



Planned Behaviour Theory: An Examination of the Intention to Return among Indonesian Hotel Resort Tourists

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ABSTRACT

Objective – The intention of visitors of resort hotels is a highly studied topic. More specifically, the aim of the study is to analyse the intention of tourists to return to resort hotels in Indonesia.

Methodology/Technique – An explanatory method was used with 388 visitors of resort hotels selected as the sample based on a random sampling technique. The chosen data analysis method is covariant SEM.

Findings – The results confirm that the intention to return is based on the planned behaviour theory with variable factor weights. The intention to return can be predicted from the statements of hotel visitors based on responses about their affection, cognition and behaviour.

Novelty – The statements provided in this study that show that visitors' expectations of multidimensional resort hotels identifies a need for improvement. This research emphasizes the importance of examining the behaviour of hotel visitors.

Type of Paper: Empirical

JEL Classification: M10, M14, M19.

Keywords: Intention to Return; Resort Hotel Tourist; Attitude; Indonesia; Tourist Destination.

1. Introduction

The behavior of tourists is multidimensional and travel is not only based on mere rationality. Dichter (1947) says that emotions and psychology, which are sometimes irrational, affect customer behavior. Research on the use of technology to build theories about customer behavior, both the theory itself and the use of theory in the resort hotel industry, is limited. Most hotel resort practitioners have practices that seem separate from theory and academics.

* Paper Info: Revised: January 16, 2019

Accepted: March 04, 2019

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Researchers have studied the gap in theories that seek to explain customer behavior in resort hotels. This study examines the determinants of customers returning to the hotel. Attitudes, subjective norms and customer satisfaction influence the customer's intention to return (Goh, 2015). Customer behavior has gained popularity as a research topic (Tsang & Hsu, 2011). The last significant discussion in marketing is customer behavior (Greene et. al., 2017). Research on customer behavior is a new topic in the hotel industry (Cantalops et al., 2014). Therefore, there is a need for marketing research in hospitality and tourism for better tourism disciplines. Woodside (2017) adds that research on consumers' intention to return is the tip of the development of tourism theory. Seow et al (2017) further states that only a small amount of research space emphasizes the variables that affect tourists' intentions. Payag et al (2015) explains that there is still a weak knowledge of antecedents for variables of customer behavior in the tourism industry. Interest in research concerning customer behavior (intention to return) influences the development of research in the tourism industry.

The development theory of customer behavior can be made more comprehensive by including the integrative framework proposed by Howard Sheth (1969), more specifically known as the meta-theory evaluation/subsequent consumption decision. The integrated conceptual framework regarding intentions to return offered in this research is based on the reconstruction of marketing science proposed by Lakatos (1968), that is, an integrated model conveying the ideas of Khun and Popper. Integrated models reflect the view that some theories about the behavior of resort hotel customers can be confronted with each other without the need to reject it. Exchange behavior cognitive dissonance theory, or plan behavioral theory, and information process theory can be used to explain the intention to return among consumers more comprehensively. The results of the study serve as a framework for understanding the behavior of resort hotel visitors based on their intention to return. The purpose of this study is to analyse the intention to return of the tourists of several resort hotels in Indonesia.

2. Literature Review

Referring to the behavioral indicators identified by Azjen (2005), attitude change is described by Fishbein and Yzer (2003). Behavioral tendencies (intention behavior) are influenced by someone's affection and knowledge. TPB explains and predicts individual behavior. A different opinion was expressed by Sniehotta (2014) who states that the main focus of criticism is the limited predictive validity of TPB. When reviewing the intentions of visitors and tourists, additional attention needs to be given to the attitude component of the Theory of Planned Behavior (Choo, 2011).

Goh (2015) suggests that the specific intention in relation to the hotel industry is defined as the degree to which someone to plans, or tries to stay, at boutiques hotel when traveling. From the perspective of the consumption process, visitor behavior is divided into three stages, namely: pre-visit, during the visit, and post-visit (William & Buswell: 2003). This is reinforced by Chen and Tsai (2007) who state that tourist behavior includes visiting options, subsequent evaluations, and the future intentions of customer behavior. Behavioral intentions are often used as indicators to explain actual behavior (Yan et. al., 2013). Abubakar et. al. (2016) explain that an intention to return is the willingness to visit a destination again. The intention to return can be measured as a degree of tendency to plan or try to stay at the hotel when traveling based on the next evaluation in the future that is confidence in the values that can be recovered. Baker and Crompton (2000) suggest that there are two dimensions, namely: an intention to recommend (desire to recommend to others) and the intention To revisit (desire to return to visit). Bahthiar and Hariadi (2011) identify three dimensions, namely: continue purchasing (that is visitors who intend to make purchases continuously or periodically), the purchase of (that is, visitors intend to purchase additional services), and testing new services (that is, visitors who intend to test new services). Changes in behavior, in general, can be explained using the theory proposed by Ajzen and Fishein (1975, 1981). The main factor of individual behavior is individual intention (behavior intention). The intention of hotel customers to revisit is influenced by attitude, subjective norms and perceived behavioral control.

Attitude is used to measure the extent to which a tourist's attitude in mediating the impact of certain factors on the intention to revisit (Huang & Hsu, 2009). Goh (2015) suggests that attitudes has an affect on revisit intention. Petrick, (2016) states that satisfaction (affective attitude) will have a positive effect on returning intentions (conative attitude). Attitude and satisfaction influence the intention to recommend and repurchase the product offered (Ibrahim and Najar, 2008). This is reinforced by Foxal (1985) who states that the dominant paradigm for consumer research in the context of marketing is cognitive information processing. The basic assumption is that observable behavior is preceded by an intrapersonal process through messages/information. Development of the theory of behavioral planning (TPB) is used to predict and obtain an overview of revisit intentions. In essence, psychological aspects can be used as a basis for predicting, controlling and explaining customer behavior. Behavioral tendency/behavioral intention, as stated by Choo et. al. (2016), using an integrated model for travel behavior, explains how customer behavior is based on attitudes and beliefs about the impact of an action which requires an integrated model based on the conditions that experts lack critical studies of previous theories in the hotel industry to understand customer behavior.

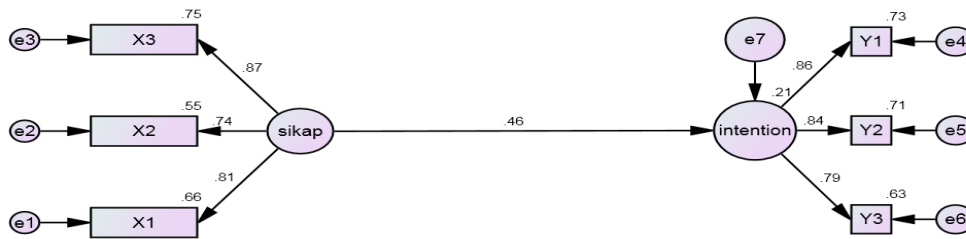
3. Research Methodology

This study uses descriptive verification research to survey 388 respondents. The population in this research consists of visitors who use resort hotel services located in the coastal area, prioritizing the potential of nature and the sea as an attraction. The 388 respondents were chosen randomly. The data analysis method used is SEM (Structural Equation Modelling).

The explanatory method is used to obtain data from the 388 visitors. Resort hotels that have a view of the sea, the beauty of the beach, and water sports facilities are chosen using random techniques. The control variables in this study include income, age and family size. The data is analysed using covariant SEM. Hair et. al. (2014) states that the sample amount must be at least 200. Resort hotels located in one of the tourist destinations set by the Tourism of Ministry in 2017 are West Java. The intention to return is measured based on continued purchasing, purchasing additional services, and testing new services. Attitudes as a result of hotel customer evaluation of the entire hotel based on its interaction with objects or hotel attributes is measured based on oral statements about affection, knowledge and behavior. The answer scale uses a rating scale of 1-5. The provisions refer to Ghazali and Latan (2015) and Hair et. al. (2014) for the rule of thumb >0.7 , average variance extracted (AVE) >0.5 and communality >0.5 for confirmatory and exploratory research. Discriminant validity with a reflexive indicator by looking at the cross loading value for each variable must be >0.7 . Reliability testing is conducted in two ways: using a Cronbach Alpha and composite reliability often called Dillon – Goldstein's rule of thumb which is commonly used to assess the reliability of a construct that has a composite reliability value of >0.7

4. Results

The results confirm that the intention to revisit is based on the planned behavior theory with variable factor weights. The intention to revisit can be predicted from the statements of hotel visitors based on responses about affection, cognition and behavior. Statements that show visitors' expectations of multidimensional resort hotels need improvement. This research emphasizes the importance of understanding the behavior of hotel visitors.



The results of the variable description show that the attitude of the visitors is less positive. The intention to return falls within the middle group. The results show that all variables have a factor weight above 0.4 (Hair et. al. (2014) for both the attitude variables and intention variables. This means that it is removed from the model. Attitude is therefore a predictor of the intention to return. The value of the Average Variance Extracted for attitude is 0.65, meaning that on average, 65% of the information contained in each indicator is reflective of the latent variables. The value of the composite reliability latent variable of attitude of 0.91 which is greater than recommended (0.70). The intention to revisit variable shows that the three dimensions have consistency to measure the intention to visit latent variable by 57%, with CR amounting to 7.924. For the intention to revisit, the Average Variance Extracted value is 0.65, meaning that on average 69% of the information contained in each indicator is reflective of the latent variables. The value of the composite reliability latent variable of attitude is 0.95 greater than recommended (0.70). The estimated value effect of attitude on intention is 0.46. The CR (critical ratio) value obtained is 7.676, larger than the standard error value the higher the score, the more valid the measuring indicator is. Value can be used as a reference for the universal parameters of the proposed model. The value is not much different between the different analysis units. The measurement results are in accordance with standardized results.

5. Discussion

The tendency of customers to revisit to a hotel is affected by their intention to return (revisit intention). The higher their revisit intentions, the more likely they are to enjoy the services offered to hotel customers. Revisit intention is the focus of attention and is proof of the ability of the hotel to predict behavioral changes through the system of dominant influential factors, in line with previous research by Abubakar et. al. (2016) which describes the intention to revisit as a degree of tendency to plan or try to stay at the hotel when traveling based on the next evaluation in the future, that is, confidence in the values that can be recovered. The results of prior studies have shown that the intention to return is a measurement tool of consumer behaviour or consumer satisfaction. For example, Petrick (2016) concludes that satisfaction (affective attitude) will have a positive effect on returning intentions (cognitive attitude).

The hotel operators perspective shows that psychological ideas based on behavioral manifestations will give the hotel an advantage, that is, customers will be more likely to return to the hotel. The existence of discrepancies between two cognitive elements that are not consistent according to customer perceptions that cause psychological discomfort will cause a person to move to another vendor. The results above support the

findings of prior research from Ibrahim and Najar (2008) who state that attitude and satisfaction influence the intention to recommend and repurchase the products offered. In this research, the results show that the value received is evaluated and used as a basis for assessment. The attitudes demonstrated by the customers is the attitude obtained from the evaluation results of the visitors. Conformity between instrumental values held by customers such as being open minded, clean and imaginative will determine future attitudes of the visitors after consuming the values offered by the hotel resort.

6. Conclusion

The higher value that the customer receives compared to the value given by the customer to the hotel, the more likely the customer is to be satisfied with their stay. Consumer perceptions of products, objects, behaviors and events that are driven by trust, feelings, and impressions will influence their attitudes toward those experiences. Vendors can seek to improve customer attitudes by delivering information and services, including, for example, building an image as a resort hotel that is suitable for families. These results are consistent with research by Goh (2015) which suggests that the specific intentions in relation to the hotel industry is defined as the degree of someone to plan, or try to stay at boutiques hotel when traveling. These findings are also consistent with research by Chen and Tsai (2007) that states that tourist behavior is included in visiting options, subsequent evaluations and the future intentions of the customer.

This research can be used as an operational framework to improve the revisiting intentions of consumers. Further research on the intention to return of visitors to resort hotels should expand the scope of the study sample to obtain more in-depth information on this issue. Any further research in this area might be helpful for the development of procedures and processes concerning the tourism industry.

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