EXPLORING MULTIDIMENSIONAL DRIVERS OF REVISIT INTENTIONS: THE CASE OF BANGKOKIAN MILLENNIALS AND JAPAN

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Abstract: This study investigates the multifaceted factors influencing revisit intentions among Bangkokian millennial tourists to Japan. Expanding traditional frameworks, the research incorporates nine key constructs - perceived destination image, travel motivation, travel cost, social influence, destination accessibility, cultural familiarity, emotional attachment, environmental factors, and service quality - to capture the intricate interplay of cognitive, emotional, and practical dimensions. Using a quantitative research design, data were collected from 400 respondents and analyzed through Structural Equation Modeling (SEM), uncovering critical insights into millennial travel behavior. The findings reveal that emotional attachment, service quality, and destination accessibility are the strongest predictors of revisit intentions, emphasizing the importance of personal connections, seamless travel experiences, and exceptional hospitality. Constructs such as cultural familiarity, perceived destination image, and environmental factors further enhance revisit intentions, while travel cost exerts a moderate negative influence, reflecting the cost-conscious nature of millennials. The study highlights the pivotal mediating roles of emotional attachment and cultural familiarity, illustrating how these constructs amplify the effects of destination attributes on loyalty. This research offers theoretical contributions by integrating emotional and cultural dimensions into the push-pull framework, providing a holistic perspective on tourist decision-making. Practical implications include strategies for tourism stakeholders to enhance loyalty through value-driven packages, emotional resonance campaigns, and sustainability-focused initiatives. By addressing the unique preferences of Thai millennials, this study delivers actionable insights for positioning Japan as a premier repeat destination. These findings not only advance tourism theory but also provide a blueprint for sustainable and loyalty-driven tourism strategies, ensuring long-term growth in an increasingly competitive global market.

Keywords: millennial tourists, travel behavior, multidimensional drivers, revisit intentions, Japanese tourism appeal, millennial travel motivations, Japan, Thailand

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INTRODUCTION

The surge in international travel among Thai millennials has emerged as a transformative force in global tourism, with Japan standing out as one of their most favored destinations. This demographic, particularly Bangkokian millennials, is drawn to Japan's unique combination of tradition and modernity, its vibrant cultural experiences, and exceptional accessibility.

Iconic seasonal attractions such as cherry blossoms, dynamic festivals, and world-renowned gastronomy further elevate Japan's appeal (Tian et al., 2020). Facilitated by relaxed visa policies and a well-developed tourism infrastructure, Japan has solidified its status as a preferred destination for Thai travelers, especially during public holidays. Despite the increasing importance of millennial travelers in shaping tourism trends, existing research predominantly focuses on first-time visitation motives, leaving the determinants of repeat visits relatively unexplored. This gap is particularly pronounced in culturally rich destinations like Japan, where repeat visitation behavior may differ significantly from initial travel motivations.

Previous studies have highlighted the influence of factors such as perceived destination image, travel motivation, travel cost, and social influence in shaping tourist decisions (Ferrer-Rosell & Marine-Roig, 2020; Jeong & Kim, 2020; Lee & Xue, 2020; Ramadania et al., 2021; Afshardoost & Eshaghi, 2020; Tavitiyaman et al., 2021). However, these frameworks often treat constructs in isolation, lacking the multidimensional depth required to capture the interplay of cognitive, emotional, and practical dimensions that influence repeat visitation. Thai millennials represent a particularly distinct and influential market segment, given their preferences for culturally immersive, experiential, and personalized travel.

They also exhibit nuanced travel behaviors, such as a heightened sensitivity to value-driven experiences and a growing inclination toward sustainability (Ketter, 2020; Biswas, 2023). Research addressing this demographic's unique needs and preferences remains sparse, especially concerning the factors that foster loyalty to specific destinations.

To bridge this gap, this study extends traditional tourism frameworks by integrating additional constructs that reflect the multifaceted nature of revisit intentions: destination accessibility, cultural familiarity, emotional attachment, environmental factors, and service quality. These constructs offer a holistic perspective, addressing both intrinsic motivations and external enablers of repeat visits. Destination accessibility evaluates the practical ease of navigating Japan, which is critical for urban millennial travelers who value time efficiency and convenience (Aceron et al., 2018; Utama & Gunadi, 2023).

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Cultural familiarity emphasizes the role of prior exposure to and comfort with Japanese culture, fostering deeper cognitive and emotional connections (Nazarian et al., 2024). Emotional attachment explores the sentimental value and personal connections cultivated during past visits, serving as a powerful motivator for loyalty (Sutiadiningsih et al., 2024; Cho, 2021). Environmental factors highlight Japan's natural beauty, seasonal attractions, and commitment to sustainability, which align with millennials' growing interest in eco-conscious travel (Chakraborty et al., 2024). Lastly, service quality underscores the significance of Japan's renowned hospitality and high-standard infrastructure in enhancing satisfaction and trust (Maki et al., 2025; Zhang et al., 2021). Using Structural Equation Modeling (SEM) to analyze data from 400 Bangkokian millennials, this research uncovers critical insights into the determinants of repeat visitation. By addressing gaps in existing literature and focusing on a highly relevant market segment, this study provides a nuanced understanding of how emotional, cultural, and practical factors interact to influence revisit intentions. The findings aim to inform tourism stakeholders in crafting targeted strategies that enhance destination loyalty while advancing sustainable tourism practices. This research thus contributes to both theoretical discourse and practical applications in destination marketing and millennial travel behavior.

Research Objectives
1. To identify the key determinants influencing revisit intentions
2. To examine the relationships among the key determinants influencing revisit intentions among Bangkokian millennial tourists traveling to Japan
3. To develop recommendations aimed at enhancing destination loyalty and effectively addressing the unique preferences and needs of millennial travelers

LITERATURE REVIEW
The constructs chosen for this study - perceived destination image, travel motivation, travel cost, social influence, destination accessibility, cultural familiarity, emotional attachment, environmental factors, and service quality - were selected to provide a comprehensive understanding of the factors influencing revisit intentions among Bangkokian millennial tourists to Japan. These constructs reflect a balanced integration of cognitive, emotional, and practical dimensions of tourist behavior. Perceived destination image, travel motivation, and social influence represent key cognitive drivers shaping tourists' perceptions and initial decisions. Emotional attachment and cultural familiarity delve into the affective domain, emphasizing personal connections and comfort with Japanese culture as critical motivators for repeat visits. Practical considerations such as travel cost, destination accessibility, and service quality highlight the logistical and experiential enablers that sustain loyalty. Environmental factors, increasingly significant among millennial travelers, reflect the growing emphasis on sustainability and natural beauty. Together, these constructs address both intrinsic motivations and external attributes, offering a multidimensional framework to uncover the complex interplay of factors driving repeat visits to culturally rich destinations like Japan. This selection aligns with existing tourism theories while incorporating contemporary trends and gaps in millennial travel research.

1. Perceived Destination Image
Perceived destination image refers to tourists' mental representations of a destination based on cognitive (factual attributes) and affective (emotional responses) dimensions. This construct is a pivotal determinant of travel behavior, as it influences tourists' satisfaction, loyalty, and likelihood to revisit a destination. A positive destination image not only enhances tourists' initial motivation to visit but also fosters a sense of attachment, which strengthens revisit intentions (Jeong & Kim, 2020; Nguyen Viet et al., 2020). For instance, a destination known for its safety, accessibility, and rich cultural experiences often leaves a lasting impression, encouraging repeat travel.

In the context of Japan, the destination image among Thai travellers is shaped by its iconic elements, including cherry blossoms, Mt. Fuji, vibrant cityscapes like Tokyo and Osaka, and its reputation for exceptional hospitality and cleanliness. Japanese cultural heritage, exemplified by festivals, tea ceremonies, and traditional architecture, adds an emotional allure that resonates strongly with Thai millennials. Studies show that visual imagery disseminated through social media platforms such as Instagram and TikTok further amplifies the appeal of Japan, particularly for millennials who value visually stunning and culturally enriching experiences (Poon, 2021; Tanaka & Huang, 2024). Moreover, the cognitive and affective dimensions of Japan's destination image work synergistically to create a holistic perception. While cognitive elements like efficient public transport and affordability make the destination practical, the affective dimension - characterized by feelings of warmth, joy, and awe - builds emotional connections that enhance loyalty (Lee-Anant, 2022). However, research specifically targeting Thai millennials' perceptions of Japan's destination image and its evolution during repeat visits remains sparse, marking a critical gap in understanding how destination image influences long-term travel behavior.

2. Travel Motivation
Travel motivation, a core concept in tourism research, examines the intrinsic and extrinsic factors that drive individuals to embark on travel. Based on the push-pull framework, push factors originate from tourists' internal desires - such as the need for relaxation, self-discovery, or escape from routine - while pull factors are external attractions offered by the destination, such as cultural landmarks, natural beauty, or unique experiences (Suni & Pesonen, 2019). Understanding the interaction between these motivations provides insights into tourists' preferences and behaviours. Thai millennials are often motivated by a mix of push and pull factors. Push motivations include the desire to experience a different culture, gain knowledge, and create memorable experiences for personal growth and social recognition. Pull

factors specific to Japan encompass its seasonal attractions, cultural richness, and globally renowned gastronomy, such as sushi, ramen, and matcha-based delicacies. For repeat visitors, these motivations shift toward deeper engagement with local customs, exploring off-the-beaten-path destinations, and revisiting places of sentimental value (Dean & Suhartanto, 2019; Utama & Gunadi, 2023; Mohammad, 2024). Moreover, travel motivations of repeat tourists often differ from those of first-time visitors. First-timers may prioritize novelty and iconic attractions, while repeat visitors tend to seek unique, tailored experiences that provide deeper cultural immersion and personal fulfilment. However, research that dissects the nuances of Thai millennials' travel motivations—particularly how these evolve between first-time and repeat visits to Japan—remains limited, highlighting a critical area for further investigation.

3. Travel Cost

Travel cost, encompassing all financial and non-financial resources expended during a trip, is a significant determinant of travel decision-making. Millennials, including those in Bangkok, are particularly cost-conscious, often seeking value-for-money experiences that maximize satisfaction while minimizing expenditure. Studies have shown that perceived affordability, coupled with promotional campaigns and seasonal discounts, positively influences tourists' willingness to travel and their likelihood to return (Poon, 2021; Parady et al., 2020).

Japan's affordability for Thai travellers is influenced by factors such as competitive airline fares, discounted travel packages, and a wide range of accommodations that cater to different budgets - from luxury hotels to affordable capsule lodgings. The favorable exchange rate between the Thai baht and the Japanese yen also enhances the perceived value of traveling to Japan. Additionally, cost-effective transportation options, such as Japan's extensive rail network and regional travel passes, contribute to an economical and convenient travel experience (Maki et al., 2025.

Despite these advantages, travel costs can act as a barrier for certain segments of millennial travellers, particularly during peak travel seasons when airfare and accommodation prices surge (Biswas, 2023). Repeat visitors, however, may mitigate costs by leveraging prior knowledge of the destination, such as finding affordable dining options or selecting less-touristy areas for accommodation (Robinson & Schänzel, 2019). Exploring how Thai millennials balance cost considerations with their desire for unique experiences provides valuable insights for tourism marketers, especially in crafting promotional strategies targeted at budget-conscious travelers.

4. Social Influence

Social influence is a powerful determinant of travel behavior, especially among millennials who are deeply integrated into digital and social networks. The opinions and behaviors of peers, family members, influencers, and online communities shape tourists' perceptions and decisions, acting as a form of social validation (Wut et al., 2024). For Thai millennials, social media platforms like Instagram, Facebook, and YouTube are critical sources of travel inspiration, showcasing aesthetically appealing destinations and unique cultural experiences.

In the case of Japan, social influence plays a dual role: it attracts first-time visitors and reinforces the intentions of repeat travelers. Instagram-worthy locations such as Arashiyama Bamboo Grove, Nara's deer park, and Kyoto's traditional streets often dominate social media feeds, creating a strong desire to visit or revisit these iconic places. Travel vlogs and peer recommendations about less-explored areas like Hokkaido or Kyushu also inspire repeat visitors to seek novel experiences.

Social influence extends beyond digital platforms to include cultural norms and expectations. For instance, sharing travel experiences online or discussing trips with peers is a way for Thai millennials to build social currency. Research shows that this "fear of missing out" (FOMO) drives travel decisions, encouraging individuals to return to destinations where they had enjoyable experiences to rediscover and share new aspects (Pan et al., 2021; Solakis et al., 2024; Wut et al., 2024). However, while the role of social influence in shaping destination choice is well-documented, its specific impact on Thai millennials' decision-making process to revisit Japan remains underexplored.

5. Destination Accessibility

Destination accessibility refers to the ease with which tourists can reach and navigate a destination. Factors such as direct flights, efficient public transportation, and user-friendly infrastructure significantly influence destination choice and loyalty (Wang et al., 2020). Japan's accessibility, characterized by well-connected domestic transport networks and multilingual signage, makes it attractive to Thai travelers. Millennials, who often value convenience and time efficiency, are particularly influenced by accessibility when planning repeat visits. This construct also interacts with service quality, as seamless transport experiences reinforce positive perceptions of the destination (Gonda, 2021).

6. Cultural Familiarity

Cultural familiarity reflects tourists' comfort and understanding of a destination's cultural norms and practices (Lee-Anant et al., 2023). Exposure to Japanese culture through anime, food, and media has cultivated a sense of familiarity among Thai millennials, reducing cultural barriers and enhancing destination appeal (Guan et al., 2022; Tian et al., 2020). Familiarity not only motivates first-time visits but also encourages repeat visits, as tourists seek deeper engagement with local traditions and customs. This study explores how cultural familiarity interacts with travel motivation and emotional attachment to influence revisit intentions.

7. Emotional Attachment

Emotional attachment refers to the personal connection and sentimental value a tourist associates with a destination (Van-Dunem et al., 2021). Repeat visits are often driven by nostalgia and emotional satisfaction derived from past

experiences (Tavitiyaman et al., 2021; Zou et al., 2022). For Thai millennials, Japan's distinct ambiance, such as the serenity of temples or the joy of seasonal festivals, creates lasting memories that foster loyalty. Emotional attachment also strengthens the impact of other constructs, such as perceived destination image and service quality, in motivating tourists to revisit.

8. Environmental Factors

Environmental factors encompass natural beauty, cleanliness, and sustainability, which increasingly influence millennials' travel behavior. Japan's pristine landscapes, from the snowy mountains of Hokkaido to the serene beaches of Okinawa, are key attractions for Thai tourists. Additionally, the country's commitment to sustainable tourism enhances its appeal to environmentally conscious millennials (Tsai et al., 2020; Chakraborty et al., 2024). This construct highlights the growing importance of eco-friendly travel in fostering repeat visits.

9. Service Quality

Service quality includes the professionalism, reliability, and hospitality experienced by tourists during their visit (Maki et al., 2025; Jansri et al., 2020). Japan's reputation for exceptional customer service, well-maintained tourist attractions, and high-quality accommodations significantly influences revisit intentions (Kim et al., 2023). Positive service experiences not only enhance satisfaction but also build trust and loyalty, making tourists more likely to return (Liu et al., 2019). This study examines how service quality interacts with destination accessibility and emotional attachment in driving repeat visits.

10. Research Gaps and Conceptual Framework

Despite extensive research on factors influencing revisit intentions, existing studies often focus on individual constructs such as perceived destination image, travel motivation, travel cost, and social influence. These studies provide valuable insights but largely treat these factors in isolation, overlooking the interconnectedness of practical, emotional, cultural, and environmental dimensions. Such an approach limits the understanding of how these constructs interact to shape revisit behavior, particularly among millennials who demand holistic travel experiences.

Furthermore, little attention has been given to expanding traditional frameworks to include constructs that capture the evolving preferences of eco-conscious, experience-driven tourists.

Practical Constructs: Constructs like destination accessibility and service quality have often been underestimated in understanding revisit behavior. Accessibility encompasses the ease with which tourists can navigate the destination, from visa policies to transportation networks. Service quality, including the professionalism and hospitality of service providers, reinforces tourists' satisfaction and loyalty. These practical factors not only influence the feasibility of travel but also enhance emotional and cognitive evaluations of a destination, making them critical components of a revisit framework.

Emotional Constructs: Emotional attachment plays a pivotal role in motivating repeat visits, as tourists often develop sentimental bonds with destinations based on previous experiences. This connection is particularly relevant for destinations like Japan, where tourists may associate personal milestones, joy, or tranquility with specific cultural or natural elements. However, research on how emotional attachment interacts with perceived destination image and service quality is scarce, leaving a significant gap in the literature.

Cultural Constructs: Cultural familiarity provides a sense of comfort and connection for travelers, reducing uncertainty and fostering deeper engagement. For Thai millennials, the cultural affinity with Japan—shaped by shared consumption of Japanese media, cuisine, and traditions—enhances the likelihood of revisiting. Despite this, cultural familiarity is rarely studied as a standalone construct and is often embedded within broader destination image frameworks. This study seeks to explore its independent role and its interaction with other factors in shaping revisit intentions.

Environmental Constructs: With growing awareness of sustainability, environmental factors such as natural beauty, cleanliness, and eco-friendly tourism are becoming increasingly influential, particularly among millennials. Japan's commitment to preserving its natural landscapes and promoting sustainable practices appeals to eco-conscious tourists. However, the integration of environmental considerations into revisit intention models remains limited, particularly in contexts where natural and cultural elements coexist.

The hypotheses for this study explore the direct and mediated relationships between constructs influencing revisit intention among Bangkokian millennials traveling to Japan as shown in figure 1. It is hypothesized that H1: Perceived Destination Image (PDI) positively influences Revisit Intention (RI), emphasizing the role of favorable perceptions such as safety, cultural richness, and hospitality. Similarly, H2: Travel Motivation (TM) is expected to positively influence Revisit Intention, reflecting intrinsic drivers such as cultural exploration and relaxation. Conversely, H3: Travel Cost (TC) is hypothesized to negatively influence Revisit Intention, highlighting affordability concerns among millennial travelers. Additionally, H4: Social Influence (SI) is hypothesized to positively impact Revisit Intention, emphasizing the influence of recommendations from friends, family, and influencers. Practical enablers are also hypothesized to play a significant role, such as H5: Destination Accessibility (DA) positively influencing Revisit Intention, highlighting the importance of ease of travel and well-connected infrastructure. Similarly, H6: Environmental Factors (EF) are hypothesized to positively influence Revisit Intention, reflecting the appeal of natural beauty and eco-friendly practices. H7: Service Quality (SQ) is hypothesized to be a key predictor of Revisit Intention, reflecting the importance of hospitality and well-maintained facilities. H8: Cultural Familiarity (CF) is hypothesized to positively influence Revisit Intention, as familiarity with Japanese traditions and customs creates comfort and connection. Lastly, H9: Emotional Attachment (EA) is hypothesized to be the strongest predictor of Revisit Intention, reflecting nostalgia, meaningful memories, and personal connections.

In terms of mediated relationships, H10: Perceived Destination Image is hypothesized to influence Revisit Intention indirectly through Emotional Attachment, as positive perceptions foster emotional bonds that increase travel loyalty.

Similarly, H11: Service Quality is hypothesized to influence Revisit Intention indirectly via Emotional Attachment, reflecting the interplay between practical and emotional factors. H12: Social Influence is hypothesized to impact Revisit Intention indirectly through Cultural Familiarity, as social recommendations enhance cultural connection. Lastly, H13: Travel Motivation is hypothesized to positively influence Revisit Intention indirectly through Cultural Familiarity, as intrinsic motivations foster familiarity with the destination's culture. Figure 1 depicts the research framework and research hypotheses.
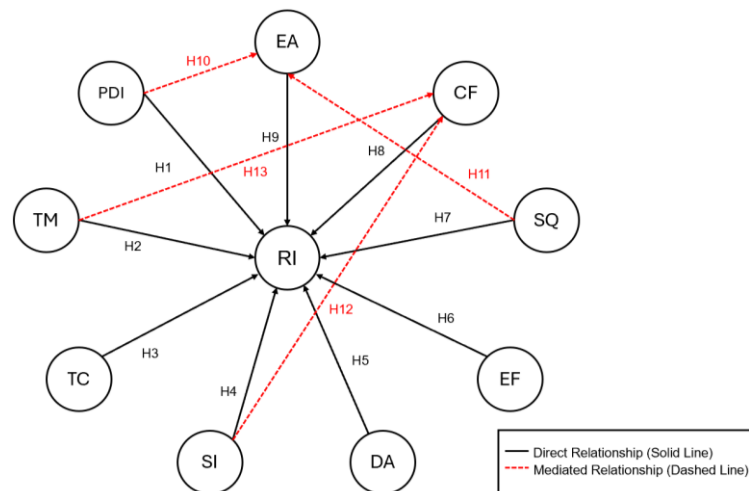

Figure 1. Research framework (Source: Own illustration)

RESEARCH METHODOLOGY
1. Research Design

This study employs a robust quantitative research design with cross-sectional data collection to investigate the factors influencing revisit intentions among Bangkokian millennial tourists to Japan during Thai public holidays. The quantitative approach was chosen for its ability to analyze relationships between constructs in the expanded conceptual framework, including perceived destination image, travel motivation, travel cost, social influence, destination accessibility, cultural familiarity, emotional attachment, environmental factors, service quality, and revisit intention. Cross-sectional data collection provides a snapshot of these factors at a single point in time, offering a comprehensive understanding of tourist behavior. The questionnaire for this study was meticulously crafted to align with the conceptual framework and ensure clarity for respondents. The study adheres to ethical standards, ensuring informed consent, respondent anonymity, and data confidentiality. The self-administered questionnaire was structured into two main sections to capture both background information and the constructs under investigation. The first section focused on demographics and travel behavior, collecting essential data such as age, gender, occupation, income level, travel frequency, and previous experiences visiting Japan. This information provided valuable insights into the respondents' profiles and their travel patterns, forming the basis for contextualizing the findings. The second section measured the constructs in the conceptual framework using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Each construct was operationalized through multiple items adapted from validated scales in previous studies, ensuring alignment with theoretical underpinnings.

The research tool underwent a rigorous verification process to ensure its reliability and validity. First, face validity was established by having three experts in tourism and behavioral research review the questionnaire. This review ensured that all items accurately measured the intended constructs and were relevant to the study objectives. Next, content validity was assessed by calculating a Content Validity Index (CVI) based on the experts' ratings. Items with a CVI score below 0.80 were either revised for clarity or removed to enhance the overall quality of the instrument. To further refine the questionnaire, pilot testing was conducted with a sample of 30 respondents from the target population. Feedback was collected to evaluate the clarity and coherence of the items, as well as the time required to complete the survey. Based on this feedback, minor adjustments were made to improve comprehension and eliminate potential ambiguities.

Through this comprehensive process, the questionnaire was validated as a reliable, culturally appropriate instrument for data collection. These measures ensured the quality and credibility of the data, laying a solid foundation for the subsequent analysis and interpretation of the findings. Figure 2 illustrates the methodology process diagram.
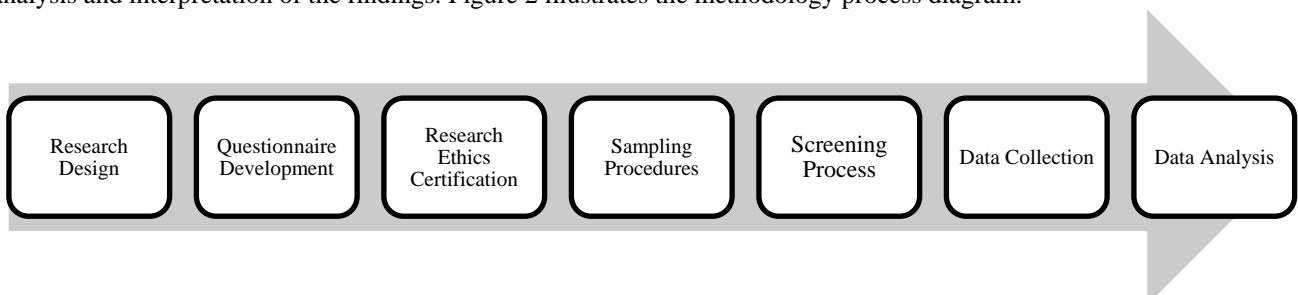

Figure 2. Research methodology process (Source: Own illustration)

2. Sampling

The target population for this study consists of Thai millennials born between 1981 and 1996, in line with generational classifications, and residing in Bangkok. These individuals must have previously travelled to Japan and expressed an intention to revisit during Thai public holidays. A sample size of 400 respondents was selected, adhering to the guidelines for Structural Equation Modelling (SEM) analysis, which recommend a minimum of 10–15 respondents per observed variable (Hair et al., 2019). Random sampling was employed to ensure a diverse representation of demographic and travel behavior characteristics. Participants were recruited through social media advertisements, travel blogs, and Japan-focused forums, targeting active travellers who aligned with the study's objectives. To ensure the relevance of the sample, a rigorous screening process was incorporated into the online survey. Potential respondents were required to answer a series of eligibility questions before accessing the main survey. These questions confirmed their city of residence (Bangkok), age range (born between 1981 and 1996), previous travel experience to Japan, and intentions to revisit Japan during Thai public holidays. Respondents who did not meet these criteria were excluded from the study. This meticulous approach ensured that the sample aligned with the research objectives, thereby enhancing the reliability and validity of the collected data.

3. Data Collection

Data collection was conducted over a three-month period through an online survey platform. Digital distribution channels, including social media and travel groups, were utilized to effectively reach the tech-savvy millennial demographic. The questionnaire link was disseminated through travel-related social media groups, Japan-focused forums, and influencers known for their expertise in Japan tourism. To ensure the quality and reliability of the data collected, several measures were implemented. All questions in the survey were mandatory to prevent missing data, ensuring a complete dataset. Validation checks were conducted to identify and eliminate duplicate or inconsistent responses, further enhancing the integrity of the data.

4. Data Analysis

Data analysis followed a systematic approach to examine the relationships among constructs within the conceptual framework. The first step involved conducting descriptive statistics to summarize basic demographic information, travel behavior, and the mean scores of constructs. This provided a comprehensive overview of the sample characteristics and helped contextualize the findings. Next, reliability and validity testing were performed to ensure the robustness of the measurement model. Cronbach's Alpha was calculated for each construct, with a threshold of 0.70 indicating acceptable internal consistency. Confirmatory Factor Analysis (CFA) was conducted to assess construct validity, which included two key components: Convergent Validity, measured by Average Variance Extracted (AVE) with a threshold of >0.50 to confirm that items effectively represented their constructs; and Discriminant Validity, assessed using the Fornell-Larcker criterion to ensure that constructs were distinct from one another.

The final step involved employing Structural Equation Modelling (SEM) to test the hypothesized relationships among the constructs. Model fit indices were used to evaluate the goodness-of-fit of the structural model, with acceptable thresholds including Comparative Fit Index (CFI) > 0.90, Root Mean Square Error of Approximation (RMSEA) < 0.08, and Standardized Root Mean Square Residual (SRMR) < 0.08. Path analysis was performed to examine regression coefficients and significance levels, providing insights into the strength and direction of the relationships between variables. Data analysis was conducted using SPSS for descriptive statistics and reliability testing, while AMOS was utilized for CFA and SEM to ensure a comprehensive examination of the framework.

5. Reliability and Validity Testing

The reliability and validity of the measurement model were thoroughly assessed to ensure the robustness of the constructs. Reliability was evaluated using Cronbach's Alpha, which measures internal consistency. All constructs demonstrated high reliability, with Cronbach's Alpha values exceeding the commonly accepted threshold of 0.70. For instance, Service Quality exhibited excellent reliability (α=0.92), indicating consistent responses to items related to Japan's hospitality and services, while Emotional Attachment displayed strong reliability (α=0.88), reflecting the consistency of respondents' emotional connections to Japan. These high values confirm that the items within each construct were internally consistent and accurately measured their theoretical dimensions. Validity was examined through both convergent and discriminant validity tests. Convergent validity was assessed using Average Variance Extracted (AVE), with all constructs achieving AVE values above the recommended threshold of 0.50. For example, Perceived Destination Image had an AVE of 0.62, and Revisit Intention achieved an AVE of 0.67, confirming that the observed variables strongly correlated with their respective latent constructs. Discriminant validity was tested using the Fornell-Larcker criterion, which compares the square root of each construct's AVE to its correlations with other constructs. The results demonstrated that the square root of the AVE for each construct was greater than its correlations with other constructs, ensuring that the constructs were distinct. For instance, the square root of the AVE for Travel Motivation (0.74) exceeded its correlation with Social Influence (0.68) and Cultural Familiarity (0.62), confirming clear differentiation among the constructs.

Additionally, the research instrument underwent pilot testing with 30 respondents from the target population to ensure clarity, cultural appropriateness, and alignment with the conceptual framework. Based on feedback, minor adjustments were made to improve the clarity of certain items. The results of these assessments provide robust evidence that the measurement model is both reliable and valid. The constructs demonstrated strong internal consistency, effectively measured their intended dimensions, and remained distinct from one another, ensuring the quality and robustness of the data for further analysis, including Structural Equation Modelling (SEM).

RESULTS
1. Demographic Profile of Respondents
The respondent profile, as shown in Table 1, provided a comprehensive view of Bangkokian millennials who previously visited Japan, reflecting a diverse and dynamic group with strong intentions to revisit during Thai public holidays.

Table 1. Respondent profiles (Source: Research findings)

Demographics	Description	Number	Percentages (%)
Gender	Male	191	47.8
	Female	209	52.2
Age	27-30	89	22.3
	31-34	97	24.3
	35-38	113	28.3
	39-42	101	25.3
Education	Under high school	28	7.0
	High school diploma	61	15.3
	First degree	173	43.3
	Masters	116	29.0
	Above masters	22	5.5
Monthly Income	Under THB 15,000	77	19.3
	15,001-25,000	123	30.8
	25,001-35,000	99	24.8
	35,001-45,000	52	13.0
	45,001-55,000	29	7.3
	Over THB 55,001	20	5.0
Occupation	Student	49	12.3
	Employee	157	39.3
	Self-employed	121	30.3
	Public service	43	10.8
	Unemployed	30	7.5
Marital Status	Single	218	54.5
	In relationship	141	35.3
	Married	31	7.8
	Separated/Divorced	10	2.5
Travel Frequency	Once	49	12.3
	Twice	81	20.3
	Three times	119	29.8
	Four times	83	20.8
	Five times	42	10.5
	Over five times	26	6.5
Travel Method	Self-administered	237	59.3
	Tour Group	163	40.8
Travel Companion	Single	83	20.8
	Family	138	34.5
	Friends/Couples	157	39.3
	Business Associates	22	5.5

The sample comprised 400 Bangkokian millennials aged 27–42, born 1981-1996 as of 2023, who resided in Bangkok, had previously traveled to Japan and intended to revisit during Thai public holidays. Gender distribution was relatively balanced, with 52.2% female and 47.8% male respondents, ensuring diverse perspectives.

The largest age group was 35–38 years (28.3%), followed by 39–42 years (25.3%), 31–34 years (24.3%), and 27–30 years (22.3%), highlighting a mix of younger adventurers and more experienced travelers with established habits and disposable incomes. Education levels revealed that 43.3% of respondents held a first degree, 29.0% a master's degree, and 7.0% had education below high school, while 5.5% had education above the master's level, reflecting a well-educated sample likely to seek cultural and intellectual travel experiences. Monthly income ranged from under THB 15,000 (19.3%) to over THB 55,001 (5.0%), with the majority earning between THB 15,001–25,000 (30.8%) or THB 25,001–35,000 (24.8%), indicating varied spending capacities and the need for flexible travel packages. Most respondents were employees (39.3%) or self-employed (30.3%), with smaller proportions of students (12.3%), public service workers (10.8%), and unemployed individuals (7.5%), showcasing a mix of stable incomes and entrepreneurial flexibility. Marital status data indicated that 54.5% were single, 35.3% in relationships, and 7.8% married, suggesting a dominance of single and coupled travellers focused on social and exploratory experiences, with some family-oriented groups.

Travel frequency varied, with 29.8% having visited Japan three times, 20.8% four times, and 6.5% more than five times, reflecting a mix of destination loyalty and emerging repeat visitors. Travel method preferences showed 59.3% preferred self-administered trips for independence, while 40.8% opted for tour groups, indicating a demand for both customizable and structured travel options. Most respondents traveled with friends or partners (39.3%) or family

(34.5%), while 20.8% traveled solo, highlighting the social nature of travel among millennials and the emerging market for individual-focused travel experiences. This diverse demographic profile underscores the varied motivations and preferences of Bangkokian millennials, offering valuable insights for developing targeted tourism strategies.

2. Descriptive Statistics

The descriptive statistics provide valuable insights into respondents' perceptions of the key constructs in the study, reflecting their attitudes and preferences toward revisiting Japan.

Mean scores and standard deviations for each construct, as presented in the Table 2, reveal varying levels of agreement, offering a nuanced understanding of the factors influencing revisit intentions.

Table 2. Descriptive analysis of constructs and survey items (Source: Research findings)

Constructs	Questions	Mean	Std. Deviation
Perceived Destination Image	Japan offers a safe and welcoming environment for tourists.	4.35	0.62
	Japan is culturally rich and diverse.	4.25	0.65
	Japan provides a peaceful and safe atmosphere.	4.36	0.62
	Japan offers a wide variety of cultural experiences.	4.38	0.60
	Japan is clean and well-maintained.	4.40	0.58
	Japan is a highly organized travel destination.	4.42	0.57
	Total	4.36	0.60
Travel Motivation	I am motivated to revisit Japan to explore its culture.	4.22	0.68
	I want to revisit Japan for relaxation and enjoyment.	4.15	0.70
	I am eager to explore new attractions in Japan.	4.28	0.68
	I am motivated by Japan's unique festivals and events.	4.25	0.70
	I wish to revisit Japan to experience its traditional lifestyle.	4.20	0.72
	I find traveling to Japan to be adventurous.	4.18	0.74
	Total	4.21	0.70
Travel Cost	Travel to Japan offers good value for money.	3.80	0.73
	Travel expenses for Japan are affordable for me.	3.75	0.75
	Traveling to Japan is cost-effective compared to other destinations.	3.85	0.72
	The cost of food and accommodations in Japan is reasonable.	3.78	0.74
	Japan offers good deals for international travelers.	3.70	0.76
	The overall travel cost to Japan fits my budget.	3.68	0.78
	Total	3.76	0.74
Social Influence	Recommendations from friends influence my intention to revisit Japan.	4.10	0.65
	Social media impacts my decision to revisit Japan.	4.05	0.68
	My family recommends revisiting Japan.	4.15	0.66
	My favorite influencers frequently post about Japan.	4.08	0.67
	Reviews from online travel communities encourage me to revisit Japan.	4.12	0.64
	Positive feedback about Japan influences my decision to return.	4.09	0.63
	Total	4.09	0.65
Destination Accessibility	Japan is easy to navigate as a foreign tourist.	4.40	0.58
	Japan has efficient transportation systems.	4.38	0.60
	Japan provides clear signage and easy communication for tourists.	4.45	0.55
	Japan's airports and train systems are tourist-friendly.	4.43	0.57
	Traveling within Japan is hassle-free.	4.48	0.53
	The public transport system in Japan is well-connected and reliable.	4.50	0.51
	Total	4.44	0.55
Environmental Factors	Japan's natural beauty motivates me to revisit.	4.28	0.61
	Japan's seasonal attractions add to its appeal.	4.32	0.63
	Japan's environmental policies enhance its appeal.	4.33	0.59
	Japan's landscapes are perfect for photography.	4.30	0.61
	Japan's parks and natural reserves are highly appealing.	4.35	0.62
	Japan's commitment to sustainability makes it more attractive.	4.36	0.60
	Total	4.32	0.61
Service Quality	Hotels and accommodations in Japan provide excellent service.	4.50	0.55
	Customer service in Japan exceeds my expectations.	4.48	0.57
	Japanese restaurants provide excellent dining experiences.	4.52	0.53
	Hotels in Japan offer exceptional value for money.	4.50	0.55
	Service staff in Japan are highly professional and friendly.	4.53	0.52
	Tourist facilities in Japan are well-maintained and accessible.	4.55	0.50
	Total	4.51	0.53
Cultural Familiarity	Japanese culture is familiar and easy to understand.	4.15	0.60
	I feel comfortable engaging with Japanese customs.	4.10	0.62
	I find Japanese traditions easy to appreciate.	4.20	0.58
	Japanese entertainment (e.g., anime, music) makes me feel connected.	4.18	0.60

Constructs	Questions	Mean	Std. Deviation
	I am familiar with Japan's cultural festivals and events.	4.22	0.59
	I understand Japan's social norms and practices.	4.25	0.57
	Total	4.18	0.59
Emotional Attachment	I have a personal connection to Japan based on my previous visits.	4.30	0.63
	Visiting Japan evokes positive emotions for me.	4.25	0.65
	I feel nostalgic thinking about my experiences in Japan.	4.35	0.62
	I feel a sense of belonging when I am in Japan.	4.32	0.64
	I associate Japan with meaningful memories.	4.38	0.61
	Japan holds sentimental value for me due to past visits.	4.40	0.60
	Total	4.33	0.62
Revisit Intention	I plan to revisit Japan during public holidays within the next year.	4.42	0.59
	I strongly intend to revisit Japan in the near future.	4.40	0.60
	I am likely to recommend Japan to others based on my experiences.	4.50	0.51
	Japan is my top choice for my next international trip.	4.48	0.53
	I would prefer Japan over other destinations for my holidays.	4.45	0.54
	I often think about revisiting Japan.	4.47	0.56
	Total	4.45	0.55

The table provides valuable insights into respondents' perceptions of the constructs influencing revisit intentions to Japan. For Perceived Destination Image, the summary mean score of 4.36 indicates strong agreement with statements highlighting Japan's cultural richness, safety, cleanliness, and organization. The low standard deviation (SD = 0.61) reflects consistent perceptions among respondents about Japan's positive image as a travel destination. Similarly, Travel Motivation scored a mean of 4.21, with respondents expressing strong motivation driven by cultural exploration, relaxation, and adventure. However, a slightly higher variability (SD = 0.70) suggests a broader range of opinions, possibly reflecting diverse personal motivations. For Travel Cost, the mean score of 3.76 indicates moderate agreement, suggesting affordability could be a potential concern for some respondents. The higher standard deviation (SD = 0.75) highlights varying perceptions, with some finding Japan affordable while others perceive it as expensive. Conversely, Social Influence achieved a mean of 4.10, indicating that recommendations from friends, family, and social media play a significant role in revisit intentions. The moderate standard deviation (SD = 0.66) suggests relative consistency in recognizing external endorsements' importance in decision-making.

Destination Accessibility was one of the highest-rated constructs, with a mean of 4.44, emphasizing Japan's efficient transportation systems and tourist-friendly infrastructure as key enablers of positive travel experiences. The low variability (SD = 0.55) indicates strong consensus on this factor. Similarly, Environmental Factors scored a high mean of 4.32, reflecting respondents' appreciation of Japan's natural beauty, seasonal attractions, and sustainability efforts. The low standard deviation (SD = 0.62) shows broad agreement on the importance of environmental factors.

Service Quality emerged as the highest-rated construct, with a mean of 4.51, highlighting respondents' strong appreciation for Japan's exceptional hospitality, professional services, and well-maintained facilities. The low variability (SD = 0.55) reflects near-unanimous agreement among respondents. For Cultural Familiarity, the mean score of 4.18 suggests respondents feel comfortable and connected with Japanese culture, traditions, and social norms. This construct's relatively low variability (SD = 0.60) reinforces its role in enhancing comfort and engagement during repeat visits.

Emotional Attachment also scored highly, with a mean of 4.33, suggesting respondents have formed strong emotional bonds with Japan, driven by nostalgia, positive memories, and personal connections. The low standard deviation (SD = 0.63) reinforces its critical role in motivating revisit intentions. Finally, Revisit Intention scored among the highest with a mean of 4.46, indicating strong enthusiasm and likelihood of returning to Japan. The low variability (SD = 0.55) demonstrates consistent intent across respondents, validating Japan's appeal as a preferred repeat travel destination.

In summary, the highest-scoring constructs - Service Quality (4.51), Destination Accessibility (4.44), and Revisit Intention (4.46)—highlight the practical and emotional factors that drive loyalty to Japan. However, Travel Cost (3.76) scored the lowest, reflecting potential barriers for cost-sensitive travelers. Constructs like Service Quality, Destination Accessibility, and Perceived Destination Image displayed low variability, indicating consensus among respondents, while constructs like Travel Cost and Travel Motivation showed higher variability, pointing to diverse preferences. These results emphasize the importance of maintaining high service standards, promoting accessibility, and addressing affordability concerns to attract repeat visitors effectively.

3. The Research Model

The research model, illustrated in Figure 3, provided significant insights into the direct and mediated relationships among constructs influencing revisit intention, identifying key drivers for repeat visits to Japan among Bangkokian millennials. Perceived Destination Image ($\beta=0.30$, $p<0.001$, $f^2=0.09$) as a strong predictor with a medium-to-large effect size, emphasizing the importance of favorable perceptions regarding safety, cultural richness, and hospitality.

Similarly, Travel Motivation ($\beta=0.29$, $p<0.001$, $f^2=0.08$) was a notable factor with a medium effect size, highlighting intrinsic drivers such as the desire for cultural exploration, relaxation, and unique experiences. Conversely, Travel Cost ($\beta=-0.12$, $p<0.05$, $f^2=0.02$) negatively influenced revisit intention, with a small effect size reflecting affordability concerns and the importance of value-driven offerings for cost-sensitive travelers.

Social Influence (β=0.24, p<0.001, f²=0.07) demonstrated the power of recommendations from friends, family, and influencers in shaping travel decisions, underscoring the role of word-of-mouth and social proof. Practical enablers such as Destination Accessibility (β=0.38, p<0.001, f²=0.13) and Environmental Factors (β=0.32, p<0.001, f²=0.10) significantly influenced revisit intention, with medium-to-large effect sizes highlighting the appeal of well-connected infrastructure, natural beauty, and eco-friendly practices. Among practical factors, Service Quality (β=0.43, p<0.001, f²=0.15) was the strongest predictor, exhibiting a large effect size and reflecting Japan's exceptional hospitality and well-maintained tourist facilities. On the emotional and cultural dimensions, Cultural Familiarity (β=0.20, p<0.001, f²=0.06) and Emotional Attachment (β=0.44, p<0.001, f²=0.16) were significant predictors, with Emotional Attachment emerging as the most influential construct with a large effect size. This finding underscores the critical role of nostalgia, meaningful memories, and personal connections in driving repeat visits.

Mediated relationships amplified these effects, revealing the nuanced pathways through which constructs interact. For example, Perceived Destination Image indirectly influenced revisit intention through Emotional Attachment (β=0.20, p<0.01, f²=0.05), demonstrating how positive perceptions foster emotional bonds that drive loyalty. Similarly, Service Quality strengthened emotional connections that further shaped revisit intentions (β=0.25, p<0.01, f²=0.06). Additionally, Social Influence indirectly affected revisit intention via Cultural Familiarity (β=0.15, p<0.05, f²=0.03), while Travel Motivation enhanced revisit intention through its impact on Cultural Familiarity (β=0.13, p<0.05, f²=0.02).

In conclusion, this analysis underscores the multidimensional nature of revisit intentions, driven by emotional, practical, cognitive, and social factors. Constructs like Emotional Attachment and Service Quality emerged as dominant predictors, with mediated effects through Cultural Familiarity and Emotional Attachment highlighting the intricate interplay of these constructs. These findings provide actionable insights for tourism stakeholders, enabling the development of targeted strategies that ensure Japan remains a compelling destination for repeat visitors. By addressing key factors with varying effect sizes, stakeholders can craft nuanced campaigns to attract and retain loyal millennial travelers.
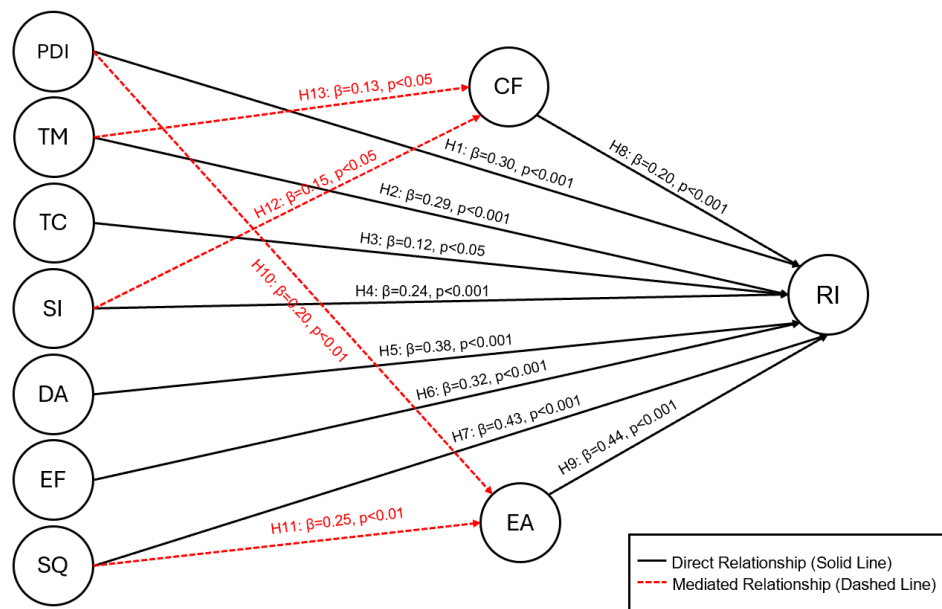

Figure 3. The research model (Source: Research Findings)

The SEM analysis provided a comprehensive examination of the relationships within the conceptual framework and demonstrated a well-fitting model, with all fit indices, shown in **Table 3**, meeting recommended thresholds. These results confirm the robustness of the proposed model in explaining the factors influencing revisit intentions to Japan.

Table 3. Model fit indices (Source: Research Findings)

Fit Index	Value	Threshold	Interpretation
χ2/df (Chi-Square/Degrees of Freedom)	2.05	< 3.0	Good balance between model complexity and data fit
CFI (Comparative Fit Index)	0.95	> 0.90	Excellent fit between the observed and hypothesized models
RMSEA (Root Mean Square Error of Approximation)	0.05	< 0.08	Close approximation of model to the data
SRMR (Standardized Root Mean Square Residual)	0.04	< 0.08	Minimal residual variance between observed and predicted relationships

DISCUSSION
1. Theoretical Implications
The findings of this study contribute significantly to the theoretical understanding of millennial travel behavior, particularly within the framework of the push-pull model of tourist behavior. This model posits that travel decisions are influenced by intrinsic motivations (push factors) and extrinsic destination attributes (pull factors) (Suni & Pesonen, 2019; Duong et al., 2023). The study's results validate this framework and extend it by incorporating constructs such as

emotional attachment, cultural familiarity, and destination accessibility, which highlight the interplay of cognitive, emotional, and practical dimensions in driving revisit intentions.

The strong influence of pull factors such as Perceived Destination Image, Cultural Familiarity, and Service Quality aligns with previous research emphasizing the importance of destination attributes in shaping tourist loyalty. For example, Afshardoost & Eshaghi (2020) and Nguyen Viet et al., 2020 demonstrated that a positive destination image fosters emotional connections and strengthens revisit intentions, a finding supported by this study's results. Similarly, the role of cultural familiarity in bridging cognitive and affective dimensions of decision-making mirrors the findings of Nazarian et al. (2024), who highlighted how prior exposure to a destination's culture reduces barriers and enhances tourist satisfaction.

In terms of push factors, the significant influence of Travel Motivation reflects findings by Ketter (2020), who emphasized the role of cultural exploration and personal growth in millennial travel behavior. The dual appeal of Japan as a destination for both adventure and relaxation resonates with Kim & Park's (2020) insights into millennials' preferences for multifaceted travel experiences. Moreover, the study's focus on Emotional Attachment as a direct and mediating factor aligns with Tsai et al.(2022), which identified nostalgia and meaningful memories as critical drivers of tourist loyalty.

The mediating roles of emotional attachment and cultural familiarity add depth to the push-pull model by highlighting the pathways through which destination attributes influence revisit intentions. For instance, the finding that emotional attachment mediates the effects of perceived destination image and service quality aligns with Zhang et al. (2021), who demonstrated that cognitive impressions transform into affective bonds that drive loyalty. Similarly, the mediating role of cultural familiarity in enhancing the impact of social influence and travel motivation echoes the work of Cho (2021) and Suni & Pesonen (2019), who emphasized the importance of cultural alignment in fostering repeat visits.

The negative influence of Travel Cost on revisit intentions is consistent with Jang et al. (2019), who noted that cost-sensitive millennials often weigh affordability against the perceived value of experiences. This study reaffirms that while millennials prioritize meaningful and emotional experiences, financial constraints remain a critical consideration, particularly during repeat visits. Future studies could explore strategies to mitigate these barriers through value-driven offerings and promotional campaigns.

In advancing tourism theory, this study bridges gaps by integrating cognitive, emotional, and practical constructs into the push-pull framework, offering a holistic perspective on millennial travel behavior. The findings underscore the interconnectedness of these dimensions and highlight the need for theoretical models to consider mediating constructs, such as emotional attachment and cultural familiarity, to better capture the complexities of tourist decision-making.

2. Practical Implications

The findings provide actionable insights for tourism stakeholders in Japan to enhance their strategies for attracting and retaining Thai millennial tourists. The strong influence of emotional attachment and service quality underscores the need for experiential and personalized marketing approaches. Prior research has similarly highlighted the importance of emotional connections in driving loyalty. For instance, Tsai et al. (2020) emphasize that marketing campaigns that evoke nostalgia and meaningful memories can effectively strengthen emotional bonds with repeat visitors.

The role of cultural familiarity in fostering revisit intentions aligns with Nazarian et al.'s (2024) findings on cultural comfort. This suggests that tourism marketers should promote Japanese cultural elements that resonate with Thai millennials, such as anime, food, and traditional customs. The use of social media platforms for this purpose reflects the importance of digital engagement noted by Wut et al. (2024), who found that peer recommendations and influencer campaigns significantly shape travel decisions.

The negative influence of travel cost, while moderate, highlights the importance of value-driven strategies. Jang et al. (2019) noted that affordable travel packages and promotional discounts could mitigate cost concerns, particularly for repeat visitors. Offering exclusive loyalty programs and seasonal discounts could also align with millennials' preference for value-for-money experiences, as supported by Biswas (2023) and Poon (2021).

Additionally, the study's emphasis on destination accessibility aligns with Wang et al. (2020) and Nguyen (2021), who noted that seamless infrastructure and convenience significantly enhance tourist satisfaction and repeat visitation. Promoting Japan's well-connected transport networks and user-friendly digital tools could further strengthen its appeal.

Finally, the findings on environmental factors underscore the growing importance of sustainability in tourism marketing. Millennials' increasing preference for eco-conscious travel mirrors the insights of Chakraborty et al. (2024), who found that promoting sustainable practices enhances destination appeal. Highlighting Japan's commitment to environmental conservation and offering eco-tourism packages could attract environmentally conscious millennial travelers, fostering long-term loyalty.

CONCLUSION & RECOMMENDATIONS
1. Conclusion

This study offers profound insights into the factors influencing revisit intentions among Bangkokian millennial tourists to Japan, presenting a multidimensional framework that blends emotional, cognitive, and practical drivers. By integrating constructs such as perceived destination image, travel motivation, travel cost, social influence, destination accessibility, cultural familiarity, emotional attachment, environmental factors, and service quality, this research pushes the boundaries of traditional tourism models. The findings reveal that emotional attachment, service quality, and destination accessibility are dominant predictors of revisit intentions, highlighting the importance of building personal connections, providing exceptional experiences, and ensuring seamless travel.

Constructs like cultural familiarity and perceived destination image amplify these effects, underscoring the interplay between cultural resonance and cognitive perceptions. While travel cost emerged as a moderate barrier, its impact underscores the importance of offering value-driven solutions for cost-sensitive millennials.

By extending the push-pull model with emotional and cultural dimensions, this study not only contributes to academic discourse but also provides a roadmap for stakeholders to transform theoretical insights into impactful strategies. This research is a call to action for the tourism industry to go beyond the ordinary, crafting experiences that inspire loyalty and foster sustainable growth in one of the most dynamic market segments - millennial travelers.

2. Recommendations

The findings offer a roadmap for tourism stakeholders in Japan to craft innovative strategies that enhance destination loyalty among Thai millennial tourists. By addressing emotional, cultural, and practical dimensions, these recommendations aim to make Japan not only a desirable destination but a recurring choice for millennial travelers.

2.1. Leverage Emotional Resonance to Strengthen Loyalty

Emotional attachment is a key driver of revisit intentions, making it essential to create campaigns that tap into nostalgia and sentimentality. Personalized marketing, such as digital postcards featuring past visits or curated itineraries based on prior experiences, can evoke strong emotional connections. Highlighting the unique ambiance of Japan's iconic attractions alongside hidden gems can inspire both familiarity and novelty, encouraging repeat visits. Story-driven content, especially in video formats, can vividly showcase the joy and meaningful memories tied to exploring Japan.

2.2. Redefine Cultural Engagement with Authenticity

Cultural experiences are at the heart of millennials' travel preferences. To capture this market, tourism campaigns should focus on promoting Japan's authentic cultural elements - traditional festivals, tea ceremonies, and regional crafts. Collaborations with influencers who can authentically present these experiences on platforms like TikTok, Instagram, and YouTube can amplify reach. For repeat visitors, offering exclusive cultural immersion opportunities, such as rural homestays or behind-the-scenes access to artisans, can deepen their engagement and satisfaction.

2.3. Address Cost Sensitivities with Value-Driven Solutions

Although millennials prioritize experiences, cost remains a significant consideration. Introducing value-for-money travel packages that include transportation, accommodations, and curated activities can mitigate affordability concerns. Special promotions during Thai public holidays or discounts for group travelers can further attract this demographic. Loyalty programs offering repeat visitors exclusive perks - such as access to VIP experiences or discounted regional travel passes - can strengthen their commitment to Japan as a preferred destination.

2.4. Highlight Accessibility as a Competitive Advantage

Japan's well-developed infrastructure is a major pull factor for millennials who value convenience and time efficiency. Marketing campaigns should emphasize features like multilingual signage, user-friendly travel apps, and seamless public transport systems. Tailored travel guides in Thai can make the planning process easier and more accessible for Bangkokian tourists. Highlighting the connectivity of less-explored regions, such as Kyushu or Shikoku, can encourage adventurous travelers to explore beyond the typical tourist hubs.

2.5. Promote Sustainability to Appeal to Eco-Conscious Millennials

With millennials increasingly valuing environmentally responsible travel, Japan can position itself as a leader in sustainable tourism. Campaigns should emphasize eco-friendly initiatives, such as green-certified accommodations, conservation programs, and low-impact travel options like electric rail networks. Nature-based itineraries focusing on Japan's pristine landscapes, cherry blossom trails, and national parks can cater to this audience while showcasing the country's commitment to sustainability.

2.6. Reinvent Experiences for Repeat Visitors

Repeat visitors often seek novelty and deeper cultural immersion. Marketing strategies should cater to this by promoting lesser-known attractions, niche experiences, and regional specialties. For example, offering culinary tours focusing on local delicacies, or adventure packages in rural areas, can provide the uniqueness and authenticity that repeat visitors crave. Personalized recommendations based on their previous trips can make these experiences even more appealing.

2.7. Maximize Digital Engagement to Influence Decision-Making

Social media is central to millennial travel behavior, making it a powerful tool for engagement. Creating interactive campaigns, such as travel challenges, user-generated content contests, and polls, can boost visibility and inspire revisit intentions. Collaborations with Thai influencers and travel bloggers can enhance authenticity and trust.

Real-time content, such as live streams from festivals or destination highlights, can create a sense of urgency and excitement among potential travelers.

2.8. Maintain and Elevate Service Excellence

Japan's reputation for exceptional hospitality and service quality is a cornerstone of its appeal. Maintaining high standards

across all touchpoints, from accommodations to transportation, reinforces positive perceptions. Tourism authorities can collaborate with local businesses to provide training programs that uphold Japan's reputation for professionalism and warmth. Highlighting these efforts in marketing campaigns can assure travelers of consistently excellent experiences.

3. Limitations and Future Research

While this study provides valuable insights into Bangkokian millennial tourists' revisit intentions to Japan, it also opens avenues for further exploration. The cross-sectional design offers a robust snapshot of travel behavior, but future research could enrich these findings by adopting longitudinal approaches to examine changes over time. Expanding the focus beyond Bangkok millennials to include other regions or international comparisons would provide a more holistic understanding of revisit behavior. Although online surveys effectively captured tech-savvy millennials, incorporating diverse data collection methods could enhance depth and diversity. Future studies might also explore emerging factors such as social media engagement, health-related concerns, or environmental consciousness, offering additional dimensions to this dynamic research area. Comparative research across cultural contexts could further validate and refine the findings, contributing to a richer global understanding of millennial travel behavior.

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