



Factor Influencing Intention Repeat Tourism to Visit Singapore in New Normal based on Indonesia Traveler's

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Abstract

The Covid-19 pandemic which has spread in various countries has a severe impact on all sectors in every country, especially the economic and tourism sectors. One of which is Singapore, which has closed access to foreign tourism with a lockdown policy and has progressively implemented a series of steps to reduce the risk of a wider spread of the COVID-19 pandemic in the community. Singapore has managed to maintain sustainable tourism over the years. Several tourist attractions in Singapore have resumed operations after being closed for several months. Indonesia was the market for the first largest source of income from tourism for Singapore for five consecutive years in 2016. This study aims to determine the perception of Indonesian travelers to return to tourism after the Singapore government reopened tourism to foreign countries. The research method used is quantitative, the sampling technique uses non-probability sampling and a sample of 285 respondents is obtained. The analytical tool used Path analysis and the hypothesis uses a significance test using the Partial Least Square Structural Equation Model (PLS SEM). The results of this study indicate that destination attractiveness, tourist motivation, accessibility, and risk perception can directly revisit the intention of Indonesian tourists to travel in Singapore. Then, destination attractiveness and tourist motivation can affect the revisit intention of Indonesian tourists to travel back to Singapore after the Covid-19 outbreak.

Key words: Destination Attractiveness, Travel Motivation, Perceived Risk, Accessibility, Revisit Intention

1. Introduction

Tourism is a part, which is turning into the world's first industry due to social, cultural and economic effects in a way that many countries want from this industry through providing the right background and infrastructure and trying to satisfy tourists (Amiri and Momeni, 2011). For many countries, tourism is an important source of commercial activity, income, employment and international exchange (Mursalina et al., 2022). Many developed countries receive a large annual income from this tourism industry so other countries pay attention to expand this tourism industry so that the country can have profits, but it is very important for a country to develop the right infrastructure, to meet the demands of the tourists. and provide proper facilities For tourists, this can be relatively profitable for the industry (Harsani, 2020).

The tourism sector is one of the service sectors and a major pillar of Singapore's economy. The tourism sector currently contributes 4% to Singapore's gross domestic product (Singapore Tourism Board, 2020). Tourism plays an important role in strengthening Singapore's status as a dynamic global city that is a magnet for capital, business and talent. It also increases the quality and diversity of recreational options for residents and helps create a living environment in which Singaporeans can live comfortably (Tan and Ho, 2021). In fact, the Singapore government decided to position the country as a major business and leisure destination as well as a steady increase in annual tourist receipts (Singapore Tourism Board, 2020).

The Singapore government enforces massive protection of forest areas, establishes city parks, nature reserves and reservoirs such as the Marina Barrage and provides monetary incentives for land developers who incorporate green technology into the design and construction of new buildings (Singapore Tourism Board, 2020). Several companies in the country have also moved towards responsible tourism practices. However, it is not enough to rely solely on the

services provided to pave the way to responsible tourism (Tan and Ho, 2021). The Singaporean government will continue to build responsible tourism to establish itself as a tourist destination that is able to attract tourists, with the growth of domestic and global tourist arrivals throughout 2016-2020 which is presented in Figure 1.

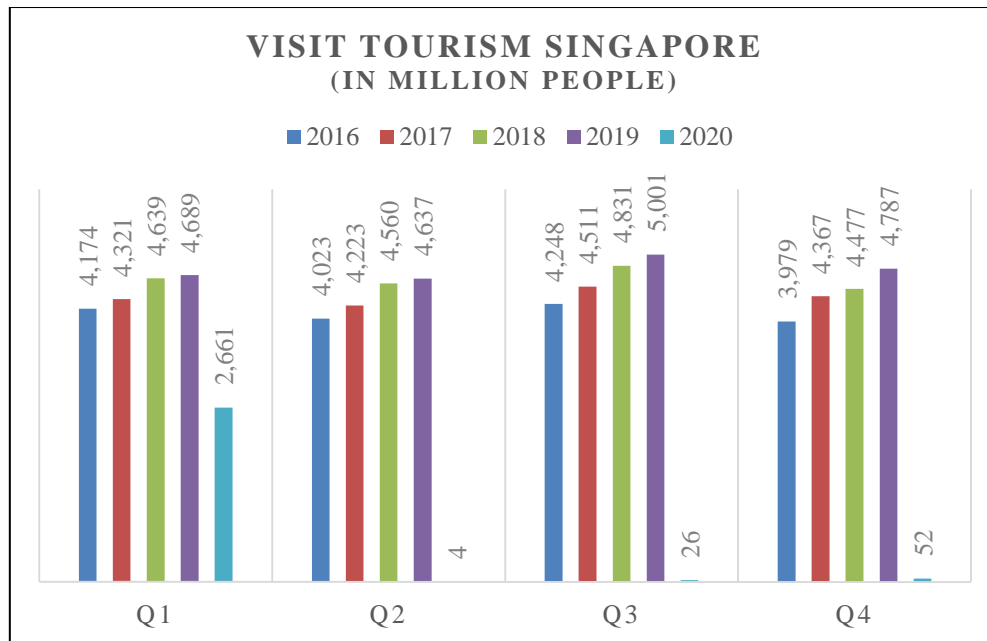


Figure 1. Framework Model

Based on Table 1, the number of data on visits by foreign tourists who come to visit Singapore has increased every year and is considered very good, thereby increasing state income and improving the economy of Singapore, but in 2020 there was a spread of the Covid-19 virus which caused Singapore imposed a lockdown and strict rules in maintaining the health of its people by temporarily closing foreign tourist trips to Singapore which caused a significant decrease in tourist arrivals that year. A tourism strategy is needed for Singapore, one of which is a marketing management strategy which in outline has elements that include several functions such as planning, organizing, mobilizing, monitoring, and evaluating businesses to expand sales, or increase the number of tourists.

Several previous studies have conducted empirical studies then the research conducted by Ramli et al. (2021), using the Confirmatory Factor Analysis method with 262 tourist volunteered who stated that tourist motivation its impacts towards perceived risk leads to revisit intention and motivation has impact to revisit intention tourism to Kinablu Mountain National Park in Sabah Malaysia. Furthermore, research conducted by Culic et al. (2021) who uses the structural equation model method with 2030 visitors to Serbia explain that destination attractiveness has a positive relationship with revisit intention. Furthermore, research conducted by Dian et al. (2020) using the SEM AMOS method with 100 tourist volunteered who stated that accessibility its itmpacs to revisit intention to Marine Tourism of The Wakatobi Regency.

Based on the problem, we developed by the Singapore government in dealing with the desire to revisit tourists, especially those in Indonesia and tackling the decline in visits from tourists after the impact of the Covid-19 outbreak, using research variables such as destination attractiveness, accessibility, tourist motivation, perceived risk and revisit intention using descriptive analysis and path analysis with a structural equation model (SEM) and Partial Least Square (PLS).

2. Literature Review

2.1. Destination Attractiveness

The main attraction of a destination is its attractiveness, and should be used to attract visitors. It relates to visitors' feelings and opinions about a destination's perceived ability to satisfy their needs (Vengesai, 2003). The attractiveness of a destination or city can be based on exogenous factors such as climate, proximity to mountains and oceans, and other natural resources, or man-made end lifestyle facilities (Broxterman et al., 2000). Moreover, cities with more historical landmarks, more parks, and fewer hazardous sites are considered more attractive (Carlino and Saiz, 2019). The unique experience and satisfaction offered by a destination can contribute to the main motivation of tourists to visit, and it can be an important attribute for a location to excel in its competition with other locations (Armis and Kanegae, 2020).

The tourism attractiveness of a destination is often considered as one of the main determinants of its tourism attractiveness. It reflects the feelings, opinions and perceptions of tourists about the destination perceived ability to meet holiday needs and attractiveness displays the special features of a destination that make it attractive to tourists (Choo et al., 2016). To summarize previously, the hypothesis for this study as follows:

- H₁**: Destination Attractiveness is positively associated with Revisit Intention Indonesia Traveler's on the Singapore Tourist Destination.
- H₅**: Destination Attractiveness, either directly or through Perceived Risk, has an impact on Revisit Intention Indonesia Traveler's on the Singapore Tourist Destination.

2.2. Tourist Motivation

Travel motivation is a condition that evokes encouragement in tourists to achieve their goals and travel motivation is a series of needs that make a person willing to participate in an activity and try to get the desired satisfaction (Kartini, 2015). Tourist motivation also shows that tourists tend to choose a destination or type of vacation that can satisfy their wants or needs. Motivation usually implies a state of need, which as a driving force to exhibit different behavior in a certain type of operation, and based on a preference to develop it and achieve some desired satisfying result (Chang et al., 2014). Motivational factors play an important role in influencing a person who feels a psychological imbalance that can be corrected by traveling (Fan et al., 2015).

Crompton (1979) argues that motivation is the starting point for understanding tourist satisfaction. and travel motivation is a significant psychological state, can be divided into push factors and pull factors. The interpretation is then taken as an efficient explanation by others. Drive motivation interprets the desire of tourists to travel, while pull motivation explains the choice of destinations related to tourism attributes (Dayour, 2013). To summarize previously, the hypothesis for this study as follows:

- H₂**: Tourist Motivation is positively associated with Revisit Intention Indonesia Traveler's on the Singapore Tourist Destination.
- H₆**: Tourist Motivation, either directly or through Perceived Risk, has an impact on Revisit Intention Indonesia Traveler's on the Singapore Tourist Destination

2.3. Accessibility

Hall (2004) defines accessibility quality as the ability of a destination to provide quality transportation methods to facilitate the movement of a person from one location to another spread and rural areas. Previous studies have revealed that the importance of accessibility quality is especially for rural tourism destinations because it is one of the important factors to influence tourists to make travel decisions (Litman, 2003). Furthermore, Yeoman et al. (2004) has considered that the availability, affordability, and convenience of tourism transportation infrastructure which improves the accessibility quality of a destination tends to lead to better success of a rural tourism destination.

Guiver dan Stanford (2014) argued that good quality of accessibility to a destination tends to increase the attractiveness of the destination and attract tourists to visit, furthermore this attraction will also increase tourist satisfaction. Previous studies have envisaged that accommodation quality has a significant relationship with tourist satisfaction (Nam et al., 2011). Better accommodation quality tends to increase the value that tourists feel about their spending, and this will increase the level of tourist satisfaction (Frías-Jamilena et al., 2013). To summarize previously, the hypothesis for this study as follows:

- H₃**: Accessibility is positively associated with Revisit Intention Indonesia Traveler's on the Singapore Tourist Destination.
- H₇**: Accessibility, either directly or through Perceived Risk, has an impact on Revisit Intention Indonesia Traveler's on the Singapore Tourist Destination.

2.4. Perceived Risk as a Moderator

Perceived risk is defined as a tourist can take any major risk while traveling, it refers to the consumer's perception of the overall negative impact of a particular behavior. If it exceeds the acceptable level, it may affect travel behavior. Perceived risk is the perception of a dangerous situation. If customers feel that the trip is too risky, they will change their destination plans, for example, by not booking, canceling, or evacuating from the perceived risk destination (Moreira, 2008). Perceived risk is an important determinant of willingness to be involved in health protection and risk can affect one's behavior in the context of new observable and unpredictable hazard such as the Covid-19 virus. Perceived risk is the consumer's perception of the probability that an action may expose them to the perceived danger of being considered over-the-top (Khan et al., 2017).

According to Al-Gasawneh and Al-Adamat (2020), tourists will perceive some risk or degree of uncertainty and potential impact during the buying process involving destinations and trips. These risks include financial and social

losses as well as psychological and physical risks. The literature highlights a negative relationship between tourists' perceived risk and their return intention to a destination (Artuğer, 2015). This risk perception usually arises from the uncertainty experienced when visiting a destination, such as natural disasters, food security, financial crises, infrastructure problems, bad weather conditions, political conditions, and acts of terrorism (Schroeder and Pennington-Gray, 2015). To summarize previously, the hypothesis for this study as follows:

H₄ : Perceived Risk is positively associated with Revisit Intention Indonesia Traveler's on the Singapore Tourist Destination.

2.5. Revisit Intention

Revisit intention is based on the willingness of tourists to visit the same destination or other tourist objects in the same destination (Kozak, 2001). Revisit intention is a major research topic in tourism destinations and has been mentioned as an important behavioral intention and the conception of revisit intention is from behavioral intention, which is the act of repeating a previously pleasant experience (Jani and Han, 2011). Beck dan Crompton (2000) said that the intention to revisit as a tourist's willingness to visit again within one year and their willingness to frequently travel to their destination.

According to Cheng and Lu (2013), the importance of the willingness of foreign tourists to visit again is related to future behavior because they will spread positive word of mouth by recommending to friends or relatives. Retaining loyal visitors is critical to generating revenue and reducing marketing costs in tourist destinations. The framework model for path analysis can be seen in Figure 1.

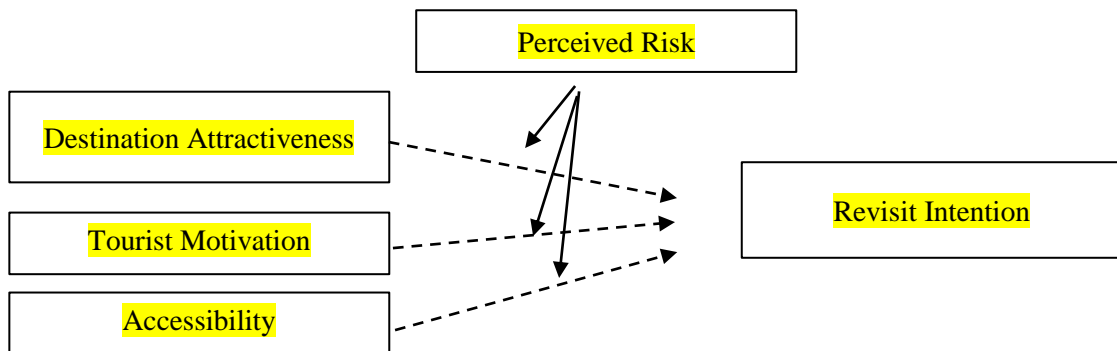


Figure 2. Framework Model

3. Methodology

3.1. Sample and Procedure

The object of research in this study is located in Indonesia with the research subject being have been to Singapore for a tourism. This study uses primary data sources, data obtained from respondents through questionnaires, or data generated from interviews of researchers with informants then secondary data which refers to data collected by other people. The population and sample in this study are tourists who travel to the country Singapore tourism destination in 2016-2020.

The sampling technique used in this study is Non Probability Sampling and the sample used is purposive sampling, namely the sample is selected by giving certain conditions to respondents who have met the sample criteria, namely have been to Singapore for a tour at least 1 visit and Goeldner and Ritchie (2006) suggest that tourists are individuals who travel far from his home for a distance of at least 50 miles for different purposes such as business, personal affairs, and pleasures (the average distance traveled by the selected sample in this case study is 60 miles) are willing to be research respondents. For this reason, the distribution of questionnaires was carried out randomly in every tourist destination center in the Indonesia visited to Singapore Tourist Destination as many as 300 questionnaires. In the end, the total sample received in this study was 292 questionnaires through the e-form that had been made, of which only 285 samples could be used to analyze the data in this study.

3.2. Instrument

To ensure the validity of this study, most of the items in this study were adopted from the authors. Destination attractiveness adapted from (Armis and Kanegae, 2020), Motivation adapted from (Ramli et al., 2021); accesability adapted from Yusuf et al. (2021); perceived risk adapted from Artuğer, (2015); and revisit intention adapted from (Cheng and Lu, 2013). All cons.tructs tested were measured on a 5-point Likert-type scale ranging from 1 (strongly

disagree) to 5 (strongly agree). The questionnaire was prepared in English. Items with redundant and ambiguous meaning were omitted, and some missing items were added to improve the quality of the measurement. The validity and reliability of the survey research is thus considered adequate.

3.3. Measures and Analysis

The measurement model was tested with a Structural Equation Model (SEM) equation model using Partial Least Square (PLS).

4. Findings and Discussion

A total of 300 responses were obtained from the online survey, we have use 285 responden . The average age of the participants was 20-30 years with a range of age < 20 years to > 50 years. The domicile area of the respondents is dominated by Indonesian citizens and 57.6% of the participants are male, 29.3% the participants is a entrepreneur and 32.4% of respondents Around in the 5-10 million Pph interval. More details can be seen in Table 1.

Table 1. Demographic profile of the respondents

Demographics	%
Gender	
Male	57.6
Female	42.4
Age	
<20	17.4
20-30	34.1
31-40	28.2
41-50	12.8
>50	7.5
Income (PPh, million/month)	
0-5	24.2
5-10	32.4
10-15	18.1
15-20	14.2
>20	11.1
Occupation	
Entrepreneur	29.3
Government employees	19.3
Professional	12.5
Private employees	21.4
House wife	7.2
Student/college student	10.3

4.1. Evaluation of the Outer Model

The measurement model (outer model) is a measurement model to assess the validity and reliability of the model. Data analysis using SmartPLS software is based on convergent validity, discriminant validity, and composite reliability. The rule of thumb that is commonly used to assess validity is that the loading factor value must be more than 0.7 for confirmatory research and the loading factor value between 0.6-0.7 for exploration is still acceptable and the AVE (Average Variance) value is acceptable. The convergendt validity can be seen in Figure 2.

Based on the Figure 2, it can be stated that the measurement model already has adequate convergent validity by looking at the factor weight coefficients which are all greater than 0.50.

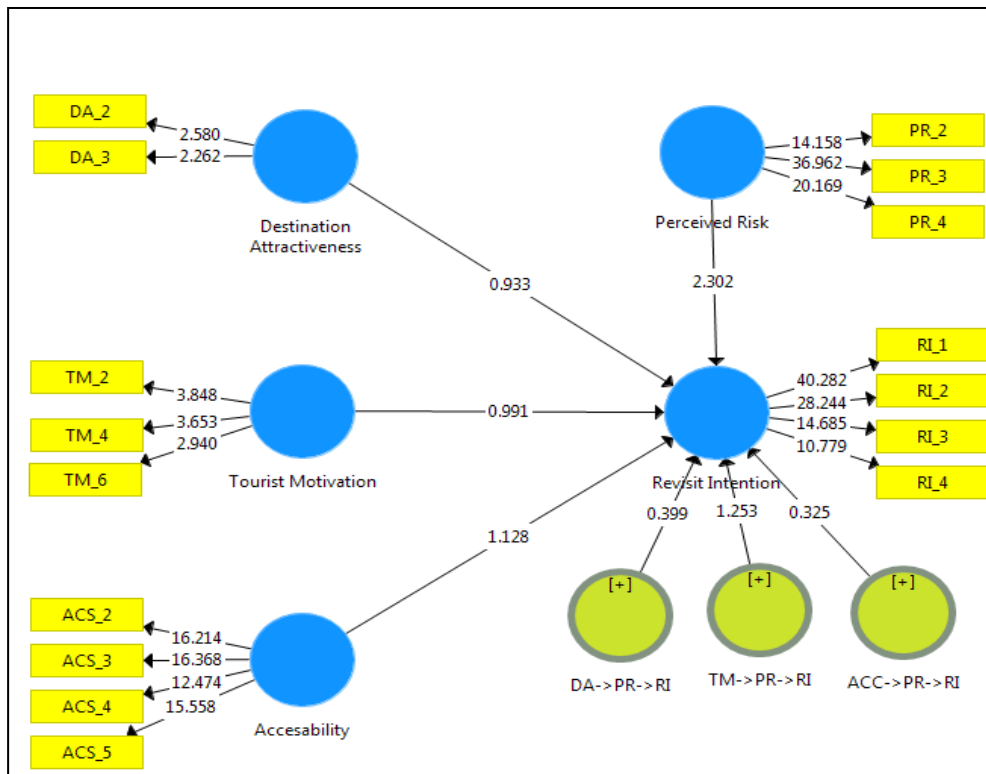


Figure 2. Convergent Validity

4.2. Convergent Validity

The measurement of convergent validity of the measurement model uses reflective indicators that are assessed based on the loading factor of the indicators that measure the construct. Table 2 show the average variance extracted.

Table 2. Average Variance Extracted

Variable	(AVE)
Destination Attractiveness	0.753
Tourist Motivation	0.671
Accesability	0.651
Perceived Risk	0.729
Revisit Intention	0.693

Based on the Table 2, the measurement model testing, the following explanation for all variable constructs in this study that all indicators have a loading factor above 0.5. Then for testing the analysis of data measurement will use the Discriminant Validity test.

4.3. Discriminant Validity

Measurement of discriminant validity is assessed based on cross loading measurements with the construct or by comparing the roots of AVE presented in the Table 3.

Tabel 3. Discriminant Validity

	Accesability	Destination Attractiveness	Perceived Risk	Revisit Intention	Tourist Motivation
Accesability	0.807				
Destination Attractiveness	0.266	0.868			
Perceived Risk	0.668	0.235	0.854		
Revisit Intention	0.211	0.081	0.259	0.832	
Tourist Motivation	0.585	0.417	0.512	0.139	0.819

Based on Table 3, the measurement model test can be seen that the square root value of AVE (0.807, 0.868, 0.854, 0.832 and 0.819) are greater than each variable construct. After testing the validity of the statement items from the Average Variance Extracted and Discriminant Validity, it was obtained that all statement items were declared "Valid". Then for testing the measurement data analysis will use the Reliability test.

4.4. Reliability Test

Reliability testing is the next stage carried out by researchers to test the instrument of a data. The reliability test on PLS can use two methods, namely the reliability of Cronbach's alpha and Composite. The measurement of the reliability coefficient of Cronbach's alpha and Composite which shows a value of 0.6 indicates that the reliability is considered poor, but can still be used for further analysis, and if the reliability coefficient of Cronbach's alpha and Composite shows a value of 0.6 to 0.7 then the reliability can be If accepted, if the coefficient value is 0.8, it can be stated that the reliability is considered good (Cooper and Schindler, 2010), this will be presented in Table 4.

Table 4. Cronbach Alpha Value and Composite Reability

	Cronbach's Alpha	Composite Reliability
Destination Attractiveness	0.682	0.859
Tourist Motivation	0.757	0.859
Accesibility	0.822	0.882
Perceived Risk	0.813	0.889
Revisit Intention	0.863	0.900

Based on Table 4, it can be seen that the reliability values of Cronbach alpha and Composite of each variable indicate that the reliability can be declared adequate.

4.5. Analysis Coeffecient Determination

Structural capital in PLS is evaluated by using R^2 or R Square in explaining how much the dependent variable affects the independent variable presented in the Table 5.

Table 5. R Square Value

	R Square	R Square Adjusted
Revisit Intention	0.852	0.621

Based on the Table 5, it can be seen that the R^2 value for revisit intention is 0.852, which means that the destination attractiveness, tourist motivation, accesibility, and perceived risk variables can affect revisit intention by 85.2% and the remaining 14.8% can be explained by other variables.

4.6. Hypothesis test

For the dependent variable and the coefficient value on the path (β) for the independent variable, the significant value is then assessed based on the t-statistic value of each path. The structural model or inner model presented in the Table 6.

Table 6. Hypothesis Testing Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Destination Attractiveness -> Revisit Intention	0.091	1.983	0.035
Tourist Motivation -> Revisit Intention	0.089	1.991	0.042
Accesability -> Revisit Intention	0.097	2.128	0.026
Perceived Risk -> Revisit Intention	0.094	2.302	0.022

Based on the Table 6, we have concluded that:

- Effect of Destination Attractiveness on Revisit Intention

The results of the hypothesis test show that the path between destination attractiveness and revisit intention has a beta coefficient value of 0.035 and a t-value of 1.983, this shows that destination attractiveness has a positive and significant effect on revisit intention Indonesia Traveler's on the Singapore Tourist Destination.

- Effect of Tourist Motivation on Revisit Intention

The results of the hypothesis test show that the path between tourist motivation and revisit intention has a beta coefficient value of 0.042 and a t-value of 1.991, this shows that tourist motivation has a positive and significant effect on revisit intention Indonesia Traveler's on the Singapore Tourist Destination.

- Effect of Accesability on Revisit Intention

The results of the hypothesis test show that the path between accesability and revisit intention has a beta coefficient value of 0.026 and a t-value of 2.128, this shows that accesability has a positive and significant effect on revisit intention Indonesia Traveler's on the Singapore Tourist Destination.

- Effect of Perceived Risk on Revisit Intention

The results of the hypothesis test show that the path between perceived risk and revisit intention has a beta coefficient value of 0.022 and a t-value of 2.302, this shows that perceived risk has a positive and significant effect on revisit intention Indonesia Traveler's on the Singapore Tourist Destination.

Then, for moderating hypothesis testing can be seen from the structural model or inner model. Table 7 show the moderating effect test results.

Table 7. Moderating Effect Test Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Destination Attractiveness -> Perceived Risk ->Revisit Intention	0.102	2.399	0.039
Tourist Motivation -> Perceived Risk ->Revisit Intention	0.098	2.453	0.021
Accesability -> Perceived Risk ->Revisit Intention	0.021	0.325	0.415

Based on the Table 7, we have concluded that:

- The Influence of Destination Attractiveness on Revisit Intention Moderating Perceived Risk

The results of the hypothesis test show that the path between destination attractiveness, revisit intention and perceived risk has a beta coefficient value of 0.039 and a t-value of 2.399, this shows destination attractiveness has a positive effect on revisit intention through perceived risk Indonesia Traveler's on the Singapore Tourist Destination.

- The Influence of Tourist Motivation on Revisit Intention Moderating Perceived Risk

The results of the hypothesis test show that the path between tourist motivation, revisit intention and perceived risk has a beta coefficient value of 0.021 and a t-value of 2.453, this shows that tourist motivation has a positive effect on revisit intention through perceived risk Indonesia Traveler's on the Singapore Tourist Destination.

- The Influence of Accesability on Revisit Intention Moderating Perceived Risk

The results of the hypothesis test show that the path between accesability, revisit intention and perceived risk has a beta coefficient value of 0.415 and a t-value of 0.325, this shows that accesability has a negative effect on revisit intention through perceived risk Indonesia Traveler's on the Singapore Tourist Destination.

5. Discussion And Implication

This study contributes to understanding the research model of tourist revisit intention and examines the role of the moderating effect of perceived risk on the relationship between destination attractiveness, tourist motivation, accessibility and revisit intention under the post-COVID-19 recovery phase in Singapore tourist destinations. The main purpose of this study was to examine the relationship between destination attractiveness, tourist motivation, accessibility to revisit intentions, and the moderating role of perceived risk. The results show the significance that

destination attractiveness, tourist motivation, accessibility and perceived risk can directly affect the revisit intention of Indonesian tourists to tourist destinations in Singapore. Many visitors see learning the cultural values that exist in each country is an interesting activity to carry out. Visitors hope to learn something new, and they look for opportunities to visit historical sites to learn about the values inherent in these sites (Nguyen and Cheung, 2016). The findings from the current model reveal that access is an underlying factor in visiting travelers from Indonesia to visit Singapore. Tourist visits aim to bring together people from different backgrounds, leading to new friendships and networks that contribute to the intention of future return visits, these cultural experiences contribute to the motivation for repeat visits.

6. Conclusions

Revisit intention is a variable that must be considered for the management of a tourism destination, because it will have an impact on the wishes and plans of visitors to return to the tourist attraction in the projected period of time, if tourists tend to be filled with motivation, attractiveness and easy access to make it easier for them to be strong. to revisit a destination at a time. Interestingly, the easy access to Singapore for travelers from Indonesia has the highest influence on the intention to return to tourist destinations in Singapore.

This study can answer the previous question, namely whether destination attractiveness, tourist motivation, accessibility, and risk perception can affect the revisit intention of Indonesian tourists to tourist destinations in Singapore, then with a significant relationship between destination attractiveness and tourist motivation where risk perception is a mediating variable. on the interest of returning Indonesian tourists to Singapore tourist destinations after the spread of the COVID-19 pandemic in Singapore.

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