

## THE EFFECT OF SERVICE QUALITY AND DESTINATION ATTRIBUTES ON REVISIT INTENTION THROUGH VISITOR SATISFACTION AT HAWAI WATERPARK MALANG

Sonia Dwi Cahyanti  
Sudarmiati  
Ely Siswanto

---

### ABSTRACT

*The tourism industry which is growing rapidly requires managers of tourism objects to always improve their competitiveness, so does Hawaii Waterpark Malang. The goal is that visitors who have visited feel satisfied to give a good impression or even come back in the future. Visitor satisfaction can be measured by the service quality and destination attributes that the tourism object has. This study aims to determine the effect of service quality on visitor satisfaction and revisit intention also the effect of destination attributes on visitor satisfaction and revisit intention. Furthermore, this study examines the effect of visitor satisfaction as an intervening variable on revisit intention. This research was conducted on 200 visitors of Hawaii Waterpark Malang from January to March 2020. The analysis technique used in this research is Path Analysis. From the research results, it was found that service quality, destination attributes, and visitor satisfaction have a positive and significant effect on revisit intention. Then, service quality and destination attributes have a positive and significant effect on visitor satisfaction. Furthermore, service quality and destination attributes have a significant effect on revisit intention through visitor satisfaction. Based on the results, it is recommended for Hawaii Waterpark Malang to always improve and optimize their service quality and destination attributes as well as visitor's satisfaction to maximize the revisit intention.*

Key words: Service Quality, Destination Attributes, Visitor Satisfaction, Revisit Intention

---

### INTRODUCTION

The tourism industry is one of several ways to increase the economic progress of the community. Thus, it is not surprising that the tourism industry is categorized as an important economic sector. Tourism has become a socio-economic activity and an industry on a large scale that produces economic growth. In line with this, Indonesia's tourism industry is currently growing rapidly. In 2018, Indonesia was visited by more than 15 million foreign tourists. It is increased by more than one million tourists from the previous year. This of course is not just a coincidence, as it is the result of the government's strategic and coordinated efforts to encourage the growth of the tourism industry.

As the importance of the tourism industry for economic progress, various efforts have been made to attract both domestic and international tourists, including by improving and adding facilities and infrastructure to increase satisfaction and interest of revisit intention. Parasuraman, Berry and Zeithaml (1991) stated that the success of the company in providing service quality can be determined by the service quality approach that has been developed. Kotler, Philip, and Kevin (2009:486) added that service quality has to start from customer needs and lead to customer perceptions. Thus, if the service perceived is as expected, then the service quality perceived is good and satisfying and vice versa.

One thing which is not less important than service quality is the destination attribute. The destination attribute is one of the marketing needs. Perceptions of the market in choosing a destination can be examined through destination attributes (Reisinger, Mavondo, & Crotts, 2009). Other research conducted by Singh and Singh (2019) concluded that destination attributes affect revisit intention through several dimensions such as local culture, various activities, hospitality, infrastructure, environmental management, accessibility, service quality, geographic structure, attachment places, and superstructures. Kozak (2003) agreed that the impact of an attribute on tourist satisfaction is the intention to recommend and revisit intention.

Visitor satisfaction will encourage these visitors to be loyal to the tourism object by revisiting and being willing to recommend these tourism objects to others. Oliver (1999) indicated that this attitude is closely related to the intention of customers to reuse products in the form of goods or services or even subscribe and give positive information about these products. This is in line with the findings of Choo, Ahn, and Petrick (2015) who found that satisfaction is the strongest predictor of returning visitor intensity at the Nonsan Strawberry Festival. Another study by Kim et al (2017) of health care providers in 4 districts (Seoul, Gyeonggi, Chungcheong, and Gyeongsang) also found that satisfaction directly patients' revisit intention.

The rapid development of tourism in Malang Regency is indicated by the increasing number of natural and artificial tourism objects, causing intense competition in attracting visitors. Therefore, managers are required to provide satisfying services to visitors and maximize destination attributes to get visitor satisfaction so that visitors are interested in visiting again and even add new visitors. One of the efforts made to give satisfaction to visitors is by improving the service quality and maximizing destination attributes.

As a relatively new tourism object, Hawaii Waterpark Malang can attract many visitors from inside and outside the Malang region to visit and can compete with other tourism objects that already exist. Even though classified as new tourism among others, the large number of visitors to Hawaii Waterpark Malang is because it is trying to create new variations as the biggest and first water tourism spot in Malang City. Thus, it is not an exaggeration to say that Hawaii Waterpark Malang has the potential to develop and

become a driving force for the economy of the people in Malang and its surroundings. These are the reasons for researchers to choose Hawaii Waterpark Malang as a place of research, and according to researchers, Hawaii Waterpark Malang can become a magnet for people to visit there.

The service quality and destination attributes of tourism objects can be assessed from visitor satisfaction. Visitor satisfaction is a crucial thing to note by the manager of Hawaii Waterpark Malang. However, several previous studies discussed the effect of service quality and destination attributes on revisit intention through satisfaction separately with several different variables. As research conducted by Raza, Siddiquei, Awan, and Bukhari (2012) examined the effect of service quality on revisit intention through customer satisfaction by adding the variable perceived value. On the other hand, research on the effect of destination attributes on revisit intention through satisfaction was conducted by Moon and Han (2018) who added the experience quality variable as an independent variable in their research, and Kozak (2003) who added the WOM variable as the dependent variable. Given the importance of the influence of service quality and destination attributes on revisit intention through satisfaction, researchers are interested in examining the effect of service quality and destination attributes on revisit intention through satisfaction.

## LITERATURE REVIEW

Zeithaml, Bitner, and Gremler (2006) argued that revisit intention is a form of behavioral intention or the desire of customers to come back, positive word of mouth from consumers, staying longer than expected, shopping more than expected. The indicators of revisit intention are plans to revisit in the future, recommend to others, and a positive word of mouth (Choo et al., 2015; Eid, El-Kassrawy, & Agag, 2019; Moon & Han, 2018). Satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations (Kotler & Phillip, 2000: 52). Lam, Chan, Fong, and Lo (2011) stated that visitor satisfaction can be measured through cognitive satisfaction and affective satisfaction. According to Wyckof (2002), service quality is the level of excellence expected to meet customer desires. The foundation of the SERVQUAL (service quality) model proposed by Parasuraman et al. (1991) which is also used in several studies including by Kim et al (2017), Liu and Lee (2016) and Lee, Kim, Ko, and Sagas (2011) divided service quality into five dominant dimensions, namely tangibles, reliability, responsiveness, empathy, and assurance. Attributes are characteristics or qualities that characterize something; in this case, it is the identity of something. Singh and Singh (2011) and Eid et al (2019) classified destination attributes into six dimensions, namely infrastructure, superstructure, type of activity, ease of access, environmental management, and geographical conditions.

### The Effect of Service Quality and Destination Attributes on Revisit Intention

The first hypothesis is based on Raza et al. (2012) who found that consistent service quality makes customers more satisfied and happier to make repeat visits. Liu and Lee (2016) argued that the better the service quality, the higher the WOM and also the revisit intention. Meanwhile, Lee et al. (2011) added that improving service quality was identified as the main strategy for increasing the level of customer satisfaction and revisit intention.

The second hypothesis is based on the destination attribute which plays an important role in determining the revisit intention. While planning a trip, tourists generally make comparisons between one destination and another. For example, by selecting a tourist destination that matches the required destination attributes (Turner and Reisinger, 1999). This is reinforced by research conducted by Singh and Singh (2019) which emphasizes the importance of determining destination attributes because they affect the revisit intention. Kozak (2003) found that destination attributes influence tourist satisfaction, intention to recommend, and revisit intention. Based on these researches, it can be interpreted that service quality and destination attributes affect revisit intention so that the hypothesis proposed is as follows:

- H1** : Service quality has a positive effect on revisit intention directly and significantly at Hawaii Waterpark Malang.
- H2** : Destination attributes have a positive effect on revisit intention directly and significantly at Hawaii Waterpark Malang.

### The Effect of Service Quality and Destination Attributes on Visitor Satisfaction

The third hypothesis is based on Kim, Holland, and Han (2012) found that service quality influences visitor satisfaction. Service quality is considered one of the critical antecedents of satisfaction (Kuo, Wu, & Deng; 2009; Lee et al, 2011). Moreover, Yan, Wang, and Chau (2013) explained that service quality is the factor that has the strongest influence on satisfaction. Zeithaml et al. (1996) agreed that visitor satisfaction can be formed by improving the service quality. The importance of providing good service quality is considered as an important strategy for success in today's competitive environment (Parasuraman et al, 1985; Zeithaml et al, 1996).

The fourth hypothesis is based on the destination attribute which has an important role in visitor satisfaction, image perception, and post-purchase behavior (Albayrak & Caber, 2016). Destination attributes were found to be crucial antecedents of visitor satisfaction and behavioral intention (Eid et al, 2019; Eusébio & Vieira, 2011; Kim & Brown, 2012; Kozak, 2003; Sangpikul, 2018). According to Moon and Han (2018), several destination attributes have a significant effect on travel satisfaction, resulting in revisit intention. The better the destination attributes, the higher the level of satisfaction (Eusébio & Vieira, 2013). Then Li and Carr (2004) added that Chinese tourists visiting coastal tourism objects considered the atmosphere and environment, including the friendliness of residents, weather, cleanliness, and safety, as the most satisfying attributes. Based on these researches, it can be interpreted that service quality and destination attributes affect visitor satisfaction so that the hypothesis proposed is as follows:

- H3** : Service quality has a positive effect on visitor satisfaction directly and significantly at Hawaii Waterpark Malang.
- H4** : Destination attributes have a positive effect on visitor satisfaction directly and significantly at Hawaii Waterpark Malang.

**The Effect of Visitor Satisfaction on Revisit Intention**

The fifth hypothesis is based on satisfaction which was found to be the strongest predictor of revisit intention (Choo et al., 2015; Eusébio and Vieira, 2013; Kozak, 2003; Lee et al, 2011; Moon & Han, 2018; Raza et al., 2012; Singh & Singh, 2019). Another study that also supports that visitor satisfaction affects revisit intention is a study conducted by Yan et al (2013), which revealed that satisfaction of food quality, price and value, service quality, and atmosphere are the reasons for revisit intention to the restaurant. Based on these researches, it can be interpreted that visitor satisfaction affects revisit intention so that the hypothesis proposed is as follows:

**H5** : Visitor satisfaction has a positive effect on revisit intention directly and significantly at Hawai Waterpark Malang.

**The Effect of Service Quality and Destination Attributes on Revisit Intention through Visitor Satisfaction**

The sixth hypothesis is based on Yan et al (2013) who argued that food quality, price and value, service quality, and atmosphere are antecedents of revisit intention in a restaurant in China, and the type of restaurant moderates the influence of visitor satisfaction on service quality, ambiance and price and value on revisit intention. This is supported by the findings of Raza et al (2012) which stated that perceived value and service quality have an important and positive relationship to satisfaction and revisit intention. Furthermore, Lee et al (2011) concluded that improving service quality has been identified as the main key in increasing visitor satisfaction levels and their revisit intention.

The seventh hypothesis is based on measuring visitor satisfaction using destination attributes of revisit intention will help the tourism industry to understand tourist behavior and performance (Singh & Singh, 2019). Destination attributes such as natural beauty, local history and culture, hospitality, safety, and quality of facilities (e.g., restaurants, shopping center accommodation, etc.) are highly accounted as contributing factors to satisfaction and revisit intention (Truong & King, 2009). This opinion is supported by Moon and Han (2018) in their research which found a relationship between the island’s destinations attributes, the quality of experience felt by visitors, travel satisfaction, and the revisit intention. Kozak (2003) agreed that the effect of destination attributes on overall visitor satisfaction, intention to recommend and revisit intention are influenced by different attributes between one and other visitors. Based on these researches, it can be interpreted that service quality and destination attributes affect revisit intention through visitor satisfaction so that the hypothesis proposed is as follows:

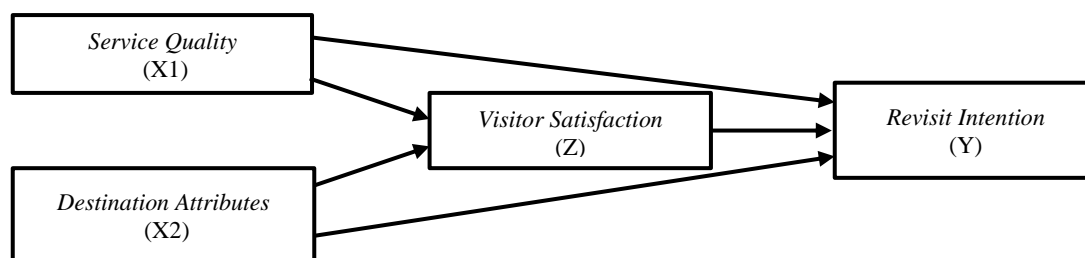
**H6** : Service quality has a positive effect on revisit intention indirectly and significantly through visitor satisfaction at Hawai Waterpark Malang.

**H7** : Destination attributes have a positive effect on revisit intention indirectly and significantly through visitor satisfaction at Hawai Waterpark Malang.

**RESEARCH METHODS**

**Research Approach**

This research used quantitative research with an explanatory approach. Quantitative research methods are methods for testing certain theories by examining the relationship between variables (Cresswell, 2013: 5). It is called an explanation because this study explains the magnitude of the direct and indirect effect between Service Quality (X1), Destination Attributes (X2), Revisit Intention (Y), and Visitor Satisfaction (Z). The research design in this study is as follows:



**Figure 1. Research Design**

Based on the theoretical study, Figure 1 explains that there are 4 parts to this research. Section 1 illustrates that SQ affects RI and DA affects RI. Section 2 illustrates that SQ affects VS and DA affects VS. Section 3 illustrates that VS affects RI. Section 4 illustrates that SQ affects RI through VS and DA affects RI through VS. Thus, it can be concluded that RI is the dependent variable, SQ and DA as the independent variable, and VS as the intervening variable.

**Data Collection and Sampling**

Data collection was carried out using a questionnaire. The scoring used a Likert scale (Cooper & Schindler, 2014: 380) with alternative answers started from the highest score (5) for Strongly Disagree to the lowest score (1) for Strongly Agree. Next, the data were analyzed using SPSS version 24. In this study, researchers used an infinite population, which are visitors of Hawai Waterpark Malang in January-March 2020. Sampling was done simple random sampling by taking visitors who had finished

visiting the Hawai Waterpark Malang. The sample calculation was done using the Slovin formula. Based on the results of these calculations, the number was determined as many as 171 respondents. To avoid filling in an incomplete questionnaire, the sample size was increased to 200 respondents.

### Data Analysis

Before data analysis was performed, the data was tested using validity and reliability tests. Then the data analysis was done by using the descriptive analysis method and inferential analysis. The descriptive analysis described the research variables, namely Service Quality (X1), Destination Attributes (X2), Revisit Intention (Y), and Visitor Satisfaction (Z). Furthermore, the classical assumption test was carried out which includes the Normality Test, Multicollinearity Test, and Heteroscedasticity Test. The inferential analysis method was used to analyze sample data and make generalizations to the population. Inferential analysis in this study included path analysis and hypothesis testing using the t-test and Sobel test.

## RESULTS AND DISCUSSION

### Validity Test

The results of the validity test for each variable in this study were found to be valid because the 29 sub-variables had  $r_{count} > r_{table}$ , which was 0.361 at a significant level of 5%.

**Table 1. Validity Test Results**

Variable	Pearson Correlation										Results
Service Quality	0,614	0,66	0,678	0,469	0,848	0,731	0,823	0,823	0,698	0,733	Valid
Destination Attributes	0,46	0,663	0,625	0,716	0,752	0,623	0,395	0,418	0,623*	0,791	Valid
Revisit Intention	0,797	0,874	0,788	0,87	0,688						Valid
Visitor Satisfaction	0,874	0,831	0,934	0,784							Valid

### Reliability Test

Reliability test results for each variable were reliable because of the value of Cronbach Alpha  $> r_{table}$ . The Cronbach Alpha value (60%) compared to the r table value is sought at a significance of 0.05.

**Table 2. Reliability Test Results**

Variable	Nilai Cronbach's Alpha	Results
Service Quality	0.893	Reliable
Destination Attributes	0.813	Reliable
Visitor Satisfaction	0.863	Reliable
Revisit Intention	0.880	Reliable

### Descriptive Analysis

The profile of respondents showed that 66 respondents are male visitors while 134 respondents are female visitors. In terms of age, it showed that the number of majorities aged 18-28 was 153 while for minority aged  $> 50$  was 2. In terms of education level, the number of the majority who has undergraduate education level was 98 while the minority for having a doctoral education level was 4. Based on occupation, it showed that the number of majority visitors who are students is 95 students, while the minority of visitors who are civil servants was 8. Based on the level of income, it showed that the number of the majority who has an income of  $<Rp. 1,800,000$  was 96 while the minority who has an income of  $Rp. 4,000. 000 - Rp. 5,000,000$  was 13. Based on the number of visits, it showed that the number of the majority who visited  $<3$  times was 159 and the minority who visited  $> 6$  times was 8. Based on information about Hawai Waterpark Malang, it showed that the number of the majority who got information from friends or family was 108 and the minority who got information from other sources was 2.

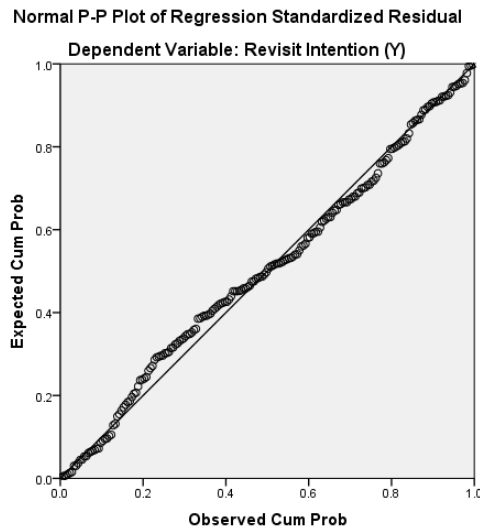
### Normality Test

The normality test in this study was said to be normally distributed because of the Asymp. Sig (2-tailed) value was  $0.071 > 0.05$  based on the Kolmogorov-Smirnov test results and data was spread diagonally following the histogram lines on a normal probability plot graph.

**Table 3. Kolmogorov-Smirnov Test Results**

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		200
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.94393499
Most Extreme Differences	Absolute	.061
	Positive	.040
	Negative	-.061
Test Statistic		.061
Asymp. Sig. (2-tailed)		.071 <sup>c</sup>

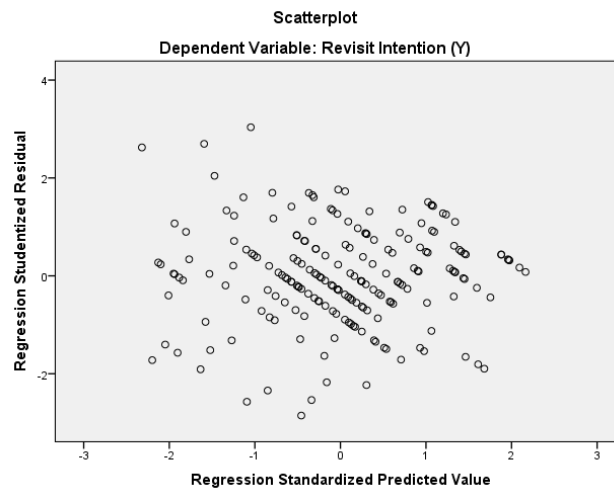
a. Test distribution is Normal.  
b. Calculated from data.  
c. Lilliefors Significance Correction.



**Figure 2. Normal Probability Plot Graph Results**

**Heteroscedasticity Test**

The data in this study did not occur in heteroscedasticity. It was shown that the dots spread randomly and did not have a certain pattern. Then through the Glejser test with the Sig value. between the three variables, namely Service Quality (X1), Destination Attributes (X2), and Visitor Satisfaction (Z) to the residual absolute value was > 0.05.



**Figure 3. Heteroscedasticity Test Results**

**Table 4. Glejser Test Results**

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.816	.668		4.216	.000
SQ (X1)	.003	.026	.013	.110	.913
DA (X2)	-.035	.024	-.164	-1.483	.140
VS (Z)	-.006	.052	-.012	-.122	.903

a. Dependent Variable: Abs\_res

**Multicollinearity Test**

The multicollinearity test results showed that there was no multicollinearity in each variable because the VIF value of the three variables was <10 and the tolerance value was between 0 and 1.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF	Results
SQ (X1)	.366	2.734	Multicollinearity does not occur
DA (X2)	.407	2.459	Multicollinearity does not occur
VA (Z)	.476	2.099	Multicollinearity does not occur

**Path Analysis**

**Table 6. The Effect of SQ (X1) and DA(X2) on VS (Z)**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 <sup>a</sup>	.524	.519	1.70965

a. Predictors: (Constant), DA (X2), SQ (X1)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.372	.895		2.650	.009
SQ X1)	.209	.033	.471	6.355	.000
DA (X2)	.127	.031	.301	4.061	.000

a. Dependent Variable: VS (Z)

Table 6 showed the direct effect of service quality and destination attributes on visitor satisfaction, based on standardized coefficients beta and the significant value was (0.000 <0.05).

$$\text{Then, the error value was } (e_2) = \sqrt{1 - R^2} = \sqrt{1 - 0,524} = 0,690$$

Thus, the equation in the second model was as follows.

$$\begin{aligned} Z &= \beta_3 (X1) + \beta_4 (X2) + e_2 \\ &= 0,471 X1 + 0,301 X2 + 0,690 \end{aligned}$$

The results of the relationship between the service quality and visitor satisfaction indicated the value of standardized coefficients beta positive ( $\beta = 0.471$ ) and significant (0.000 <0.05). This means that the service quality hypothesis was proven to have a positive effect on visitor satisfaction directly and significantly at Hawaii Waterpark Malang. The results of this study agreed with other studies which also found that service quality leads to satisfaction (Cronin, et al., 2000; Kim et al., 2012; Raza, et al., 2012). Another finding even stated that service quality is considered as one of the important antecedents of satisfaction (Zeithaml et al., 2006 Kuo et al., 2009; Lee et al., 2011; Yan et al., 2013).

The results of the relationship between the destination attribute and visitor satisfaction showed the value of standardized coefficients beta positive ( $\beta = 0.301$ ) and significant (0.000 <0.05). This means that the destination attributes hypothesis was proven to have a positive effect on visitor satisfaction directly and significantly at Hawaii Waterpark Malang. The results of this study were supported by Albayrak and Caber (2013) who argued that overall tourist satisfaction on their tour was influenced by the experiences they felt related to destination attributes. The better the destination attributes, the higher the level of satisfaction (Chi & Qu, 2008; Eusébio & Vieira, 2013). Furthermore, destination attributes were said to be important antecedents of visitor satisfaction and behavioral intention (Eid et al., 2019; Eusébio & Vieira, 2013; Kim & Brown, 2012; Kozak, 2003; Sangpikul, 2018).

R-square (R2) showed a value of 0.524 which means that the Service Quality (X1) and Destination Attributes (X2) variables could affect the Visitor Satisfaction (Z) variable by 52.4% while the remaining 47.6% was the influence of other variables which was not included in this study.

**Table 7 The Effect of SQ (X1), DA(X2), and VS (Z) on RI (Y)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 <sup>a</sup>	.607	.601	1.95876

a. Predictors: (Constant), VS (Z), DA (X2), SQ (X1)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.734	1.044		1.661	.098
	SQ (X1)	.152	.041	.273	3.682	.000
	DA (X2)	.173	.037	.326	4.640	.000
	VS (Z)	.343	.082	.273	4.201	.000

a. Dependent Variable: RI (Y)

Table 7 showed the direct effect of service quality, destination attributes, and visitor satisfaction on revisit intention based on standardized coefficients beta, and a significant value was (0.000 < 0.05).

Then, the error value was  $(e_1) = \sqrt{1 - R^2} = \sqrt{1 - 0,607} = 0,627$

So, the equation in the first model was as follows.

$$\begin{aligned}
 Y &= \beta_1 (X1) + \beta_2 (X2) + \beta_3 (Z) + e_1 \\
 &= 0,273 X1 + 0,326 X2 + 0,273 Z + 0,627
 \end{aligned}$$

The results of the relationship between the service quality variable and revisit intention showed the value of standardized coefficients beta positive ( $\beta = 0.273$ ) and significant (0.000 < 0.05). This means that the service quality hypothesis was proven to have a positive effect on revisit intention directly and significantly at the Hawai Waterpark Malang. The results of this study were in line with the findings that service quality has a direct influence on consumer behavioral intentions (Cronin, Brady, & Hult, 2000; Kuo, Wub, & Deng, 2009; Zeithaml et al, 1996). Improving service quality was identified as a key strategy for increasing levels of customer satisfaction and revisit intentions (Cronin et al., 2000; Tian-Cole, Crompton, & Willson, 2002).

The results of the relationship between the destination attribute and revisit intention showed the value of standardized coefficients beta positive ( $\beta = 0.326$ ) and significant (0.000 < 0.05). This means that the destination attributes hypothesis was proven to have a positive effect on revisit intention directly and significantly at the Hawai Waterpark Malang. The results of this study were supported by Kozak (2003) who found that destination attributes influence tourist satisfaction, intention to recommend, and revisit intention. Therefore, it is important to determine destination attributes because they affected the revisit intention (Singh & Singh, 2019). Furthermore, different goal attributes could determine an individual's intention to return in the future and word-of-mouth (Chi & Qu, 2009; Ozdemir et al., 2012).

The result of the relationship between visitor satisfaction and revisit intention showed the value of standardized coefficients beta positive ( $\beta = 0.273$ ) and significant (0.000 < 0.05). This means that the visitor satisfaction hypothesis was proven to have a positive effect on revisit intention directly and significantly at the Hawai Waterpark Malang. The results of this study concurred with Lee, Lee, & Lee (2005), Hui, Wan, and Ho (2007) also Hutchinson, Lai, and Wang (2009) who argued that satisfaction significantly affected both revisit intention and willingness to recommend. Several studies had confirmed a very significant relationship between tourist satisfaction and preferred behavioral intentions statistically, such as revisiting or recommending it to others (Ali, Ryu, & Hussain, 2016; Antón, Camarero, & Laguna-García 2014; Chen & Chen, 2010; Kozak, 2001; Moon, Yoon, & Han, 2016; Prayag, Hosany, & Odeh, 2013).

The R-square (R2) in the table above was 0.607, which means that the Service Quality (X1), Destination Attributes (X2), and Visitor Satisfaction (Z) variables could affect the Revisit Intention (Y) variable by 60.7% while the rest 39, 3% was the influence of other variables which were not included in this study.

Based on the equation model that had been done, the validity of the model through the total coefficient of determination (Rm2) could be checked with the following equation.

$$\begin{aligned}
 Rm^2 &= 1 - (e_1^2) (e_2^2) \\
 &= 1 - (0,627)^2 (0,690)^2 \\
 &= 0,81
 \end{aligned}$$

The results of the calculation of Rm2 was 0.81 in this equation model, it could be said to be very good since the value is close to 1. This means that the Service Quality (X1), Destination Attributes (X2), and Visitor Satisfaction (Z) variables could explain the formation of the Revisit Intention (Y) variable which was 81% while the remaining 19% was the influence of other variables which were not included in the model and error. The following were the results of the path analysis depicted in diagrammatic form.

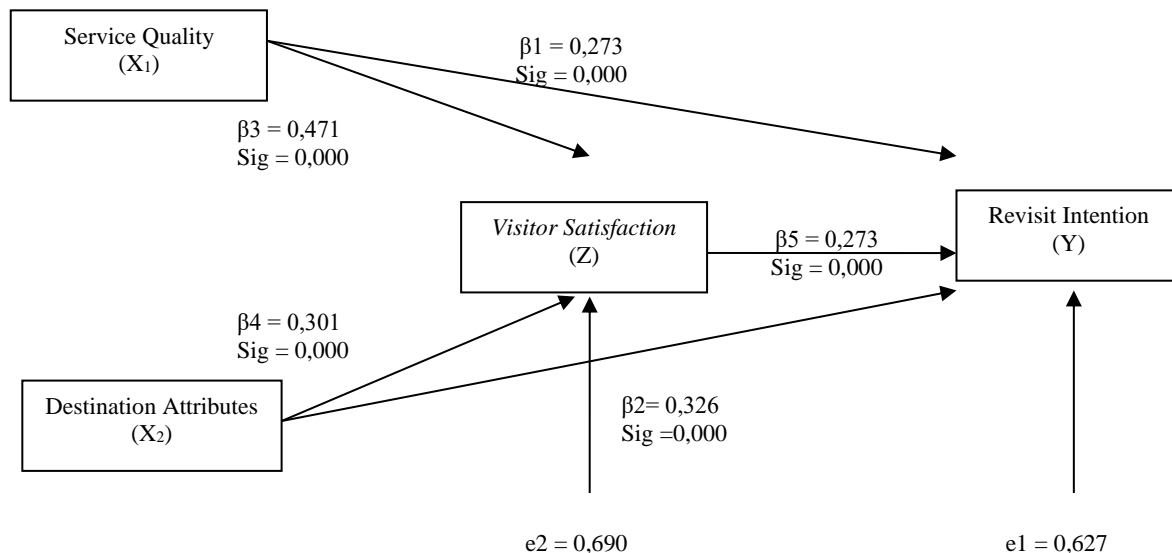


Figure 4. Path Analysis Results

### Visitor Satisfaction as Intervening Variable

The test results using the Baron & Kenny (1986) technique showed a significant relationship between service quality and revisit intention, which decreased from a value ( $\beta = 0.273$ ;  $p < 0.05$ ) to ( $\beta = 0.129$ ;  $p < 0.05$ ) when the visitor satisfaction variable was added to the model. This means that visitor satisfaction mediated (partially) the relationship between service quality and revisit intention. For more details, this study used the Sobel test with the result that the indirect effect of service quality on revisit intention through visitor satisfaction is t-count (3.23) greater than the t-table (1.97). This means that visitor satisfaction could be a significant intervening variable in the relationship between service quality and visitor revisit intention at Hawai Waterpark Malang. The results of this study were consistent with the relationship between service quality and satisfaction (Cronin et al., 2000; Petrick, 2004) where prior cognitive responses influenced affective responses, thus leading to behavioral intentions (i.e. conative attitudes).

Moreover, the test results using the Baron & Kenny (1986) technique showed that there is a significant relationship in the relationship of destination attributes to revisit intention which had decreased from the value ( $\beta = 0,326$ ;  $p < 0.05$ ) to ( $\beta = 0.082$ ;  $p < 0,05$ ) when the visitor satisfaction variable was added to the model. This means that visitor satisfaction mediated (partially) the relationship between destination attributes and revisit intention. For more details, this study used the Sobel test with the results of the indirect effect of destination attributes on revisit intention through visitor satisfaction, which is t-count (3.15) greater than t-table (1.97). That means visitor satisfaction could become a significant intervening variable on the relationship of destination attributes to the revisit intention of visitors at Hawai Waterpark Malang. The results of this study were supported by the finding that knowing the pragmatic component of destination attributes was considered important because tourists would feel satisfied and left a good experience (Yu & Goulden, 2006) which affected word-of-mouth and their intention to revisit in the future (Moon & Han, 2018; Singh & Singh, 2019). On the other hand, negative results could create future behavioral tendencies such as choosing not to revisit destinations or choosing other destinations (Kozak, 2001).

In Maslow's pyramid (Kotler & Phillip, 2000), it was illustrated that humans tend to fulfill basic needs before meeting other needs, this also applied to the tourism industry. It could be seen in the satisfaction of physiological needs including gastronomy and accommodation; satisfaction with security such as location and risk of crime, theft, assault; satisfaction of social needs, self-esteem needs, and self-actualization. Therefore, the psychological condition of visitor satisfaction would leave a pleasant experience for these tourist visits. Furthermore, it became the basic reason for visitors to revisits. Nash (1995) added that the tourism industry became a social fact which was important because travel experiences were often extraordinary experiences for tourists and part of them would be passed on to families and then to the community.

### CONCLUSION

This study showed that visitor satisfaction could be an intervening variable on revisit intention because the more satisfied visitors to tourism objects, the higher the interest of visitors to revisit. This of course could not be separated from the quality of service and destination attributes that the tourist attraction has. The better the service provided the more satisfied visitors would be. Likewise, the better and more unique the attributes of a tourist object, the more satisfied visitors would be. So, it is advisable for Hawai Waterpark Malang to always improve and optimize service quality and destination attributes as well as visitor satisfaction to maximize the intention of returning visitors.



## THEORETICAL CONTRIBUTIONS

This research is expected to be useful for the development of scientific knowledge in management, especially marketing management. Besides, the results of this study are also expected to provide insight into how significant the influence of service quality and destination attributes is on interest in returning through visitor satisfaction.

## MANAGERIAL IMPLICATION

Based on the results of the data analysis, the question item which has the smallest grand mean value of the service quality variable is that the officer provides impressive service. So it needs to be improved because visitors expect Hawai Waterpark Malang officers to have professional knowledge. This can instill trust in Hawai Waterpark Malang officers. Meanwhile, on the destination attributes variable, the lowest grand mean value is in the Hawai Waterpark Malang item which has various themes. At this point, Hawai Waterpark Malang is expected to pay more attention to landscape indicators by exploring various themes.

## REFERENCES

- Albayrak, T., & Caber, M. (2016). Destination Attribute Effects on Rock Climbing Tourist Satisfaction: an Asymmetric Impact – Performance Analysis. *Tourism Geographies*, 18(3), 280-296. DOI: 10.1080/14616688.2016.1172663
- Ali, F., Ryu, K., & Hussain, K. (2016). Influence of Experiences on Memories, Satisfaction and Behavioral Intentions: A Study of Creative Tourism. *Journal of Travel & Tourism Marketing*, 33(1), 85–100. DOI: 10.1080/10548408.2015.1038418
- Antón, C., Camarero, C., & Laguna-García, M. (2014). Towards a New Approach of Destination Loyalty Drivers: Satisfaction, Visit Intensity and Tourist Motivations. *Current Issues in Tourism*, 20(3), 238-260. DOI: 10.1080/13683500.2014.936834
- Chen C-F, & Chen F-S. (2010). Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions for Heritage Tourists. *Tourism Management*, 31, 29–35. DOI: 10.1016/j.tourman.2009.02.008
- Chi, C. G., & Qu, H. (2009). Examining the Relationship between Tourists' Attribute Satisfaction and Overall Satisfaction. *Journal of Hospitality Marketing & Management*, 18(1), 4–25. DOI: 10.1080/19368620801988891
- Choo, H., Ahn, H., Petrick, J. F. (2015). An integrated model of festival revisit intentions: Theory of planned behavior and festival quality/satisfaction. *International Journal of Contemporary Hospitality Management*. 28(4), 818-838. DOI: 10.1108/IJCHM-09-2014-0448
- Cresswell, W. J. (2013). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Belajar.
- Cronin, J.J. Jr Brady, M.K. and Hult, G.T.M. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2), 193-218. DOI: 10.1016/S0022-4359(00)00028-2
- Eid, R., El-Kassrawy, Y. A., & Agag, G. (2019). Integrating Destination Attributes, Political (In)Stability, Destination Image, Tourist Satisfaction, and Intention to Recommend: A Study of UAE. *Journal of Hospitality and Tourism Research*, 20(10), 1-28. DOI: 10.1177/1096348019837750
- Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' Satisfaction, Recommendation and Revisiting Singapore. *Tourism Management*, 28(4), 965-975. DOI: 10.1016/j.tourman.2006.08.008
- Hutchinson J, Lai F, Wang Y. (2009). Understanding the Relationships of Quality, Value, Equity, Satisfaction, and Behavioral Intentions Among Golf Travelers. *Tourism Management*, 30(2), 298–308. DOI: 10.1016/j.tourman.2008.07.010
- Kim, C. E., Shin, J. S., Lee, J., et al. (2017). Quality of Medical Service, Patient Satisfaction and Loyalty with a Focus on Interpersonal-Based Medical Service Encounters and Treatment Effectiveness: A Cross-Sectional Multicenter Study of Complementary and Alternative Medicine (CAM) Hospitals. *Springer Journal. BMC Complementary and Alternative Medicine*, 17(1), 174. DOI: 10.1186/s12906-017-1691-6.
- Kim, A. K., & Brown, G. (2012). Understanding the Relationships between Perceived Travel Experiences, Overall Satisfaction, and Destination Loyalty. *An International Journal of Tourism and Hospitality Research*, 23(3), 328–347. DOI: 10.1080/13032917.2012.696272
- Kim, S. H., Holland, S., Han, H. S. (2012). A Structural Model for Examining How Destination Image, Perceived Value, and Service Quality Affect Destination Loyalty: a Case Study of Orlando. *International Journal of Tourism Research*. 15(4), 313-328. DOI: 10.1002/jtr.1877
- Kotler, P. (2000). *Marketing management* (10th ed.). Praha: Grada Publishing, ISBN 80-247-0016-6.
- Kotler, & Philip. (2000). *Manajemen Pemasaran*. Jakarta: PT. Prenhallindo
- Kotler, Philip., & Kevin, L. K. (2009). *Manajemen Pemasaran* (13th ed.) Vol.2 (Bob Sabran, Trans). Jakarta : Penerbit Erlangga. (Original work published 2009)
- Kozak, M. (2001). Repeaters' Behavior at Two Distinct Destinations. *Annals of Tourism Research*, 28(3), 784-807. DOI: 10.1016/S0160-7383(00)00078-5
- Kozak, M. (2003). Measuring Tourist Satisfaction with Multiple Destination Attributes. *Tourism Analysis*, 7(3-4), 229-240. DOI: 10.3727/108354203108750076
- Kuo, Y. F., Wu, C. M., Deng, W. J. (2009). The Relationships among Service Quality, Perceived Value, Customer Satisfaction, and Post-Purchase Intention in Mobile Value-Added Services. *Computers on Human Behavior*, 25(4):887-896. DOI: 10.1016/j.chb.2009.03.003
- Lam, L. W., Chan, K. W., Fong, D., & Lo, F. (2011). Does The Look Matter? The Impact of Casino Servicescape on Gaming Customer Satisfaction, Intention to Revisit, and Desire to Stay. *International Journal of Hospitality Management*, 30(3), 558-567. DOI: 10.1016/j.ijhm.2010.10.003
- Lee, J. H., Kim, H. D., Ko, Y. J., & Sagas, M. (2011). The Influence of Service Quality on Satisfaction and Intention: A Gender Segmentation Strategy. *Sport Management Review*, 14 (1), 54-63. DOI: 10.1016/j.smr.2010.02.002

- Lee C-K, Lee Y-K, & Lee B. (2005). Korea's Destination Image Formed by the 2002 World Cup. *Annals of Tourism Research*, 32(4): 839–858. DOI: 10.1016/j.annals.2004.11.006
- Li, J. W., & Carr, N. (2004). Visitor satisfaction: An analysis of mainland Chinese tourists on the Australian Gold Coast. *International Journal of Hospitality & Tourism Administration*, 5(3): 31–48. DOI:
- Liu, C. H. S., & Lee, T. (2016). Service Quality and Price Perception of Service: Influence of Word-of-Mouth and Revisit Intention. *Journal of Air Transport Management*, 52(2016):42-54.
- Moon, H., & Han, H. (2018). Destination Attributes Influencing Chinese Travelers' Perceptions of Experience Quality and Intentions for Island Tourism: A Case of Jeju Island. *Tourism Management Perspective*, 28(2018):71-82. DOI: 10.1300/J149v05n03\_03
- Nash, D. (1995). Prospect for Tourism Study in Anthropology. In A. Ahmed and C. Shore (Ed.). *The future of anthropology: Its relevance in the contemporary world*, pp. 179–202). London: Athlone Press.
- Oliver, R. L. (1999). Whence Consumer Loyalty. *Journal of Marketing*, 63(Fundamental Issues and Directions for Marketing), 33-44. DOI: 10.2307/1252099
- Ozdemir, B., Aksu, A., Ehtiyar, R., Cizel, B., Cizel, R. B., & Icigen, E. T. (2012). Relationships among Tourist Profile, Satisfaction and Destination Loyalty: Examining Empirical Evidence in Antalya Region in Turkey. *Journal of Hospitality Marketing & Management*, 21(5), 506–540. DOI: 10.1080/19368623.2012.626749
- Parasuraman, Berry & Zeithaml. (1991). Perceived Service Quality as a Customer-Based Performance Measure: An Empirical Examination of Organizational Barriers Using an Extended Service Quality Model. *Human Resource Management*, 30(3), 335-64. DOI: 10.1002/hrm.3930300304
- Petrick, J. F. (2004). The Role of Quality, Value, and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions. *Journal of Travel Research*, 42(4), 397-407. DOI: 10.1177/0047287504263037
- Prayag, G., Hosany, S., & Odeh, K. (2013). The Role of Tourists' Emotional Experiences and Satisfaction in Understanding Behavioral Intentions. *Journal of Destination Marketing & Management*, 2(2), 118–127. DOI: 10.1016/j.jdmm.2013.05.001
- Raza, M. A., Siddiquei, A. N., Awan, H. M., & Bukhari, K. (2012). Relationship between Service Quality, Perceived Value, Satisfaction and Revisit Intention in Hotel Industry. *Journal of Contemporary Research in Business*, 4(8,) 788-805. Retrieved from ijrb.webs.com
- Reisinger, Y., Mavondo, F. T., & Crotts, J. C. (2009). The Importance of Destination Attributes: Western and Asian Visitors. *An International Journal of Tourism and Hospitality Research*, 20(1): 236–253. DOI: 10.1080/13032917.2009.10518907
- Sangpikul, A. (2018). The Effects of Travel Experience Dimensions on Tourist Satisfaction and Destination Loyalty: The Case of an Island Destination. *International Journal of Culture, Tourism and Hospitality Research*, 12(1): 106–123. DOI: 10.1108/IJCTHR-06-2017-0067
- Singh, R., & Singh, J. (2019). Destination Attributes to Measure Tourist Revisit Intention: A Scale Development. *Global Business Review* 20(2) 549-572. DOI: 10.1177/0972150918825329
- Tian-Cole, S. T., Crompton, J. K., & Willson, V. L. (2002). An Empirical Investigation of the Relationships between Service Quality, Satisfaction and Behavioral Intentions among Visitors to a Wildlife Refuge. *Journal of Leisure Research*, 34(1), 1–24. DOI: 10.1080/00222216.2002.11949957
- Turner, L., & Reisinger, Y. (1999). Importance and Expectations of Destination Attributes for Japanese Tourists to Hawaii and The Gold Coast Compared. *Asia Pacific Journal of Tourism Research*, 4(2): 1–18. DOI: 10.1080/10941669908722039
- Yan, X., & Wang, J., & Chau, M. (2013). Customer Revisit Intention to Restaurants: Evidence From Online Reviews. *Information Systems Frontiers*, 17(3), 645-657. DOI: 10.1007/s10796-013-9446-5
- Yu, L., & Goulden, M. (2006). A Comparative Analysis of International Tourists' Satisfaction in Mongolia. *Tourism Management*, 27(6), 1331-1342. DOI: 10.1016/j.tourman.2005.06.003
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006). *Service Marketing: Integrating Customer Focus Across The Firm* (4th ed.). New York, NY: McGraw-Hill/Irwin.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2): 31-46. DOI: 10.2307/1251929

Sonia Dwi Cahyanti  
Faculty of Economics and Business  
Universitas Negeri Malang, 65145 Malang, Indonesia  
Email: soniadwicahyanti@gmail.com

Sudarmiatin  
Faculty of Economics and Business  
Universitas Negeri Malang, 65145 Malang, Indonesia  
Email: sudarmiatin.fe@um.ac.id

Ely Siswanto  
Faculty of Economics and Business  
Universitas Negeri Malang, 65145 Malang, Indonesia  
Email: ely.siswanto.fe@um.ac.id