, digital payments adoption, and destination attachments positively influence visitor satisfaction. We also proved that tour guide performance, destination attachment, and tourist satisfaction positively influence revisit intention. Tourist satisfaction mediates the relationship between tour guide performance, destination attachment, and revisit intention.

This study justifies the factors that determine the high intention to visit tourist destinations in West Java Province, Indonesia. It sheds lights on tourism literature by identifying factors that influence tourist satisfaction, namely tour guide performance, digital payments adoption, and destination attachments

Key words: Tour Guide Performance, Destination Attachment, Digital Payment Adoption, Tourist Satisfaction, Revisit Intention

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INTRODUCTION

The development trend of the tourism sector currently becomes an alternative in various countries to increase regional income. According to Sugandi et al. (2019), in the Southeast Asia region, Indonesia ranks fourth after Thailand, Malaysia and Singapore. The tourism sector, as one of the strategic sectors in national development, over the last decade has continued to show a significant contribution to supporting the national economy, especially in earning foreign exchange (Suryanto and Kurniati, 2020). Some of the destinations that get the most visits in Asia, especially Indonesia on the island of Java, are Central Java and West Java Provinces. These two provinces get a lot of attention for tourists, both domestic and foreign tourists. However, a study conducted by Hughes-Freeland (2018) showed that these provinces in Indonesia is not a single destination, and the increase in the number of tourist visits has not induced visitors to make return visits.

Revisit intention, according to Han et al., 2009; Abdulla et al., 2019, can be defined as a strong possibility to revisit a tourism destination both with or without a positive attitude towards the service provider. Repeat visitors constitute a stable market for a destination because they provide free advertising in the form of word-of-mouth recommendations from family members and friends (Konuk, 2019; Lau and McKercher, 2006). The studies conducted by Alegre and Cladera, 2006; Yoon and Uysal, 2005; Ajayi and Tichaawa, 2021) indicated that tourist satisfaction has a positive influence on their likelihood to revisit a tourism destination. However, how this satisfaction can be built is still something that needs to be reexamined. Previous studies have shown that the contribution of different aspects of a destination can led to different levels of satisfaction (Kozak and Rimmington, 2000; Alegre and Cladera, 2006; Back et al., 2021), therefore it is appropriate to explain tourist satisfaction with various aspects based on tourist perceptions. such as the ease of making transactions, tour guide performance, and the tourist's sense of attachment to the destination. Waheed and Hassan (2016) show that there is a relationship between quality, satisfaction, and tourists' revisit intention. If the number of previous visits affects the image of a destination (Lu et al., 2020; Nghiêm-Phú et al., 2021), this will also affect their satisfaction and revisit intention.

In recent years, with the increasingly tight integration of information digital technology and financial services, various industrial sectors, including the tourism sector, have implemented digital transactions within their business. The

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convenience obtained from technological developments has now been felt in various aspects, including the ease of conducting transactions (Suryanto and Dai, 2020). The digital financial system consisting of payments via mobile, QRIS, and m-Banking is not only changing the financial format but also people's daily lives (Bagla and Sancheti, 2018; Dzogbenuku et al., 2022). Among them, mobile payments, is a means of payment that is closely related to economic activity. A report on the tourism context shows that in 2019, more than 47% of consumers used digital payments in their transactions, thereby reducing the risk of losing money. The mobile payment application is one of the categories of financial technology that has begun to be developed in Indonesia as the use of financial technology that can be used to obtain products or services with technological sophistication and the use of new business models that have an impact on efficiency (Suryanto et al., 2022). It provides a more secure system through the existence of a reliable payment system (Jiang et al., 2021; Larina and Akimov, 2020).

The number of smartphone users in Indonesia has triggered the growth of payment instruments. Although in Indonesia, digital payment transactions are still in the development stage, their users have been active and have grown significantly. This phenomenon is also applied to the tourism business in Indonesia. Ease of payment, fast transactions, and financial security when visiting tourist sites are factors that increase tourist satisfaction (Lou et al., 2017). A number of prior research have linked antecedents to tourist satisfaction and revisit intention such as perceived quality, tourist expectation, perceived value, and service quality (Back et al., 2021; Konuk, 2019; Abdulla et al., 2019; Ahn and Kwon, 2020). Even so, the process of choosing a destination by tourist, both domestic and international, is still quite complicated and vague, in the sense that it is not well acknowledged (Soliman, 2022). In addition to the adoption of digital payments by tourism managers, other aspects such as destination attachment also have a positive influence on their intention to revisit the destination (Clarke et al., 2018; Kim et al., 2018a). The performance of tour guides, such as their ability to provide complete and comprehensive information to visitors, also determines revisit intention (Yang et al., 2020; Guan and Huan, 2019).

Similar researches have also been conducted by a number of scholars. For example, Syakier and Hanafiah (2022) examined the influence of tour guide performance on tourists' satisfaction and their behavioral intention, and found that tour guide performance can predict tourists' satisfaction and positive behavioral intention. In addition, Mohamed et al. (2022) developed a model of tourist' destination attachment and highlighted its influence on tourists' revisit intention. Finally, Bagla and Sancheti (2018) analyzed how the adoption of digital payment using digital wallets can lead to customer satisfaction, which in this study, is translated into the use of digital payment adoption in tourism context. However, the mechanism by which some of these factors influence tourist intention to visit is still not known with certainty, and further research still needs to be done (Halimi et al., 2021; Soliman, 2021). Therefore, this study is conducted to fill the gap in the literature. Specifically, we aim to identify the drivers of tourists' satisfaction and revisit intention in the context of tourism in West Java Provinces, Indonesia, by examining the role of tour guide performance, destination attachment, and digital payment adoption. We also consider the mediating role of tourists' satisfaction in linking the relation between these variables.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Tour Guide Performance as Antecedent

In the literature on the Annals of Tourism Research, Cohen (1985) explained that tour guide performance has two main tasks, namely pathfinders and mentors (Al-Okaily, 2021; Anđelković et al., 2022). These two antecedents function as someone who shows the way to tourists regarding the destination or place to be visited (Hansen and Mossberg, 2017; Stroh et al., 2002; Tan et al., 2012). In general, that in cross-cultural settings, many tourists still need guides due to ignorance of a destination (Anđelković et al., 2022; Guan and Huan, 2019; Kuo et al., 2018; Syakier and Hanafiah, 2022). A tour guide, according to Syakier and Hanafiah (2021), is a person or group who plays an important role in providing tourist experiences to consumers. In addition, they also function as someone who provides information related to cultural, historical, and contemporary heritage to a group of tourists or individuals (Al-Okaily, 2021). In the tourism industry, tour guides are the main service provided by the organizers to lead tourists to fulfill their adequacy while in a tourism area. Cohen (1985) proposed that the role of tour guide consists of the four components described in Table 1.

Table 1. Four Components of Tour Guide (Source: Syakier and Hanafiah, 2021; Caber et al., 2018; Cohen, 1985)

Component	Description	Example
Selection	Planning a tour itinerary offered by the company with varying levels of input from the guide	Nature, culinary, recreation, shipping center, and religious tourism.
Information	Providing correct and precise information, so that tourists or visitors have knowledge of the destination.	Knowledge of traditional and cultural values, spiritual values, and even characteristics of the destination.
Interpretation	Effective communication established between tour guide and tourists as a means of transferring knowledge.	Asking question to the tourists and answering every question from them.
Fabrication	Showing or taking tourists to a location and claims that the place is included in the tour brochure	Taking tourists to a destination even though the place is not in the brochure.

As mentioned by Cohen (1985), the role of pathfinder for tour guide also serves to provide a sense of security for tourists when they are in a different environment (Hansen and Mossberg, 2016; Caber et al., 2018; Guan and Huan, 2019). Mentors, meanwhile, function as spiritual and intellectual guides by providing information about the values that exist in the destination. Both of these factors were found to increase tourist satisfaction. In addition, according to Cheng et al. (2019) tour guide performance is an important antecedent for tourist satisfaction and revisit intention. In Ballantyne and Uzzell's (1999) interpretation theory, tourist satisfaction is divided into three domains, namely tourist cognition (what tourists think), tourist affective states (what they feel), and tourist conative tendencies (what they do) (Ballantyne and Uzzell, 1999;

Andelković et al., 2022; Hansen and Mossberg, 2017). Tourist satisfaction has been applied to measure intention to revisit a destination (Lu et al., 2020; Chia et al., 2021). This is because tour guide performance is a crucial factor in explaining tourist satisfaction (Gratch, 2020). Emotional tendencies in tourism can increase when the tour guide provides credible information in explaining historical places (Yang et al., 2020). The perceived positive experience can be a dimension of satisfaction for tourists when they are undergoing religious tourism. If the individual is satisfied with his trip and the guide service provided is very good, then he will feel satisfaction and intention to revisit that destination. Based on this, the following hypothesis is proposed:

H1. Tour guide performance positively influences tourist satisfaction

H2. Tour guide performance positively influences revisit intention

Digital Payment Adoption and Tourist Satisfaction

Financial technology (fintech) refers to the use of technology to produce financial solutions in conducting transactions (Lou et al., 2017). The term fintech is not only specific to one particular sector, but covers various sectors including tourism. Susanto et al. (2022) stated that debit and credit cards and m-banking are the most popular digital payment methods around the world today. The use of mobile payments refers to paying for goods and services using mobile devices that are connected via the internet (Firdaus and Aziz, 2021; Seldal and Nyhus, 2022). According to Singhal et al. (2020), digital payment allows tourists to carry out various payment activities using their mobile devices. Digital payments are defined as transaction activities carried out using mobile internet technology (Tang et al., 2021; Firdaus and Aziz, 2021; Jiang et al., 2021). Digital payments were originally issued by social media networks to allow platform users to make peer-to-peer transfers (Larina and Akimov, 2020; Oentoro, 2020). In a number of developed countries, digital wallets have now developed, which allow users to store digital money, thus making it easier to make transactions (Farkas et al., 2022; Larina and Akimov, 2020; Mukhopadhyay and Upadhyay, 2022; Oentoro, 2020). According to Jia et al. (2022), mobile payments effectively unify the Internet, terminal devices, and financial institutions to form a new type of payment system. Currently, the tourism sector has implemented many digital payments to make it easier for tourists to make transactions (Firdaus and Aziz, 2021; Susanto et al., 2022). The study from Dzogbenuku et al. (2022) and Susanto et al. (2022) suggested that consumers feel satisfied when using digital payments, as it can provide convenience for consumers, especially tourists when traveling. Based on this explanation, the hypothesis is proposed as follows:

H3. Digital payment adoption positively influences tourist satisfaction

Destination Attachment and Tourist Satisfaction

According to Crespi-Vallbona et al. (2022), attachment is often defined as an emotional bond that can last a long time in a person's mind. For example, a person who goes on a religious trip (umrah or hajj) will always remember the experience and the destination they visited, thus it influences them to visit again. This definition explains that a person can experience a bond with a particular place or destination (Lam and Ryan, 2021; Pratminingsih et al., 2022; Rasoolimanesh et al., 2022). In this sense, destination attachment is defined as a bond between the individual and the place (Reitsamer et al., 2016; Turki and Amara, 2017; Kim et al., 2018b; Jee et al., 2019; Wang et al., 2020; Zhou et al., 2021). Destination attachment in tourism studies resembles loyalty in consumer behavior research as both concepts are related to repeat visits (Ajayi and Tichaawa, 2021; Li et al., 2022; Zou et al., 2022). Previous studies have classified destination attachment into two dimensions: place identity and place dependence (Crespi-Vallbona et al., 2022; Li and He, 2022; Pratminingsih et al., 2022). Place identity is the emotional aspect of attachment and it refers to the symbolic importance of a place (Kim et al., 2022; Rasoolimanesh et al., 2022). In contrast, place dependence is a functional attachment that reflects the importance of a place in providing conditions and features that support the needs of a particular activity (Hamid et al., 2021; Li et al., 2022).

In the tourism literature, destination attachment has received great attention as it can lead to satisfaction and loyalty to destinations (Clarke et al., 2018; Boley et al., 2021) and ongoing return visits (Peštek and Savan, 2020; Eger et al., 2022;). To predict destination attachment, many potential determinants have been explored such as image (Hansen and Mossberg, 2017; Boley et al., 2021; Mohamed et al., 2022), involvement (Rasoolimanesh et al., 2019), experience (Seyfi et al., 2020; Nugraha et al., 2021; Rasoolimanesh et al., 2022), and shared beliefs (Lee and Jeong, 2021). Destination attachment theory asserts that positive emotions and happiness are associated with bonds between people and places (Hansen and Mossberg, 2017; Lee and Jeong, 2021). However, Lam and Ryan (2021) stated that although a person may experience positive emotions and attachment to a particular place at the same time, many cases show that purely hedonic experiences do not always lead to attachment to a place. For example, even if someone visits an amusement park and enjoys some thrilling rides, he or she may not always feel attached to the park (Rasoolimanesh et al., 2019; Boley et al., 2021). There is a strong theoretical background showing that destination attachment is a direct determinant of satisfaction and revisit intention (Kim et al., 2018a; Nghiêm-Phú et al., 2021; Cifci, 2022). This can be implied in the context of tourism as when tourists have experience at a particular destination, they tend to identify themselves with that place. Destination attachment theory also argues that places become meaningful from personal experience. Based on this, the hypothesis is proposed as follows:

H4. Destination attachment positively influences tourist satisfaction

H5. Destination attachment positively influences revisit intention

Tourist Satisfaction and Revisit Intention

In the marketing literature, satisfaction is an outcome that is considered the key to business success. Consumer satisfaction arises from evaluation results while using a product or service by comparing expectations with performance.

Zeng and Li (2021) defined satisfaction as an affective state, namely an emotional reaction to the experience provided either from a product or service. Thus, the quality of products and services plays a key role in consumer satisfaction and intentions (Rasoolimanesh et al., 2022). In the tourism literature, tourist satisfaction is defined as the aggregate feelings of tourists considering what they experience and how they are served at a destination (Shi et al., 2022; Siregar et al., 2021). This indicates that tourist satisfaction is perceived at a visit to the places and services provided. Tourist satisfaction is the most important factor for business competition in the tourism service industry. Satisfaction with destinations, places, or islands has been extensively researched and shows positive results on revisit intention (Pratminingsih et al., 2022). According to Guan and Huan (2019), intention to return is an important factor for growth and the continuity of the travel business. Several previous studies have found that destination image, guide performance, service convenience, and facilities can affect revisit intention. Based on this, the hypothesis proposed is as follows:

H6. Tourist satisfaction positively influences revisit intention

Tourist Satisfaction as Mediating Variable

As previously stated, there are many factors that can affect tourist satisfaction when traveling. Tourist satisfaction is defined as an individual's assessment of the feelings he feels for a product or service received (Lu et al., 2020; Rasoolimanesh et al., 2022; Syakier and Hanafiah, 2022). According to Siregar et al. (2021), in the context of tourism, satisfaction refers to a function of expectations before the trip and post-trip experience, as when the experience is compared with the expectation to produce a feeling of pleasure, the tourist is satisfied. However, when the experience shows feelings of displeasure, tourists are dissatisfied (Chia et al., 2021; Abbasi et al., 2021; Zhang et al., 2022). Historically, studies of tourism and destination management have considered satisfaction as one of the most important variables that can cause a person to exhibit positive post-visit behavioral outcomes, such as repeat visits or recommendations (Mitala et al., 2022).

The relationship between tour guide performance and revisit intention will be strong if the level of customer satisfaction is high (Cheng et al., 2019; Al-Okaily, 2021). Similarly, it will weaken if the perceived level of tourist satisfaction is weak (Al-Okaily, 2021). Tourists who feel satisfied can influence their intention to revisit that destination (Bagla and Sancheti, 2018). This can happen if the service provided by the guide is very good. Besides that, according to Syakier and Hanafiah, (2022) a pleasant experience can also be an important factor in explaining the revisit intention. As a form of religious tourism, satisfaction can be generated from positive feelings that are felt through spiritual experiences guided by a mentor.

The findings from prior research indicate that, overall, tourist satisfaction is influenced by tourism products (Bagus et al., 2020; Siregar et al., 2021) service quality at tourist destinations, as well as experiences encountered when tourists participate in activities. The results of the study from Back et al. (2021) suggested that tourist experience satisfaction has a positive and significant influence on revisit intention, and this will be strong if the guide's performance is good. Likewise, it is similar to place attachment, namely the consumer's intention to revisit will be stronger if the perceived satisfaction is very high. Conversely, the revisit intention will be low if the perceived satisfaction is low. Thus, the hypothesis is proposed as follows:

H7. Tourist satisfaction mediates the relationship between tour guide performance and revisit intention

H8. Tourist satisfaction mediates the relationship between destination attachment and revisit intention

MATERIALS AND METHODS

Sample and Data Collection

This study is conducted using a quantitative approach, with the aim of measuring and understanding the causal relationships between variables. The population of this study is tourists who were selected through incidental sampling, with the total number of 300 respondents. The respondents are selected within 1 week at several tourist attractions in West Java Province, Indonesia. We chose the province of West Java for two reasons. First, West Java is a province that has various types of tourism. Second, the province has good economic development and becomes an attraction for local and foreign tourists. The data collection is as

carried out using survey, and the questionnaires are distributed using Google Forms. The final number of questionnaires returned and used for data processing was 294, since the remaining 6 respondents did not completely fill the data listed in the questionnaire. Following the recommendation of Sekaran and Bougie (2016), that when questionnaire items are not answered or when the questionnaire includes values that are not part of the original question sheet, then this questionnaire is rejected. A sample of 294 respondents is considered relevant according to Hair et al. (2019). The consent form assures participants that their responses will be kept confidential and used for academic purposes only. Respondent descriptive analysis, validity and reliability were analyzed using SPSS and then the hypothesis test is continued using the Structural Equation Model with AMOS 7 software.

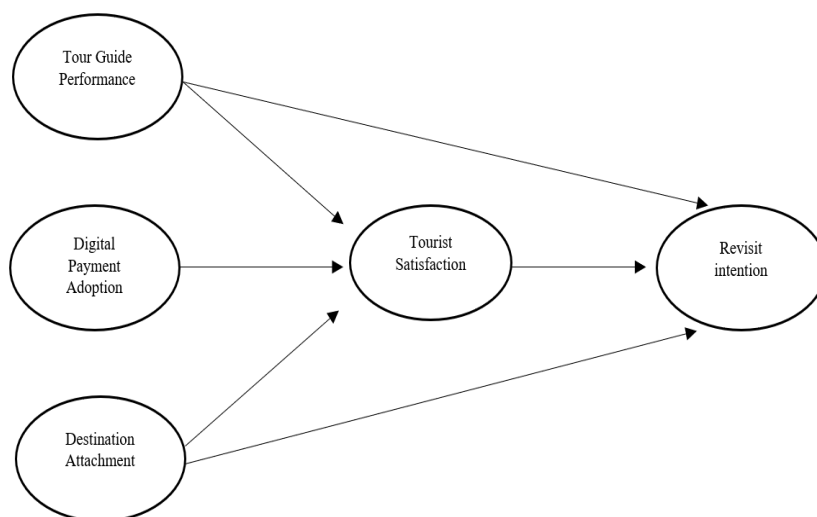


Figure 1. Conceptual Framework and Hypothesis Development

Variable Measurement

Each questionnaire item is measured using a 5-point Likert scale, ranging from 1-5, with point 1 indicating that the respondent strongly disagree, while point 5 indicating that the respondent strongly agree with the statement. This study uses three independent variables, namely tour guide performance, digital payment adoption, destination attachment, one mediating variable, namely tourist satisfaction, and one dependent variable, namely revisit intention. Research instruments in data collection are developed from relevant previous studies. Tour guide performance is measured by fifteen items adopted from Syakier and Hanafiah (2022). Digital payment is measured by four items adopted from the research of Dzogbenuku et al. (2021). Destination attachment is measured by eight items adopted from the research of Wang et al. (2020). Tourist satisfaction is measured by five items adopted from the research of Biswas et al. (2020), and revisit intention is measured by five items developed from the research of Cakici et al. (2019).

RESULTS AND DISCUSSION

Respondents' Characteristics

This study is carried out in several cities in West Java Province, Indonesia, to 294 respondents within 1 week by visiting several destinations. Respondents were selected based on their characteristics in order to meet the criteria in this study, namely using tour guide services, using digital payments and attachment to a destination. The results of the 294 respondents who were collected within 1 week showed that the majority of respondents were dominated by men (176 respondents), has the age around 21-30 years old (132 respondents), graduates and had jobs, and they frequently visit a tourism destination. More details of the respondent's characteristic are presented in Table 2.

Table 2. Respondents' Profile (Source: Processed Data, 2022)

Characteristic	Result
Gender	Male: 176 respondents Female: 118 respondents
Respondents Age	Below 20 years old: 35 respondents. 21 -30 years old: 132 respondents. 31-40 years old: 112 respondents. More than 40 years old: 15 respondents.
Respondents' Education Background	Senior High School: 78 respondents. Bachelor: 187 respondents. Master: 22 respondent. Doctor: 7 respondent.
Respondent's job	Don't have a job: 107 respondents Have a job: 187 respondents
Tourism intensity	Often: 179 respondent Not often: 115 respondent

Table 4. Model Fit Test Result (Source: Processed Data, 2022)

Statistical Test	Critical Value	Results	Conclusion
Chi Square	-	316.539	-
Degree of Freedom	-	622	-
p-Value	> 0.05	0.052	Fit
CMIN/DF	< 2.00	1.965	Fit
Root Mean Square Residual (RMR)	> 0.05	0.053	Fit
Root Mean Square Error of Approximation (RMSEA)	< 0.08	0.063	Fit
Goodness of Fit Index (GFI)	≥ 0.90	0.943	Fit
Adjusted Goodness of Fit (AGFI)		0.907	Fit
Comparative Fit Index (CFI)		0.929	Fit
Tucker Lewis Index (TLI)		0.905	Fit

Data Reliability Test

Based on the results of the significance test of the standard loading estimate on the measurement model, objective information is obtained that all indicators contained in the latent variable show a very significant value with $p < 0.001$ and the value of each loading indicator is greater than 0.50. With results like this, all indicators are valid in measuring latent variables. Cronbach's Alpha (α) reliability test was calculated using SPSS version 23 program, with acceptance parameter > 0.70 . Meanwhile, Construct Reliability (CR) and Average Variance Extracted (AVE) are calculated manually with the following equation (Colwell, 2016):

$$CR = \frac{(\sum_{i=1}^n \lambda_i)^2}{(\sum_{i=1}^n \lambda_i)^2 + (\sum_{i=1}^n e_i)}$$

$$AVE = \frac{(\sum_{i=1}^n \lambda_i^2)}{n}$$

Details: λ : standardized factor loading for item i
 e : respective error variance for item i
 n : number of indicators

Table 3. Reliability Test Results (Source: Processed Data, 2022)

Latent Variable	Indicator Measurement	Standard Loading	$C\alpha$	CR	AVE
Tour Guide Performance	TGP 1	0.662	0.748	0.942	0.522
	TGP 2	0.651			
	TGP 3	0.725			
	TGP 4	0.764			
	TGP 5	0.799			
	TGP 6	0.707			
	TGP 7	0.665			
	TGP 8	0.670			
	TGP 9	0.701			
	TGP 10	0.694			
	TGP 11	0.786			
	TGP 12	0.710			
	TGP 13	0.752			
	TGP 14	0.786			
	TGP 15	0.742			
Digital Payment Adoption	DP 1	0.746	0.770	0.863	0.613
	DP 2	0.871			
	DP 3	0.781			
	DP 4	0.726			
Destination Attachment	DA 1	0.790	0.746	0.905	0.544
	DA 2	0.744			
	DA 3	0.772			
	DA 4	0.645			
	DA 5	0.700			
	DA 6	0.789			
	DA 7	0.733			
	DA 8	0.718			
Tourist Satisfaction	TS 1	0.777	0.715	0.846	0.524
	TS 2	0.699			
	TS 3	0.683			
	TS 4	0.702			
	TS 5	0.759			
Revisit Intention	RI 1	0.778	0.790	0.893	0.626
	RI 2	0.878			
	RI 3	0.828			
	RI 4	0.766			
	RI 5	0.694			

The Construct Reliability (CR) parameter must have a value greater than 0.7 so that the indicator can be said to be reliable for measuring latent variables. The recommended value for the Average Variance Extracted (AVE) parameter must exceed 0.5. From the results of data processing the parameters Cronbach's Alpha, Construct Reliability (CR) and Average Variance Extracted (AVE) meet the acceptance criteria, so that the indicators used can be declared reliable.

Model Fit Test

Each questionnaire item is measured using a 5-point Likert scale, ranging from 1-5, with point 1 indicating that the respondent strongly disagree, while point 5 indicating that the respondent strongly agree with the statement. This study uses three independent variables, namely tour guide performance, digital payment adoption, destination attachment, one mediating variable, namely tourist satisfaction, and one dependent variable, namely revisit intention. Research instruments in data collection are developed from relevant previous studies.

Convergent Validity Test

This test is conducted to determine the validity of each of the estimated indicators by measuring the dimensions of the concepts tested in the study. If each indicator has a critical ratio (C.R.) value that is greater than twice the standard error (S.E.), it means that a set of indicators can represent one latent variable that underlies the latent variable. From the test results, the regression weight value shows that the critical ratio (C.R.) is greater than twice the standard error (S.E.), which means that all indicators in the study are valid for each latent variable. The regression weight values for each construct are shown in Table 5.

Table 6. Model Fit Test Result (Source: Processed Data, 2022)

			Estimate	S.E.	C.R.	P
TouristSatis	<---	TourGuidePer	.511	.092	5.554	***
RevisitInt	<---	TourGuidePer	.633	.050	12.660	***
TouristSatis	<---	DigitalPayment	.448	.152	2.947	***
TouristSatis	<---	DestAttachment	.691	.065	10.631	***
RevisitInt	<---	DestAttachment	.743	.057	13.035	***
RevisitInt	<---	TouristSatis	1.115	.133	8.383	***

Model Causality Test

This test is conducted to determine the causal relationship between variables by measuring the strength of the relationship between two or more latent variables. The results of calculations with AMOS can be seen in Figure 2, Tables 6, and 7.

Based on the t-count significance in Table 6 with a probability value (p) = 0.05, it is found that the latent variables have a significant influence because they have a probability value less than 0.05. It can be explained more clearly as follows:

1. Tour Guide Performance has a positive influence on Tourist Satisfaction of 0.511 with a CR value of 5.554 and a probability value less than 0.05 (H1 is accepted).
2. Tour Guide Performance has a positive influence on Revisit Intention of 0.633 with a CR value of 12.660 and a probability value less than 0.05 (H2 accepted).
3. Digital Payment Adoption has a positive influence on Tourist Satisfaction of 0.448 with a CR value of 2.947 and a probability value less than 0.05. (H3 accepted).
4. Destination Attachment has a positive influence on Tourist Satisfaction of 0.691 with a CR value of 10.631 and a probability value less than 0.05 (H4 is accepted).
5. Destination Attachment has a positive influence on Revisit Intention of 0.743 with a CR value of 13.035 and a probability value less than 0.05 (H5 is accepted).
6. Tourist Satisfaction has a positive influence on Revisit Intention of 1.115 with a CR value of 8.383 and a probability value less than 0.05 (H6 is accepted).

Mediator Variable Test

This test is conducted to determine the role of the mediator variable in providing a mediating effect for the causal relationship between exogenous variables and endogenous variables. This test is carried out using the Sobel test with the following results.

Table 5. Model Fit Test Result (Source: Processed Data, 2022)

			Estimate	S.E.	C.R.	P
TGP1	<---	GuidePerfo	1.000			
TGP2	<---	GuidePerfo	1.178	.114	10.308	***
TGP3	<---	GuidePerfo	.790	.099	8.015	***
TGP4	<---	GuidePerfo	1.106	.154	7.171	***
TGP5	<---	GuidePerfo	.570	.123	4.649	***
TGP6	<---	GuidePerfo	.821	.131	6.273	***
TGP7	<---	GuidePerfo	1.005	.103	9.797	***
TGP8	<---	GuidePerfo	1.216	.124	9.837	***
TGP9	<---	GuidePerfo	.728	.123	5.934	***
TGP10	<---	GuidePerfo	1.275	.147	8.669	***
TGP11	<---	GuidePerfo	.894	.129	6.940	***
TGP12	<---	GuidePerfo	1.303	.131	9.956	***
TGP13	<---	GuidePerfo	1.125	.121	9.313	***
TGP14	<---	GuidePerfo	.965	.121	7.958	***
TGP15	<---	GuidePerfo	.811	.112	7.251	***
DP4	<---	DigitalPayment	1.000			
DP3	<---	DigitalPayment	2.532	.525	4.820	***
DP2	<---	DigitalPayment	2.641	.785	3.365	***
DP1	<---	DigitalPayment	.703	.275	2.558	.011
DA8	<---	DestAttachment	1.000			
DA7	<---	DestAttachment	.818	.069	11.814	***
DA6	<---	DestAttachment	.837	.096	8.760	***
DA5	<---	DestAttachment	.712	.067	10.617	***
DA4	<---	DestAttachment	.805	.099	8.137	***
DA3	<---	DestAttachment	.629	.086	7.326	***
DA2	<---	DestAttachment	.637	.054	11.796	***
DA1	<---	DestAttachment	.573	.052	11.019	***
TS5	<---	TouristSatis	1.000			
TS4	<---	TouristSatis	.413	.089	4.663	***
TS3	<---	TouristSatis	1.040	.120	8.663	***
TS2	<---	TouristSatis	.948	.103	9.205	***
TS1	<---	TouristSatis	.683	.151	4.523	***
RI1	<---	RevisitInt	1.000			
RI2	<---	RevisitInt	2.173	.267	8.126	***
RI3	<---	RevisitInt	2.080	.264	7.884	***
RI4	<---	RevisitInt	1.410	.213	6.630	***
RI5	<---	RevisitInt	1.387	.223	6.214	***

1. Tourist Satisfaction can be a mediator that has a positive and significant influence on the causal relationship between Tour Guide Performance and Revisit Intention with a Sobel test value of 4.630 which is greater than z table 1.96 with a smaller probability value of 0.05. (H6 accepted).

2. Tourist Satisfaction can be a mediator that has a positive and significant effect on the causal relationship between Destination Attachment and Revisit Intention with a Sobel test value of 6.583 which is greater than z table 1.96 with a probability value of 0.05 less. (H7 accepted).

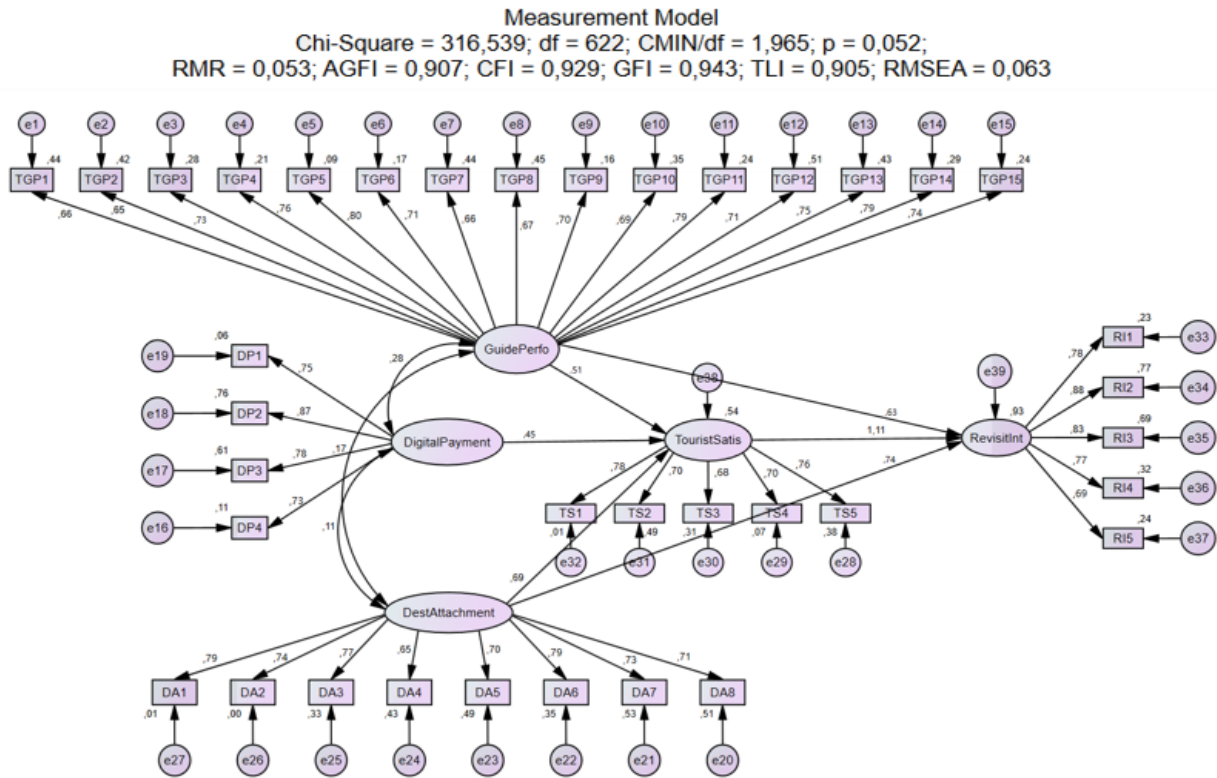


Figure 2. Results of Hypothesis Test

Table 7. Results of Mediating Test with Sobel Test (Source: Processed Data, 2022)

Variable	Sobel Test Statistics	p
Tour Guide Performance --> Tourist Satisfaction --> Revisit Intention	4.630	0.000
Destination Attachment --> Tourist Satisfaction --> Revisit Intention	6.583	0.000

DISCUSSION

This study is carried out to explore the factors that influence tourists or visitors in having the intention to revisit a tourist destination. It highlights the literature on tourism, especially by identifying the factors that drive tourist satisfaction and their intention to revisit, namely tour guide performance, digital payment adoption, and destination attachment. We propose five hypotheses with five direct influences and two indirect influence of tour guide performance and destination attachment on tourist revisit intention. Based on the hypothesis testing that has been done, it can be seen that all hypotheses in this study are significantly accepted. In the first and second hypotheses, we consider tour guide performance as an aspect that determines tourist satisfaction and their intention to revisit to tourist attractions. From the results obtained, it can be seen that tour guide performance has a significant influence on tourist satisfaction and revisit intention. This finding supports the results of previous studies conducted by Syakier and Hanafiah, 2022; Al-Okaily, 2021; Gratch, 2020; Yang et al., 2020. Tour guides have roles as pathfinders and mentors (Guan and Huan, 2019; Andelković et al., 2022). Both of these roles can be seen in the activities of tour guides in providing information to ensure the sense of security perceived by visitors.

The positive attitude of a tour guide, such as a good personality, friendliness, to their knowledge of a destination can be a factor that encourages visitors to feel satisfied. In addition, the ability of tour guides in managing visiting times, collaborating with other parties, and their ability to explain about a destination can also encourage visitors to have the intention of visiting the destination again. For tourists, having a capable person to guide them during their visit in a destination will be a joyful experience that is not easy to forget. Therefore, when tour guides have an excellent performance and able to provide information that is complete and beneficial to the tourists, this will make them become more satisfied with their trip, and make them want to revisit the destination again. Thus, the better the performance of the tour guide, the higher the satisfaction of tourist and their revisit intention to the tourist destination. Furthermore, in the third hypothesis, the researcher examines the direct influence of digital payment adoption on visitor satisfaction. The findings show that the adoption of digital payments has a positive and significant influence on tourist satisfaction. This is in line with several previous studies that has been carried out (Dzogbenuku et al., 2022; Susanto et al., 2022). Technological developments

have penetrated various aspects, including finance, and have now been widely used in the tourism sector. The existence of facilities for digital payments at tourist sites makes it easier for consumers to make payments, because they are able to save money digitally and have higher flexibility. Visitors at tourist sites do not need to bother to save money in the form of 'cash', so they also feel more secure and comfortable when on vacation. In addition, digital payment platforms also require users to provide passwords, which increases the security of these payments. Therefore, tourists or visitors who see that the adoption of digital payments are applied at tourist destination will feel satisfied. Digital payment adoption is considered easy to adopt and utilized by both the providers of tourist destination and the tourists itself. With digital payment, tourists can choose between making payments to fulfill their needs while traveling with their e-wallet, internet banking, m-banking, or even scanning QR code, all done only using their phones. Visitors or tourists do not need to be worried about bringing too much cash and securing it while enjoying their holiday. When the providers of tourism destination adopt digital payment in their business, this will lead to increased visitor satisfaction due to its flexibility, convenience, accessibility, and security.

In the fourth and fifth hypotheses, the researcher examines the direct influence of destination attachment on tourist satisfaction and revisit intention. The results of this study support the findings of previous studies which confirm that destination attachment has a positive and significant influence on tourist satisfaction and revisit intention (Clarke et al., 2018; Boley et al., 2021; Peštek and Sarvan, 2020; Eger et al., 2020). This means that destination attachment can increase tourist satisfaction and revisit intention. Tourists who already have an attachment to a place tend to be more satisfied when on vacation to that destination. In addition, they also have a special memory of the experience, vibes, and meaning of a destination, thus encouraging the desire to visit it again. For tourists, a destination has its own meaning or identity, as well as a place that provides facilities for them with certain conditions and features. At times, tourists are more inclined to visit certain destination because they form some bonds with the destination. This attachment or bonds can grow from tourists' previous memories, or grow as a new one based on what they see, think, feel, and experience during their visit to certain places. To build destination attachment for visitors, the managers or providers of tourism destination must create and highlight the importance of the destination and assert value into the tourists during their trip.

When tourists are attached towards a destination, this will strongly influence their behavior, including their satisfaction and intention to revisit the destination in the future. Next, the researcher examines the influence of tourist satisfaction on revisit intention in the sixth hypothesis. The results of data analysis indicate that tourist satisfaction has a positive influence on revisit intentions. This supports the results of previous research conducted by Pratminingsih et al. (2022; Shi et al., 2022; Guan and Huan, 2022). Tourists who are satisfied with their visit will have the intention or desire to come back to the tourist destination. In the consumer-oriented service industry, including the tourism industry, customer satisfaction is a factor that determines the success of a business or tourist destination. Consumers who are satisfied with the experience they get while on vacation and are able to enjoy their vacation time will have the desire to return to that destination in the future. High satisfaction from tourists will also increase their intention to visit again. Tourists who are satisfied with their trip to a destination are more likely to come back to experience the place again. When tourists are served well, obtain useful information, feel positive emotions during their trip, and able to enjoy various services offered by the destination, it increases their satisfaction and likelihood to have the intention to revisit the destination in the future.

Finally, the researcher examines the mediating role of visitor satisfaction in the seventh and eighth hypotheses. More specifically, the researchers looked at the indirect influence of the tour guide performance and destination attachments on the revisit intention through tourist satisfaction. The results of hypothesis testing show that these two hypotheses are accepted. That is, this mediation occurs partially, because in this study we also have confirmed the direct influence of the performance of tour guides and destination attachments on the intention to revisit. This finding supports the previous research conducted by Cheng et al., 2019; Al-Okaily, 2021; Syakier and Hanafiah, 2022. Tour guides who have the ability to provide knowledge and information about a destination, and have a friendly, open, polite, and respectful attitude to visitors will increase the satisfaction of visitors, thus encouraging them to have the intention of visiting again. In line with this, visitors who already have an attachment to a destination will feel satisfaction, which also ultimately leads to the revisit intention.

CONCLUSION

This study justifies the factors that determine the high visitor intention to visit tourist destinations in West Java Province, Indonesia. This province is specifically chosen because it has various types of tourism, such as maritime tourism, culture, agriculture, nature reserves, to education. From the results of the analysis and hypothesis testing that has been carried out, this study proves that the tour guide performance, digital payments adoption, and destination attachments can increase tourist satisfaction. Then, the researcher also proves that the tour guide performance, destination attachments, and tourist satisfaction can influence revisit intention. Finally, this study confirms the mediating role of tourist satisfaction in the relationship between tour guide performance, destination attachment, and revisit intention.

This study contributes to the practice and theory of tourism literature. First, regarding the literature, this research expands on previous tourism studies by identifying factors that influence visitor satisfaction, namely the performance of tour guides, adoption of digital payments, and destination attachments. In addition, this study also looks at visitor satisfaction as a mediator, to find out more about the mechanism of the factors that drive visitor's revisit intention.

Furthermore, this study also contributes to tourism practice, especially for managers of tourist attractions. Managers of tourist attractions need to pay attention to the abilities and performance of their tour guides, so as to increase satisfaction. In addition, managers of tourist attractions must also start facilitating digital payments for visitors, making it easier for them to make transactions. Then, the manager also needs to increase the destination attachment of visitors, and ensure that visitors have satisfaction when they come to these tourist attractions. This will ultimately increase their revisit intention.

This study has several limitations that should be addressed and noted by the future researchers. The first limitation is regarding the geographical scope of this study, which is only focused on one province in Indonesia, namely West Java. Although this area is chosen due to its various types of tourism and the large number of visitors, there is still a need to widen the research area and add the number of samples, in order to assure the generalizability of the results. Furthermore, this study has not yet grouped the type of tourism, thus it is suggested for future studies to focus or distinguish the type of tourism in order to obtain a more thorough findings for how tourists' behavior differs based on the type of destination they visit. Finally, we have not considered the moderator that can be a condition to strengthen or weaken the relationship between constructs. Therefore, we suggest future scholars in this line of research to employ a moderating variable and conduct a moderated-mediation analysis, for example by using group familiarity, destination familiarity, or demographic variables.

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