

# A Study of Revisit Intention: Beach Image, Beach Uniqueness, Beach Authenticity, Attraction and Satisfaction in Lombok Beach Nusa Tenggara Barat

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## *Abstract:*

This study aims to examine the effect of beach image, beach uniqueness, beach authenticity, attraction, and satisfaction on revisit intention on beaches in Lombok, West Nusa Tenggara (NTB). The research used primary data derived from the questionnaire respondents of the Lombok tourist. The sample in this study amounted to 288 respondents. This study using a non-probability sampling method with a purposive sampling approach and the method used in analyzing data in this study using SmartPLS 3.0. The empirical result of the study show that beach image had a positive effect and significant to satisfaction, but beach image had a positive effect and not significant to revisit intention. Beach uniqueness had a positive effect and significant to satisfaction and revisit intention. Beach authenticity had a positive effect and significant to satisfaction and revisit intention. Attraction had a positive effect and significant to revisit intention, but not significant to satisfaction. , had a positive effect and not significant to revisit intention.

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## I. INTRODUCTION

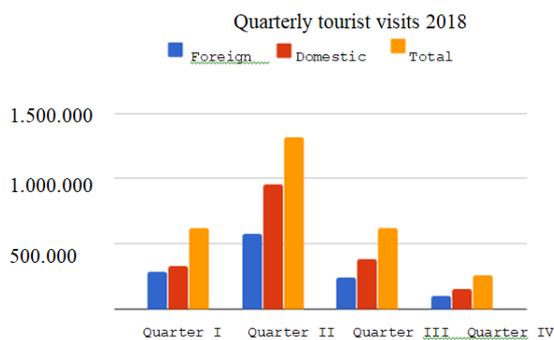
As the tourism industry in Indonesia develops, the tourism industry gets more competitive, especially that on the island of Lombok, West Nusa Tenggara. In general Lombok's famous tourism is GiliTrawangan but Lombok also has the potential and competitiveness in extensive tourism industry. Lombok has a very beautiful natural attractions like other regions. Beach waves are also a special attraction for tourists who want to try out their surfing skills. In addition, tourists who want to enjoy the beauty of the underwater will not be disappointed with the beautiful underwater scenery of the coast.

Lombok is an island of destination to visit and have a vacation, especially the beaches of

Mandalika, Senggigi, Gili Trawangan, Gili Seger where, each year, there is an increase in the number of tourist visits of both foreign and domestic. The considerable number of tourist resorts offered certainly attract more tourists of both foreign and domestic. Therefore, the number of tourist visits always increases from year to year.

But things become different when Lombok is hit by natural disasters causing a significant decline in the number of the tourist visits. Lombok was hit by earthquakes in July 2018 which occurred successively until August 2018. The earthquakes made tourists willing to visit Lombok have to think twice that an earthquake may occur again. The following is the number of tourist visits to Lombok within 2014-2018.

Quarterly the data for 2018 shows that in the first quarter more than 500,000 tourists came to Lombok. The data for the second quarter indicate a high increase in the number of tourist visits, more than 1,000,000 tourists came. In the third quarter it decreased due to the occurrence of earthquakes of which the recorded shows more than 500,000 tourists coming to Lombok. In the fourth quarter it experienced a big decline, and there were less than 500,000 tourists coming to Lombok due to the earthquakes happening successively.



Source: DisbudparProv NTB, 2018

Figure 1 Tourist Visit 2018

The natural disasters, earthquakes, occurring on the island of Lombok in July through August 2018 with strengths ranging from 6.2 to 7.0 SR gave a very real impact on people's lives, especially those in North Lombok Regency which is the center or epicenter of the earthquake. The condition of physical buildings in North Lombok Regency is almost 95% unsafe to live in and to use. School infrastructures, places of worship, offices, and residences are seriously affected, and so is the agro-tourism area.

The earthquakes caused trauma for the residents and tourists affected (Salokoet al, 2018). So, trauma healing assistance was provided, and activities for organizing exhibition was initiated by the North Lombok Regency Government. All elements of the society worked together for the immediate economic recovery of the affected communities in North Lombok Regency and rising again to move and make real contribution to the development and welfare of the community. Such activities, however, are not enough to overcome the

trauma or bad experience of the visitors affected by the earthquake. Branding is of necessity to improve the image of the existing tourism and some economic components such as the estimated profitability of industries (Anshori and Herlambang, 2019), (Anshoriet al, 2019) and the shares of the affected surrounding companies experiencing a decrease in value (Karyaet al, 2018), (Katiaset al, 2018), (Karyaet al, 2017) and (Karyaet al, 2019).

The recovery program of human resources affected by the disasters can not be done only by trauma healing on tourism human resources affected by the disasters (Puspitasarieet al, 2019). Financial relaxation, restoration of freedom, access, and security, as well as interrelated and supporting branding, advertising and sales strategies. The Ministry of Tourism as the ministry in charge of the agencies serving in Lombok, West Nusa Tenggara, with the selection of effective strategies, regulates all areas related to the earthquake disaster in Lombok.

Previous research proved how necessary branding has to be done so as to improve the image of tourism on the island of Lombok. Branding cannot be done in a matter of days, but requires hard work from all parties needed to improve the image in people's mind. City branding takes a long time because there are internal stakeholders, external stakeholders, and back to internal stakeholders (Sukmaraga and Nirwana, 2016). The earthquake was of a real disadvantage and unexpected when it led to a decline in the tourism sector in Lombok, experiencing a decline in the number of tourist visits. The potential and tourist attraction of Lombok, especially the beaches, can be made an icon of a city considering Lombok is famous for its sea and stunning beaches. The problem facing Lombok is the need for beach branding. Beach branding itself is suitable for Lombok from north to south. Lombok has attraction on its coast.

The image, uniqueness, and authenticity of the beaches, theoretically is taken from the concept of the image, unity, and authenticity of the city. City Image (brand image) is an image formed in people's mind reflecting the characteristics of the city. The

supporting city image positively supports purchasing and consumer satisfaction (Chen and Tsai, 2007). Pictures of cities or images of beaches, tourist visits can remind the locations visited. The existence of beach branding can form a beach image because it will facilitate the display of the slogan on the tour, so the ringtones for to tourists coming back. City image theory also applies to the beach image which has the characteristics of tourism in Lombok with the aim of getting tourists to come back.

One of the beaches able to attract tourists is through the uniqueness of the beach. This can attract tourists with the culture or characteristics of the beach or tourism. In order to have a good brand positioning in the market, the brand must have the ability to compete or have a unique selling value, then the customer will have a reason to choose the brand (Keller, 2013). The uniqueness of the tour has a very good value so that it can benefits tourists coming to the tourist resorts. The more cultures and kinds of uniqueness of the tour are offered, the more tourists come to visit.

One of the beach branding is the existence of the authenticity of the beach which, if available, has a large area in the community. There will be documentation of the tour so that tourists can decide to come on the tour. Beach authenticity is required for tourists to visit and allocate their time (Deveau, 2015). The authenticity of the beach is also influenced by tourist resort condition, tourism characteristics and experience of the tourists having visited the tourist resorts. This can be very important for the tourists who have visited will tell about the good or bad tourist resorts to relatives, friends or share the story with others.

Tourist resort or tourist attraction displayed or offered has an attraction for visitors. Elements within a tourist resort limit consumer choices and influence potential buyers interested in natural tourism, including landscapes, beaches, climate and other geographical formations of destinations and other natural resources (Afriza and Abadi, 2015). Then, visit human or human-built tourist attractions, open buildings and tourist centers including

historical, modern buildings, monuments, walkways, parks and gardens, convention centers, marinas, skis, archeological sites, golf courses, specialty shops and thematic areas.

In addition to the branding of the beach and increasing tourism, the factor affecting the intention to revisit is visitor satisfaction. In general, visitor satisfaction is a place or destination based on what is expected by tourists (Guntoro and Hui, 2013). Tourist satisfaction can lead to pleasure after having been disappointed by the tour. This also has an impact on the intention to revisit. Some reasons for revisit are accepted by tourists finding them match visitor's expectation, memory, and experience (Kim and Sanggun, 2015), (Barnes *et al*, 2016). More and more visitors are satisfied with their purposes, more than expected for others (Lee, 2015).

## II. CONCEPTUAL MODEL

A tourist gets better satisfaction than he has experienced (Sun *et al*, 2013). This proves the positive destination image toward tourist satisfaction at the time of visit to tourist destinations. The image of the destination influences tourists such as they make a review, review for others, or revisit the tourism destinations (Artugeret *al*, 2013). There are many beaches in the tourism industry, if a beach has to compete with other beaches, it must have its own distinctiveness and uniqueness from other beaches. The uniqueness of a beach will give rise to characteristics that is likely to be known and remembered by visitors. The uniqueness of a beach can satisfy tourists coming to the beach. The beaches offering visitors distinctive characteristics can create a sense of satisfaction for tourists due to the attraction they enjoy on the tour.

The authenticity of a beach is a factor attracting tourists to come back and choose the beach. The authenticity of the beach can be seen from how strong tourists are attracted to the beach. The atmosphere is comfortable and the attraction of the beach is positive for tourists, meaning this beach provides satisfaction for visitors. Booking the beach

for visitors means visitors will visit and visit other people.

Tourist attraction that can be developed around the beach will be visited by tourists coming to the beach. visitors or tourists will be happy and enjoy some events held including senior dance, music events or other attractive events to make tourists come to the beach. The tourist attraction of tourist visit to Domes does not oppose consumer satisfaction (Pratiwi and Sari, 2018). However, the Domes house has a distinctive character different from other tours that make visitors satisfied by visiting the site.

The image gained by a beach plays an important role in tourist visits. If the beach is quite famous, tourists will come to visit the beach. Before coming to the beach they want to visit, tourists will look for information about it. The information obtained by visitors is an influencing factor in their decision making before coming and seeing the beach. The beach image can, therefore, affect revisit intention on the beaches in Lombok. The image gained by a beach can be seen when visitors are satisfied with their visit. And, the beach has a beautiful charm and has its own character considered different from other beaches.

The attractiveness of the beach is one of the important things in the development of tourism. For sure, it can support the government program in preserving the customs and culture of the nation as an asset potential to sell to tourists. As well as that culinary, music, or the slogan "Lombok Friendly" can have a unique selling point and identity of the beach. The special logo of a beach can be made as a souvenir of the beach. Souvenirs from the beach usually consist of t-shirts, wall clocks, hats, pants, key chains, bags, and so forth. More and more visitors are satisfied with one beach, more than expected for those who return to the new beach and what is shown to others (Lee, 2015).

Visitors or tourists are happy with something new, with the existence of the authenticity of the existing beaches. tourists will have their good time while on the beach. The beach which is kept clean

makes tourists feel happier and enjoy the charm on the beach. The clean beach turns out to represent special authenticity for tourists, driving them to return. When they are happy with the beach, they like being with nature by having a vacation at the beach they visit. This will cause the intention to re-visit. So, the variable of beach authenticity is related to that of revisit intention.

Tourist expectations before visiting and after visiting represent determinants for tourists in making the decision to re-visit the beach. They do reviewing their intention to return to the beach they have visited. The beach proves giving a sense of satisfaction, then tourists will come back in the hope of providing comfort the for themselves (Kim and Sanggun, 2015), (Barnes *et al*, 2016).

Tourist attractions are all things having beauty, valuable in the form of either diversity or uniqueness, both in cultural richness and man-made results that become a factor of attraction and a destination for tourists to visit, which makes tourists motivated to travel seeing such attractions. Events held on the beach can be one aspect taken into consideration by tourists. to come back. Thus, they have several reasons for re-visit to the beach he once visited. Attractions held around the beach will make visitors more comfortable and enjoy these activities with the sound of waves on the coast of Lombok (Kim and Sanggun, 2015), (Barnes *et al*, 2016).

### III. RESULT AND DISCUSSION

The study was conducted by distributing questionnaires to 300 respondents of which 288 respondents were processed, using non random sampling. The results of the data in this study were obtained from a questionnaire administered to the respondents who were on the coast of Lombok, West Nusa Tenggara. The questionnaire in this study contained items related to the study. It also contained respondents' personal data covering gender, age, and visits to the coast of Lombok in one year before.

Table 1. The data collected from the respondents are presented \

No	Characteristics	Number	Percentage (%)
1	Sex:		
	a. Male	128	44.44%
	Female	160	55.56%
	<b>Total</b>	<b>288</b>	<b>100%</b>
2	Age:		
	a. 18 years – 24 years	89	30.90%
		57	19.80%
	b. 25 years – 31 years	57	19.80%
		45	15.60%
	c. 32 years – 38 years	40	13.90%
	<b>Total</b>	<b>288</b>	<b>100%</b>
3	Visits for the last one year:	99	34.40%
	a. 1 time	59	20.50%
	b. 2 times	69	24.00%
	c. 3 times	61	21.20%
	<b>Total</b>	<b>288</b>	<b>100%</b>

The convergent validity value based on data processing is known that each indicator of the research variable has an outer loading value > 0.5, so all of the indicators are eligible or valid for research us, and it can be used for further analysis. Discriminant validity can be seen through other methods, namely by looking at the average variant extracted (AVE) value for each indicator of which the required value must be > 0.5 for a good model. Composite Reliability is a part that is used to test the reliability value of indicators on a variable. Cronbach's alpha coefficient and composite reliability must be greater than 0.7 although the value 0.6 is still acceptable (Hair *et al*, 2014). In this study, researchers used the value of a variable considere to meet composite reliability if it has a composite reliability value > 0.6.

Table 2. Average Variance Extracted

Variables	Average Variance Extracted (AVE)	Composite Reliability
<i>Attraction</i>	0.529	0.815
<i>Beach authenticity</i>	0.750	0.857
<i>Beach image</i>	0.737	0.893
<i>Beach uniqueness</i>	0.597	0.855
<i>Revisit intention</i>	0.603	0.817
<i>Satisfaction</i>	0.821	0.948

Hypothesis testing in this study was conducted by looking at the value of T-Statistics and the value of P-Values. The research hypothesis can be accepted if the P-Values value < 0.05. Following are the results of hypothesis testing obtained in this study through the inner model.

Table 3. The inner model

Variables	P Values	Results
<i>Attraction -&gt; Revisit Intention</i>	0.000	Accepted
<i>Attraction -&gt; Satisfaction</i>	0.190	Rejected
<i>Beach Authenticity -&gt; Revisit Intention</i>	0.000	Accepted
<i>Beach Authenticity -&gt; Satisfaction</i>	0.047	Accepted
<i>Beach Image -&gt; Revisit Intention</i>	0.375	Rejected
<i>Beach Image -&gt; Satisfaction</i>	0.000	Accepted
<i>Beach Uniqueness -&gt; Revisit Intention</i>	0.000	Accepted
<i>Beach Uniqueness -&gt; Satisfaction</i>	0.000	Accepted
<i>Satisfaction -&gt; Revisit Intention</i>	0.854	Rejected

The image of the beach in Lombok, NTB has a positive image in the community. The image of the beach includes both natural and cultural attractions, beautiful scenery so that tourists are happy. The supporting infrastructure, accommodation, information are provided so that tourists are facilitated. Cleanliness in the beach area is maintained. Security and facilities are provided accordingly. This can make tourists satisfied with their visit while on the coast of Lombok, NTB. The image of the beach must be maintained so that number of the tourist visits increase. To maintain the image of the beach requires that all the residents in the beach area be involved. The government must provide facilities that make tourists satisfied and revisit. Adequate infrastructure makes it easy for tourists to access the tourist destination. Not all beaches have the facilities needed by tourists, therefore there is a need for development in the beach area to for tourist satisfaction. In addition to facilities and infrastructure, tourist security is of priority, because tourists will come to visit the beach if feel secured.

The study found out that the authenticity of the beach of Lombok, NTB was considered to provide uniqueness or its own character than other beaches. The uniqueness of the beach of Lombok could be in the form of flora and fauna owned. In addition, such uniqueness is the thing that tourists always remember, and its distinguishing characteristics are also remembered by tourists. When the beach has its own character, tourists are likely to be satisfied with their visit. On the contrary, if the beach visited does not have any characteristics, tourists will feel less satisfied with experience of their visit. Some factors contributing tourist satisfaction are its characteristics to be maintained. Maintaining the uniqueness of the beach leads to tourist satisfaction. One of the beaches considered to have characteristics remembered by tourists is the beach Nipah, Lombok. Nipah Beach is known for its clear, blue sea behind the beach, there are beautiful hills, and tourists can do surfing. The existence of these characteristics

makes tourists remember the Nipah beach that he had visited.

Beach authenticity in Lombok can be considered as aspect of attractiveness. It includes natural tourism social tourism and special tours. Special tours can consist of business trips to be made directly to the place, for example on the coast of Mandalika Is a Special Economic Zone. Special Economic Zones are tourism for MotoGP races in Indonesia. The area is often taken as a special tourist spot for investors and other businesses to be brought directly to the region. In addition, the beaches in Lombok can also offer natural or artificial attractions, as well as the beaches in Lombok having a variety of cultures that make tourists satisfied and drive them to return.

Authenticity of the Lombok beach can be in the form of well-maintained natural beauty, and rubbish in the beach area is kept clean from rubbish so that it does not cause inconvenience for tourists to enjoy the beauty of Lombok beach. Authenticity is important for tourists with expectation that they will come back to visit. Authenticity is one of the factors making tourists feel happy, satisfied and recommend others to visit.

Destination image play an importantrole in understanding tourist behaviour when traveling (Echtner and Ritchie, 2013). If the image possessed by the tourist resort is low, then tourists will be reluctant to visit again. This applies to the beaches in Lombok. Tourists feel they will not return to the beach when several factors contributing the beach image are considered to be felt less enjoyable by tourist as they are on the beach. It could be that, the image of the beach in Lombok gives satisfaction due to its beautiful scenery, but the positive image can be felt the other way round when they feel the facilities they need are not available or lacking at the moment they are on the beach inp Lombok. In addition to the facilities provided, visitors also need security when they are in locations around the beach. Not all beaches in Lombok have good facilities, accommodation and infrastructure. The beaches in Lombok are considered to have beautiful views, but the beaches in Lombok lack the availability of

facilities needed by tourists to influence the intention to visit again. Tourists will visit again when all their expectations are met, and they will also recommend the place to others.

The uniqueness of the Lombok beaches can be seen from the character of each existing beach. For example, Mawun beach in Lombok, the beach has a large coastline. When tourists visit the beach, they can enjoy the beach directly and to the right of Mawun beach is a hill that tourists can pass. The beauty of the hill and below it does not reduce the beauty of Mawun beach itself. Visitors are also facilitated by accommodations and information about the beach. Another uniqueness of the coast of Lombok can be seen on GiliTrawangan, famous for its clean, blue, and green sea. In addition, GiliTrawangan is also famous for its sunset waves where, at the moment of sunset, tourists surf, dive to see the uniqueness of the existing flora, and prepare to welcome the night. The uniqueness of each beach gives an added value for tourists to come back to the beach in Lombok.

Authenticity of the beaches of Lombok is an important thing assessed by tourists for a re-visit. The authenticity of a maintained beach will make tourists feel calm and enjoy their time when visiting. The variety of cultures shown also makes tourists feel happy with their visit. Cultural diversity observable around the coast of Lombok is when there is a smell of nyale held around the Mandalika beach. The smell of nyale itself is of ceremony known for catching sea worms around coral pits at sea level. Many tourists will take a part in the ceremony. This is a new experience done by tourists. Tourists tend to be happy about their time when trying new things they have never tried before. On the coast of Lombok a lot of cultural diversity is maintained and so is its authenticity, so that tourists can judge that the beach is worth their re-visit.

Tourist satisfaction can be assessed from various factors which make visitors feel happy and enjoy their time when visiting. Tourists, when paying a repeat visit to the same beach, can be interpreted that they are satisfied with the beach. However, tourists

are satisfied with the beaches in Lombok, but may not travel again due to several factors hampering the intention of revisit. Factors that hamper the intention to re-visit are financial problems, personal problems, and the safety factor of tourists. Trauma healing felt by tourists also determines the intention of coming back to the beach. Tourists are still reluctant to come back to the same beach due to the frequent occurrence of earthquakes in Lombok, so they will think twice when they decide to re-visit the beaches in Lombok.

Tourists can enjoy the events taking place around the beaches. Mandalika beach holds an annual international sports festival. This makes both foreign and domestic tourists come to take a part in the festival. Senggigi Beach, known for its calm nuance, is not surprising that on this site is a music event held every year, namely jazz music. In contrast to the Gili Air beach in Lombok, the beach has stunning nature. Besides, Gili Air offers tourists like having a private island. That is because Gili Air is always calm and has a small population, moreover, Gili Air is free of motorized vehicles, making their mind calm. Each beach has its own tourist attractions, so do the beaches in Lombok. The presence of the attractive activities held is expected to increase the number of visitors coming to the beach. In addition, it is hoped that they will visit again and recommend the beaches in Lombok to others. The attractions provided can be in the form of cultural diversity, music festivals or sports, events or other performances that take place around the coast of Lombok.

#### IV. CONCLUSION

Beach managers in Lombok are expected to provide improvements to the existing facilities on the Lombok coast. These facilities include sports facilities and recreational facilities. In addition, it is necessary to improve accommodation services such as lodging, transportation and restaurants so that tourists are satisfied with the experience of their visit. Good infrastructure to access the beaches in

Lombok also needs attention. The safety and or security factor also needs to be considered, because this will make tourists feel more secured when enjoying the beaches in Lombok. It should be coordination, synergy, and consistency among stakeholders to get maximal improvement of the beaches in Lombok.

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