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The Influence of Smart Tourism Destinations on Revisit Intention

Dyah Sugandini[1], Hadi Oetomo[2], Sri Dwi Ari Ambarwati[3], Muktiarya Yodhatama[4], Windy Anindya Pamuji[5]
Department of Management, Universitas Pembangunan Nasional "Veteran" Yogyakarta[1, 2, 3, 4, 5]
SWK Jl. North Ring Road No. 104, Ngropoh, Condongcatur, Depok Sub-District, Sleman Regency, Yogyakarta Special Region, 55283
Correspondence Email: dini@upnyk.ac.id
ORCID ID: 0000-0003-0611-882X

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ABSTRACT

This research analyzes tourists' revisit intentions at Indonesia's Kulon Progo tourist attraction. Intention to revisit is predicted by smart tourism destination and destination image. The mediating effect of destination image on the intention to revisit is also analyzed in this research. This research is quantitative research using a survey of respondents. This study included 200 respondents who visited tourist destinations in the Kulonprogo area. The data analysis technique uses PLS-SEM. The research results show that the revisit intention model, influenced by smart tourism destination and destination image, is acceptable. Destination image affects directly to revisit intention. STD affects the destination image, and STD affects the revisit intention to Kulonprogo destination.

Keywords: Image, Revisit Intention, Smart Tourism Destination

INTRODUCTION

The concept of smart tourism destinations has emerged with the development of information and communication technologies and has been seen as very important for the tourism industry (Buhalis, 2022; Gelter, Lexhagen, & Fuchs, 2020). The smart tourism destination concept refers to destination management as a way of developing tourism destinations through digital transformation (Buhalis, 2022). As a related concept, smart tourism collects and aggregates information from tourism operators, infrastructure, and individuals relevant to a particular destination. This information is then digitized, creating commercial and human value for those visiting the destination, focusing on sustainability, experience, and efficiency (Chen, Tian, Law, & Zhang, 2021). Um and Chung (2021) state that smart tourism enhances tourism resources, enables tourism management, improves quality of life, and enhances communication. Lee et al. (2021) emphasized that smart tourism is a comprehensive approach where IT supports the marketing and delivering tourism products and services in destinations. Del Chiappa and Baggio (2015) emphasized that smart tourism destinations use technological infrastructure to create a digital environment. The increasing number of stakeholders makes destinations and decision-making more complex (Pan, Rasouli, & Timmermans, 2021). Although the term intelligence is receiving increasing attention in the literature, the topic still needs theoretical clarification, empirical testing, and specification (Gelter, Lexhagen, & Fuchs, 2020; Pearce, 2020).

Buhalis (2022) emphasized the importance of IT in tourism due to the lack of understanding of how stakeholders can use tourism technology intelligence. Therefore, they need to research and implement ideas about smart tourist destinations and related changes in the development process. Eichelberger, Peters, Pikkemaat, and Chan (2020) emphasized that stakeholders must understand and develop the capacity to adopt and use smart infrastructure. Most published research focuses on technology and governance (Gretzel & de Mendonça, 2019). Still, there is a need to emphasize further stakeholders' understanding and learning processes related to the smart tourism destination concept (Cavalheiro, Joia, & Cavalheiro, 2020). In the above context, this study presents a critical approach to tourism and destination management research, propagating new discussions, research directions, and implications for destination management.

Lee et al. (2021) emphasize that smart tourism is a comprehensive approach in which IT supports the marketing and delivery of tourism products and services in destinations. This digital environment is considered by the scholarly literature as essential for tourist destinations to be more effective in creating and sharing knowledge and enhancing the tourism experience. However, as the number of stakeholders increases, destination policies become more complex, making the decision-making process complicated and difficult to manage (Pan, Rasouli, & Timmermans, 2021; Angmalisang, 2021). Although the term intelligence is receiving increasing attention in the literature, the topic still requires theoretical clarification, empirical testing, and specification. Various tourism stakeholders are often not discussed in tourism literature. Buhalis (2022) asserts that destination managers lack understanding of the use of intelligence and flexibility in the use of IT. Therefore, research and implementation of ideas from the concept of smart tourist destinations in the development and change process need to be studied more deeply.

Eichelberger, Peters, Pikkemaat, and Chan (2020) emphasize that stakeholders must understand and develop the ability to accept and utilize smart infrastructure. Most of the published research focuses on technology and governance (Gretzel & de Mendonça, 2019). Still, there is a need to address more strongly the process of understanding and learning of stakeholders related to smart tourism destinations (Cavalheiro, Joia, & Cavalheiro, 2020).

LITERATURE REVIEW

Smart Tourism Destination Concept

STD are tourism destinations that use advanced information and communication technologies to create and manage better tourism experiences (Shin & Baek, 2023). The ultimate goal of smart tourism destinations lies in increasing destination competitiveness and enhancing the tourism experience through smart technologies (Boes, Buhalis, & Inversini, 2016). STD is defined as tourism information services received through information and communication technologies that appear when tourists visit a particular destination (Li, Hu, Huang, & Duan, 2017). Hunter, Chung, Gretzel, and Koo (2015) described smart tourism as applying new technologies to tourism services such as booking accommodation, transportation, and restaurants. The concept of smart tourism has evolved from traditional tourist destinations, focusing on the destination's uniqueness (Jovicic, 2016), to the incorporation of information technology. The main goal of smart tourism is to utilize information systems to enhance the tourism experience and effectiveness of resource management. Furthermore, STD can increase competitiveness and customer satisfaction, which is sustainable in the long term (Buhalis, 2022).

H1: STD affects revisit intention.

Smart Tourism on Destination Image

Using technology in tourism can enhance the travel experience and promote tourism activities and interactions between tourism stakeholders (Swart, Sotiriadis, & Engelbrecht, 2019). Destination image formation can be influenced by tourism information, such as local attractions, natural and cultural attractions, and prices displayed on the website (Jeong, Holland, Jun, & Gibson, 2012). Kim, Koo, and Chung (2021) studied the effect of tourism information quality on social networks on destination image. The relevance of the information for tourists and the decision to use the information are key factors related to the cognitive and affective image of the destination. The completeness of accurate, detailed information and website design that is attractive to users is related to cognitive factors and brings beneficial value to users. The attractiveness of information perceived as attractive affects the affective image of the destination. Smart tourism has been shown to positively affect visitors' perceived image of the destination (Tavitiyaman, Qu, Tsang, & Lam, 2021).

H2: STD affects destination image.

The Mediating Role of Destination Image on the Relationship of Visiting Behavior to Tourist Destinations

Many scholars have studied the relationship between perceived destination image and behavioral decisions. For example, Tavitiyaman, Qu, Tsang, and Lam (2021) studied the effect of positive destination image on tourists' destination choice or visiting decisions. In addition, destination image can stimulate tourists' recommendation behavior and visiting decisions (Kock, Josiassen, & Assaf, 2016). Sun and Sano (2023) argued that destination marketing involves coordinating the overall perceived image of the destination and the attractive elements that can explain tourism visitors' destination

choice. Sharma and Nayak (2019) argue that destination image plays a mediating role in the relationship between the memorable travel experience of smart tourism and behavioral decisions. Perceived destination image has positively affected behavioral decisions (Tavitiyaman, Qu, Tsang, & Lam, 2021).

H3: Destination image affects revisit intention.

Destination Image on the Relationship Between STD and Tourist Revisit Behavior
Each destination has its image of products, services, and facilities that can be imitated or differentiated from other destinations. For example, some destinations have similar tourism characteristics, products, and services; therefore, they can easily replicate their respective marketing strategies to promote the same image to attract tourists. However, for smart tourism destinations, some destinations cannot implement smart tourism locations due to digital, staff, money, and time constraints (Gajdošìk, 2018). The perceived image of a smart destination cannot be easily replicated (Lestari, Mitariani, & Hendrawan, 2023). Therefore, destination value can directly and indirectly influence customer co-creation (Tavitiyaman, Qu, Tsang, & Lam, 2021). Some travelers express their feelings or images of a destination through social networks and other online platforms. This significance can help destination marketers study traveler behavior, destination choice, electronic word-of-mouth, and destination reputation and success (Mak, 2017).

Liberato, Alén-González, and Liberato (2018) showed that tourists also recognize the importance of Internet access influencing their intention to return to a destination.

H4: Destination image mediates the effect of STD on revisit intention.

RESEARCH METHOD

This research is a survey study using quantitative data to analyze the perception of smart tourism on revisit intention among tourists at tourist attractions in Kulonprogo regency. The sampling technique uses nonprobability sampling, namely convenience sampling. Respondents are visitors to tourist destinations in the Kulon Progo region. The data analysis technique uses PLS-SEM.

RESULTS

Characteristics of Respondents

This study uses data obtained from 200 respondents of tourists visiting tourist destinations in Kulon Progo. The questionnaire was distributed directly to tourists who were visiting tourist destinations. The characteristics of the respondents obtained are as follows.

Table 1. Characteristics of Respondents

Gender	
Male	48%
Female	54%
Age	
17-26 Years	36%
27-36 Years	28%
37-46 Years	24%

Work	
Students	20%
Government employee	26%
Private employee	29%
Self-employed	18%
Others	7%
Origin of travelers	
Domestic tourists	74%
Foreign Tourists	26%
Travel Destination	
Nature tourism	68%
Village tourism	24%
Historic tourism	8%

Model Measurement (Outer Model Test)

Validity Test

Convergent validity of the measurement model with reflective indicators can be seen from the correlation between the item/indicator score and the construct score. The convergent validity value is the loading factor value on the latent variable with its indicators. The rule of thumb usually used to assess convergent validity is that the loading factor value must be more than 0.7. The processing results using Smart PLS produce a convergent validity value declared to have been met because each indicator has a loading factor value greater than 0.70 and an excellent discriminant validity value. Average Variance Extracted (AVE), or the average coefficient of variance extraction, is a coefficient that explains the Variance in indicators that common factors can explain. The minimum recommended AVE value is 0.5. In this study, the AVE value on all variables is > 0.5. Therefore, there are no problems with the tested model because all constructs meet the discriminant validity criteria so that they are declared valid.

Composite Reliability Test

Composite Reliability measures the actual reliability value of a variable. A variable can be declared reliable if it meets the composite reliability value or Cronbach Alpha > 0.7. The results showed that the Composite Reliability value for all constructs was > 0.70. Thus, it can be concluded that all constructs have good reliability.

Structural Model Test (Inner Model)

Coefficient of Determination (R^2) and Q-Square

The coefficient of determination ($R2$) measures how much the endogenous variable is influenced by other variables. Hair et al. (2020) state that the rule of thumb on the R-Square criteria shows R^2 results of 0.67, 0.33, and 0.19, indicating strong, moderate, and weak models. The coefficient of determination (R^2) value in the PLS algorithm report can be seen by selecting R-Square. In addition, the coefficient of determination ($R2$) in PLS analysis can also be evaluated by looking at the Q-square value (Stone Geisser Q-square test) to measure the dependent variable. It is concluded that 56.1% of the variation in variable Y can be explained by the Destination Image and STD variables.

Table 1. Adjusted R Square Value

	R Square	**R Square Adjusted**
Destination Image	0.496	0.493
Revisit Intention	0.561	0.555

Q-Square measures how well the model generates the observation value and parameter estimate (Hair et al., 2020). The results showed that the Q-Square value of revisit intention is greater than 0 (zero), which is 0.419, which shows that the model has good predictive relevance.

Path Coefficient Test and Hypothesis Testing

The entire hypothesis in this study was tested using the direct effect testing method by looking at the $tstatistik$ value and also the probability value. The $tstatistik$ value and probability value are obtained by conducting the Smart PLS bootstrapping test. So the criteria for accepting/rejecting the hypothesis is Ha accepted when $tstatistik$ > 1.96. that way, to accept the hypothesis using probability, Ha is accepted if the p-value is < 0.05. This study also uses a mediation effect, the relationship between exogenous and endogenous variables through connecting variables. This means that the effect of exogenous variables on endogenous variables in this study is indirectly through connecting variables. The results of hypothesis testing can be seen in Table 3.

Figure 1. Revisit Model Intention

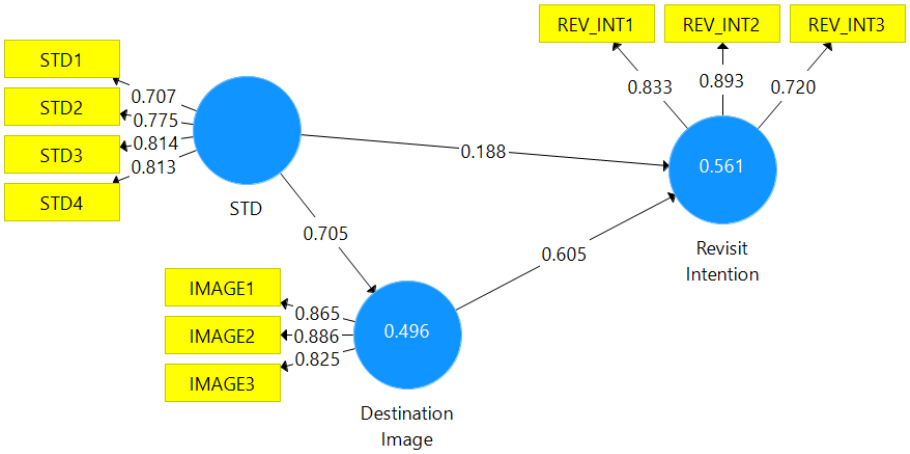

Table 1. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Destination Image → Revisit Intention	0.605	0.602	0.086	7.000	0.000
STD → Destination Image	0.705	0.692	0.075	9.444	0.000
STD → Revisit Intention	0.188	0.185	0.081	2.326	0.020

The results of bootstrapping with PLS in Figure 1 and Table 3 show the results of hypothesis testing of the factors that influence the revisit intention of Kulonprogo tourism visitors. The results of data analysis show STD and destination image influence that revisit intention. The role of destination image in bridging the relationship between STD and revisit intention is 61.4%.

DISCUSSION

The results of testing the first hypothesis show that STD has a significant effect on revisit intention. This means that the better the STDs carried out by Kulonprogo tourist destinations, the more the destination image will increase. Thus, it can be stated that hypothesis 1 is accepted. Jeong, Holland, Jun, and Gibson (2012) and Zheng & Tsai (2019) found that destination visitors use social media to find entertainment options and real-time queue information. Improvement, promotion, and customization of online information platform content are necessary to promote smart tourism. Some destinations cannot implement smart tourism positioning in smart tourism due to constraints of digital knowledge, employees, money, and time (Gajdošik, 2018).

In some cases, the perceived image of a smart destination cannot be easily duplicated. As a result, smart tourism values can directly and indirectly influence the co-creation process with customers (Merz, He, and Vargo, 2009). In turn, this can develop an overall perceived image of the destination to website visitors. Some website visitors express their feelings or perceived image towards smart tourism through social media and other online platforms. This idea can help destination marketers learn about tourists' behavior, destination choices, electronic word-of-mouth, and the reputation and success of a destination (Mak, 2017). The results of this study are in line with research previously conducted by Tavitiyaman, Qu, Tsang, and Lam (2021) that smart tourism has a positive and significant effect on destination image, which means that the higher the application of smart tourism, the higher the destination image felt by visitors to Kulon Progo tourist destinations.

The second hypothesis, which states that STD affects destination image, is accepted with a positive relationship direction. The overall destination image refers to the sum of individual beliefs, opinions, and expressions about a destination from various sources over time that influence visiting decisions (Crompton et al., 1979). Behavioral decisions signal whether customers will remain (favorable behavior) or withdraw from (unfavorable behavior) the relationship with their service provider. Behavioral decisions also predict the likely future actions of individuals. In tourism research, tourists' behavioral decisions are generally investigated through consumers' willingness to visit and revisit, to shop or repurchase, word-of-mouth recommendations, and their feedback to service providers. In addition, destination image can stimulate tourists' recommendation behavior and visiting decisions. The results of this study are in line with research previously conducted by Tavitiyaman, Qu, Tsang, and Lam (2021) that smart tourism has a positive and significant effect on behavioral decisions through the destination image perceived by visitors to Kulon Progo tourist destinations, which means that the higher the destination image perceived by visitors to Kulon Progo tourist destinations, the more it will provide a mediating effect on the influence of smart tourism on the behavioral decisions of visitors to Kulon Progo tourist destinations. This research is also in line with research conducted by Sharma and Nayak (2019), which argues that destination image plays a mediating role in the relationship between memorable travel experiences from smart tourism and behavioral decisions.

The third hypothesis states that destination image affects revisit intention, which is accepted. The mediating effect of destination image on the relationship between STD and revisit intention is also accepted. Smart tourism reflects website visitors' positive perceptions of the perceived destination image and consequently increases behavioral decisions. A new approach to improving destination image can be enhanced by complementing geographical uniqueness with advances in information technology. After the perceived positive image of visitors to Kulon Progo tourist destinations is formed, website visitors can perform certain behaviors, such as saying positive things and

recommending destinations to others. The results of this study are in line with research previously conducted by Tavitiyaman, Qu, Tsang, and Lam (2021) that smart tourism has a positive and significant effect on behavioral decisions through the destination image felt by visitors to Kulon Progo tourist destinations, which means that the higher the destination image felt by visitors to Kulon Progo tourist destinations, the more it will provide a mediating effect on the influence of smart tourism on the behavioral decisions of visitors to Kulon Progo tourist destinations. This research is also in line with research conducted by Sharma and Nayak (2019), which argues that destination image plays a mediating role in the relationship between memorable travel experiences from smart tourism and behavioral decisions.

CONCLUSION

This study aims to measure the effect of STD on destination image, perceived destination image on revisit intention, and the indirect effect of STD on revisit intention through destination image. The results showed that the revisit intention model influenced by STD and destination image is acceptable. STD has a positive and significant effect on the revisit intention of Kulon Progo tourism. The perceived destination image has a positive and significant effect on the revisit intention of visitors to the Kulon Progo tourist destination. STD has a positive and significant effect on revisit intention mediated by the destination image felt by visitors to Kulon Progo tourist destinations.

Based on the results of this study, researchers found that the variable with the most positive and significant effect is STD on the destination image perceived by visitors to Kulon Progo tourist destinations. Based on the smart tourism variable, smart traffic requires improvement because Kulon Progo tourist destinations must pay attention again to good service and be able to provide services to match customer desires and expectations. Researchers suggest that Kulon Progo tourist destinations provide smart vehicle scheduling information to get to destinations by providing online mobile assistance. So that it will make it easier for visitors to find information related to vehicles to get to the destination, the explanation above is a factor of smart tourism; if implemented, it can impact the destination image and play an important role in continuous involvement to encourage the behavioral decisions of visitors to Kulon Progo tourist destinations.

Furthermore, on the destination image variable, the researcher suggests that Kulon Progo tourist destinations maintain credibility by maintaining the trust that visitors to Kulon Progo tourist destinations have because the trust that visitors have is a measuring tool that plays a vital role maintained by every company in problems that occur in online and mobile-based services. And provide service providers with emotional reactions to the difference between what they expect and receive about their needs, goals, and desires. It is hoped that other variables will be added for further research or research with different research objects from this study.

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DECLARATION OF CONFLICTING INTERESTS
The authors report no potential conflicting interests.

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