

THE ROLE OF LOCATION AND THE CONVENIENCE OF TOURIST ATTRACTIONS ON THE INTENTION TO REVISIT RELIGIOUS TOURIST ATTRACTIONS IN BEKASI

Dhian Tyas UNTARI

*Bhayangkara Jakarta Raya University, Indonesia
tyas_un@yahoo.com*

Fata Nidaul KHASANAH*

*Bhayangkara Jakarta Raya University, Indonesia
fatanidaul@gmail.com*

FAKHRUDIN

*National Research and Innovation Agency, Jakarta - Indonesia
oedein@gmail.com*

Basuki ANTARIKSA

*National Research and Innovation Agency, Jakarta - Indonesia
antariksa70@yahoo.com*

Yanuar Farida WISMAYANTI

*National Research and Innovation Agency, Jakarta - Indonesia
yanu011@brin.go.id*

Budi SATRIA

*Dian Nusantara University, Indonesia
budisatrio@gmail.com*

David NURMANTO

*Pelita Bangsa University, Indonesia
nurmanto_david@gmail.com*

Abstract

This study aims to analyze the effect of location and convenience of tourist attractions on the intention to revisit religious tourist attractions in Bekasi. A strategic location and convenient facilities are believed to play an important role in influencing tourists' decision to revisit. The research method used in this study is a quantitative approach with multiple regression techniques. Data was collected through questionnaires distributed to 200 respondents who had visited religious tourist attractions in Bekasi more than once. The analysis results show that both location and convenience significantly affect the intention to revisit. The regression coefficient for location is 0.42 ($p < 0.01$), while for convenience it is 0.54 ($p < 0.01$). This study concludes that both a strategic location and the convenience of facilities at religious tourist attractions in Bekasi can increase tourists' intention to revisit. Based on these findings, it is recommended that tourist attraction managers improve the accessibility of locations and the quality of facilities to enhance the visitors' experience and attract more tourists to return.

Key words: Location, Convenience, Intention to Revisit, Religious Tourist Attractions, Bekasi

JEL Classification: L83, I10, I31, Z32

I. INTRODUCTION

In the tourism industry, tourists' intention to revisit a tourist attraction is an important indicator in measuring the success of a tourist destination. Many factors influence tourists' decisions to revisit, including the location and convenience of the attraction. A strategic location and easy accessibility can increase tourists' intention to return. Meanwhile, the convenience provided by a tourist attraction, such as facilities, cleanliness, and service, also plays an

important role in creating a pleasant experience for visitors (Lee & Lee, 2015).

This study aims to analyze the influence of location and convenience of tourist attractions on the intention to revisit. The main focus of this research is to determine to what extent these two factors can predict tourists' intention to revisit a tourist destination. The research problem in this study is how the location and convenience of tourist attractions affect tourists' intention to revisit in Bekasi? The objectives of this research are to:

1. Analyze the effect of location on the intention to revisit.

2. Analyze the effect of convenience on the intention to revisit.

3. Evaluate how much each factor contributes to predicting the intention to revisit.

This study is expected to provide useful information for tourist attraction managers in planning the development of better tourist destinations, as well as offering insights for other researchers interested in studying tourist behavior.

II. LITERATURE REVIEW

The Influence of Location on Revisit Intention

Location is one of the key factors influencing tourists' decisions when choosing a tourist destination. According to Lee and Lee (2015), a strategic and easily accessible location can enhance tourists' satisfaction, which in turn affects their intention to revisit. A location that is close to the city center, has accessible transportation, and is surrounded by other attractions can make tourists feel more comfortable and satisfied, thereby increasing the likelihood of a return visit.

The study conducted by Choi and Murray (2010) supports this finding, stating that a favorable location can create a positive experience for tourists, fostering their loyalty to the destination. Their research found that tourists are more likely to choose destinations with strategic and easily accessible locations, as well as other supporting attractions.

Additionally, Perera and Rajaratnam (2018) found that the accessibility of a tourist destination plays a crucial role in enhancing tourists' comfort. A well-located destination not only provides ease of access but also supports various facilities that improve visitors' convenience during their stay. The better the facilities available in a location, the higher the likelihood that tourists will revisit.

According to Severt et al. (2007), location also influences tourists' perceptions of the value obtained during their visit. A strategic location can provide a more satisfying travel experience, ultimately increasing satisfaction and the intention to revisit. The presence of convenient transportation, supporting facilities, and proximity to other attractions makes tourists feel that their trip is more efficient and enjoyable, thereby boosting their desire to return.

Although location is a significant factor, other elements such as comfort and service quality also play a role in tourists' decision-making. However, location remains a primary consideration for tourists when selecting a travel destination (Crouch & Ritchie, 1999).

Overall, various studies indicate that the location of a tourist destination has a significant impact on tourists' revisit intention. A strategic and accessible location can create a pleasant travel experience, ultimately increasing the likelihood of tourists returning to the destination. Therefore, for tourism

managers, ensuring the strategic placement and accessibility of tourist attractions is essential in marketing strategies and destination development.

The Influence of Comfort on Revisit Intention

Comfort is an essential factor that influences tourists' experiences during a visit and, in turn, affects their intention to revisit. Comfort encompasses various aspects, including adequate facilities, service quality, cleanliness, and security provided by the tourism management. Research shows that the level of comfort perceived by tourists significantly impacts their decision to return (Choi & Murray, 2010).

According to Lee and Lee (2015), comfort can create positive experiences that enhance tourist satisfaction. This satisfaction, in turn, becomes a key factor influencing their revisit intention. High-quality facilities, such as comfortable rest areas, well-maintained cleanliness, and friendly service, significantly contribute to the overall comfort of tourists. Their study highlights the importance of ensuring comfort to create a pleasant experience that fosters visitor loyalty.

Furthermore, Perera and Rajaratnam (2018) found that tourists' perceived comfort is closely linked to the satisfaction they gain from their visit. Their research indicates that supportive facilities, such as spacious parking areas, clean restrooms, and clear information availability, enhance tourists' comfort levels, ultimately influencing their desire to revisit. A high level of comfort generates positive emotions, reminding tourists of previous enjoyable experiences and encouraging them to return.

Severt et al. (2007) state that the comfort provided by a tourist destination enhances the overall quality of the tourist experience, ultimately affecting their revisit intention. Their research suggests that the more comfortable tourists feel during their visit, the higher the likelihood that they will plan a return trip. This is because comfort is associated with the emotional satisfaction gained during the visit.

Tourist comfort is also linked to social and psychological factors. According to Crompton and McKay (1997), aspects such as staff friendliness, security, and a conducive atmosphere contribute to tourists' overall comfort. In this context, comfort is not limited to physical facilities but also includes the quality of social interactions that tourists experience at the destination. Their study emphasizes that the more positive the social interactions, the greater the likelihood that tourists will revisit.

Thus, various studies indicate that comfort plays a crucial role in increasing tourists' revisit intention. Perceived comfort can create an enjoyable experience, enhance satisfaction, and ultimately encourage tourists to return to the destination. Therefore, tourism managers should prioritize comfort as a key factor in developing and managing tourist destinations.

Concept of Revisit Intention

Revisit intention refers to tourists' willingness to return to the same destination in the future. According to Perera and Rajaratnam (2018), revisit intention is significantly influenced by the level of satisfaction obtained during the initial visit. Factors such as accessibility and a high level of convenience contribute to deep satisfaction, thereby increasing the likelihood of tourists revisiting the destination.

Revisit intention is a crucial concept in tourism studies and serves as a key indicator in evaluating the success of a tourist destination. In general, revisit intention refers to tourists' desire to return to a place after their initial visit. This intention is influenced by various factors, including positive experiences, adequate facilities, and psychological elements related to tourists' emotions and perceptions of the destination (Chi & Qu, 2008).

According to Jang and Feng (2007), revisit intention can be seen as an outcome of tourist satisfaction, which is shaped by service quality, perceived value, and the fulfillment of expectations during the trip. In other words, the higher the level of satisfaction experienced by tourists, the greater their likelihood of returning to the destination. This finding is reinforced by Oh (2000), who demonstrated that factors such as service quality, available facilities, and social interactions during the trip strengthen tourists' willingness to revisit a particular place.

Furthermore, emotional factors also play a significant role in shaping revisit intention. Siti (2015) stated that emotional elements, such as feelings of convenience and happiness during the trip, enhance the likelihood of tourists returning to the same destination in the future. Positive emotions generated through enjoyable tourism experiences strengthen the emotional attachment to the destination.

Another crucial factor is promotion and word-of-mouth recommendations. Based on research by Yoon and Uysal (2005), satisfied tourists are more likely to recommend the destination to others, which, in turn, can increase revisit intention. This finding suggests that positive experiences not only influence tourists' willingness to return but also attract new visitors through indirect promotion.

Overall, revisit intention is influenced by various interconnected factors, ranging from service quality and facilities to emotional experiences and peer recommendations. Therefore, tourism destinations must focus on enhancing tourists' overall experiences to generate higher revisit intentions.

III. METHODOLOGY

This study employs a quantitative approach using multiple regression analysis. The collected data consists of primary data obtained through a

questionnaire survey. The research population includes tourists visiting tourist attractions in Bekasi. The sample comprises 200 randomly selected tourists who have visited the tourist site more than once.

Data collection was conducted using a questionnaire consisting of 20 questions measured on a five-point Likert scale. The questionnaire assesses tourists' perceptions of location, convenience, and revisit intention. The Likert scale was used to measure the extent to which tourists feel satisfied with the location and convenience of religious tourism sites in Bekasi. The research instrument consists of three variables:

1. Location: Measures factors such as accessibility, proximity to the city center, and ease of transportation.

2. Convenience: Assesses aspects such as available facilities, cleanliness, and service quality.

3. Revisit Intention: Measures tourists' willingness to return to the same destination.

The analysis method employed is multiple regression, with two independent variables—location and convenience—and one dependent variable—revisit intention. Data were analyzed using SPSS software to obtain regression coefficients and significance tests.

IV. RESULT AND DISCUSSION

A total of 200 respondents completed the questionnaire. The survey results indicate that 65% of respondents were satisfied with the location of the tourist site, while 80% were comfortable with the available facilities. Additionally, 70% of respondents expressed their intention to revisit the tourist attraction.

Regression analysis results reveal that both location and convenience significantly influence revisit intention. The regression coefficient for location is 0.42 ($p < 0.01$), while the regression coefficient for convenience is 0.54 ($p < 0.01$). These two variables significantly contribute to explaining the variation in revisit intention. The study findings indicate that both location and convenience have a significant impact on revisit intention. This aligns with the theory suggesting that a strategic location and a high level of convenience contribute to positive experiences that motivate tourists to return.

The Importance of Accessible Location in Enhancing Revisit Intention

In the tourism industry, location is often regarded as one of the primary elements in attracting tourists. An accessible location, both in terms of distance and cost, has the potential to influence tourists' decision-making when selecting a destination and their willingness to revisit in the future. The selection of a strategic location with high accessibility can facilitate

tourists' return visits, thereby increasing revisit intention (Khan et al., 2015).

Good accessibility—whether through public transportation, road networks, or proximity to residential areas—plays a significant role in tourists' decisions to revisit. According to Liu and Wall (2016), accessibility is one of the key factors affecting tourist satisfaction and their revisit intention. A well-located destination enables tourists to plan return visits more conveniently, especially for those with time or budget constraints.

Research conducted by Alipour and Kilic (2019) suggests that a strategically positioned destination with easily accessible transportation can reduce travel costs, which is a crucial determinant in tourists' decisions to revisit. Tourists who perceive that transportation costs and travel time are reasonable compared to the experiences gained are more likely to return. Additionally, an accessible location is associated with a more positive tourism experience. This is consistent with the findings of Kim, Lee, and Lee (2017), which indicate that tourists who perceive a destination as easy to reach at a reasonable cost are more likely to experience high satisfaction, which, in turn, enhances their revisit intention.

In economic perspective, affordability is a key factor in sustaining revisit intention. A study by Sadeh et al. (2019) revealed that destinations with accessible locations—both in terms of accommodation and transportation costs—can create positive impressions among tourists, influencing their decisions to choose the same destination for future visits. Furthermore, easily accessible locations allow tourists to save both expenses and time, making them more inclined to return in the future. This cost factor is particularly important for budget-conscious tourists or domestic travelers who prefer nearby and affordable destinations (Jiang & Zhang, 2020).

The significance of an accessible location in enhancing revisit intention cannot be overlooked. Good accessibility and affordability not only provide convenience for tourists but also contribute to positive experiences that reinforce their decision to return. Therefore, tourism destination managers should prioritize accessibility—both in terms of distance and cost—as part of their strategy to enhance tourist loyalty.

Implications of Enhancing Convenience for Increasing Revisit Intention

In the tourism industry, revisit intention is a key indicator of a destination's success. The factors influencing revisit intention vary significantly, one of which is the level of convenience experienced by tourists during their visit. Convenience encompasses various aspects, including accommodation facilities, customer service, and environmental conditions that support an enjoyable tourism experience (Chen & Tsai, 2017). Enhancing convenience at tourism destinations

can significantly impact tourists' decisions to revisit.

The level of convenience perceived by tourists is closely related to their satisfaction with the destination. According to a study by Lee et al. (2016), convenience includes factors such as cleanliness, security, accessibility, and the quality of services provided to tourists. Tourists who feel comfortable with the available facilities and services tend to develop a positive perception of the destination, which subsequently increases their likelihood of returning.

Moreover, research by Kim, Hwang, and Fesenmaier (2019) indicates that improvements in both physical and psychological convenience can strengthen tourists' emotional connection to a destination. Tourists who feel valued and well-treated through friendly and professional service will have higher satisfaction levels, influencing their willingness to revisit. Enhancing convenience also fosters tourist loyalty, as they are more likely to consider the destination a primary choice for future travel (Chung & Lee, 2015).

A comfortable tourism experience not only generates short-term satisfaction but also helps build long-term relationships with tourists. This is reinforced by a study conducted by Zhang and Zhang (2017), which found that the level of convenience experienced during a trip significantly increases tourists' willingness to share positive experiences with others. Word-of-mouth recommendations, which often occur when tourists feel satisfied and comfortable, contribute to increasing revisit intention—both for the same tourists and for potential visitors who receive the recommendations.

Additionally, a high level of convenience enables tourists to fully enjoy their time at the destination without disruptions or stress, thereby reinforcing their overall positive experience (Hwang & Lee, 2016). Comfortable facilities, such as well-designed seating areas, peaceful environments, and adequate accommodations, can prolong tourists' stays, which in turn increases their likelihood of revisiting the destination.

For destination managers, understanding the importance of convenience in increasing revisit intention is crucial. Efforts to enhance tourist convenience can be implemented by improving infrastructure, service quality, and the surrounding environment of the tourism destination. For example, upgrading public facilities such as parking areas, transportation systems, and sanitation can directly impact tourists' comfort. Additionally, providing training for tourism staff to offer more hospitable and professional services will also contribute to enhanced visitor convenience (Khuong & Nguyen, 2017).

Convenience improvements can also be measured through periodic tourist satisfaction surveys. The feedback collected can help destination managers identify areas requiring enhancements to ensure that visitors feel satisfied and comfortable during their stay.

Enhancing convenience is a crucial factor in increasing revisit intention. The level of convenience experienced by tourists can elevate their satisfaction, strengthen their emotional attachment to the destination, and motivate them to plan future visits. Therefore, tourism destination managers should focus on creating a comfortable experience for visitors, whether through infrastructure improvements, service enhancements, or maintaining a conducive destination environment.

V.CONCLUSION

Based on the findings, it can be concluded that location and convenience significantly influence tourists' revisit intention. Tourists are more likely to return to destinations that offer strategic locations and adequate convenience. For tourism destination managers, it is recommended to consider location and convenience as key factors in destination development. Enhancing location accessibility and providing comfortable facilities can significantly boost revisit intention. Additionally, managers should prioritize service quality and cleanliness to create a more satisfying visitor experience.

Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and extensions. Make sure that the whole text of your paper observes the textual arrangement on this page.

VI. ACKNOWLEDGMENT

The research team expresses gratitude to the National Research and Innovation Agency (BRIN) as the funding provider for the implementation of the Second Year Research and Innovation Scheme for Advanced Indonesia (RIIM) program. This research is the result of funding from the Research and Innovation Program for Advanced Indonesia Batch III, Number 23/IV/KS/05/2023, and the Indonesia Endowment Fund for Education (LPDP).

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