

**THE INFLUENCE OF DESTINATION ATTRIBUTES AND  
TOURIST MOTIVATION TOWARD REVISIT INTENTION  
IN BELITUNG ISLAND, INDONESIA**

By

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### THE INFLUENCE OF DESTINATION ATTRIBUTES AND TOURIST MOTIVATION TOWARD REVISIT INTENTION IN BELITUNG ISLAND, INDONESIA

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According to Som et al. (2012), the most important factors influencing tourist to revisit a place are based on tourism destination attributes and tourist motivation. Belitung Island is one of the tourist destinations in Indonesia that is famous for its nature beauty. Hence, this research aims to determine (1) whether destination attributes influence revisit intention in Belitung Island, (2) whether tourist motivation influences revisit intention in Belitung Island, and (3) whether destination attributes and tourist motivation simultaneously influence revisit intention in Belitung Island. This research used quantitative research methods and the data was analyzed with multiple linear regression models. The sample was determined with random sampling method. The questionnaires were distributed to 105 people who have visited Belitung Island. Then, the data was analyzed with SPSS. The result shows there is moderate influence between destination attributes and revisit intention (57.6%), moderate influence of tourist motivation towards revisit intention (54.7%), and destination attributes and tourist motivation simultaneously influence revisit intention (60.1%). The result also provides several recommendations for the management in hopes that it will increase the tourist's revisit intention to Belitung.

Keywords: *Destination Attributes, Tourist Motivation, Revisit Intention*



## **DEDICATION**

I dedicate this works for myself, my family, friends, and my future husband.



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## TABLE OF CONTENTS

STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	8
LIST OF FIGURES.....	12
LIST OF TABLES.....	13
CHAPTER 1 – INTRODUCTION.....	14
1.1. Background.....	14
1.2. Scope and Limitation.....	18
1.3. Research Problems.....	18
1.4. Research Question.....	19
1.5. Research Objective.....	19
1.6. Significance of Study.....	19
1.7. Thesis Structure.....	20
CHAPTER 2 - LITERATURE REVIEW.....	21
2.1. Framework of Thinking.....	21
2.2. Tourism.....	22
2.3. Destination.....	22
2.3.1. Destination Attributes.....	23
2.4. Tourist.....	24
2.5. Motivation.....	25
2.5.1. Tourist Motivation.....	27
2.6. Revisit Intention.....	28
2.7. Previous Studies.....	30
2.8. Differences with Previous Researches.....	40
2.9. Hypothesis and Research Model.....	40
2.10. Research Model.....	41



CHAPTER 3 – RESEARCH METHODS .....	42
3.1. Research Process.....	42
3.2. Type of Research .....	43
3.3. Types of Data.....	43
Primary Data .....	43
Secondary Data .....	43
3.4 Research Instrument.....	44
3.5. Operational Variable.....	45
3.6. Population and Sample .....	47
3.6.1. Sample.....	47
3.7. Method of Analysis.....	48
3.7.1. Pre-test.....	48
Validity Test.....	48
Reliability Test.....	49
3.7.2. Post-test.....	49
Classical Assumption Test.....	49
Normality Test .....	49
Heteroscedasticity Test .....	49
Multicollinearity Test.....	50
Correlation Test .....	50
Regression.....	51
Hypothesis Test.....	51
F-test .....	51
T-test .....	52
CHAPTER 4 – RESULTS AND DISCUSSIONS .....	53
4.1 Overview of Research Project .....	53
Vision and Mission of Belitung Island .....	56
4.2. Respondent Profile.....	57
Characteristic of Respondents based on Gender.....	57
Characteristic of Respondent based on Age .....	57
Characteristic of Respondent based on Visit Frequency .....	58
Characteristic of Respondent by the Purpose of Visiting Belitung .....	59
Characteristic of Respondent based on Occupation.....	59

Characteristic of Respondent based on Hobbies.....	60
4.3. Pre-test.....	61
Validity Pre – Test .....	61
Reliability Pre-test .....	64
4.4. Post – Test.....	64
Validity Post-test.....	64
Reliability Post-test.....	67
4.5. Classical Assumption Test.....	67
Normality Test .....	67
Heteroscedasticity .....	68
Multicollinearity .....	69
4.6. Hypothesis Test.....	70
T-test Result for First Hypothesis .....	71
T-test Result for Second Hypothesis.....	72
F-test for Third Hypothesis.....	73
4.7. Discussions .....	74
Discussion for First Hypothesis.....	74
Discussion for Second Hypothesis.....	75
Discussion for Third Hypothesis .....	75
CHAPTER 5 – CONCLUSION AND RECOMMENDATION .....	77
5.1. Conclusion .....	77
5.2. Recommendations.....	78
Recommendation for Future Research.....	78
Recommendation for Managerial Implication .....	78
GLOSSARY .....	80
REFERENCES .....	81
APPENDIX A: QUESTIONNAIRE - ENGLISH VERSION.....	85
APPENDIX B: QUESTIONNAIRE – INDONESIAN VERSION.....	90
APPENDIX C: EXCEL RAW DATA.....	97
APPENDIX D: IBM SPSS STATISTICS VERSION 20 OUTPUT .....	109
APPENDIX E: PICTURES.....	131

