

The Analysis of Visitor Behavior to Sibatana Tourism Village, Karangasem Bali

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Abstract

Sibatana Tourism Village is a unique destination based on natural tourism attractions in Bali. The beauty of natural scenery and Salak Agrotourism are excellent tourist attractions for visitors. The COVID-19 pandemic had a significant impact on changes in visitor behavior when traveling. The competitiveness of tourist villages and the unknown reasons for visitors to travel to Sibatana Tourism Village becomes an important to carry out a research related to visitors' behavior analysis. This research aimed to analyze the behavior of visitors who traveled to Sibatana Tourism Village based on six correlations between latent variables. This research method uses a quantitative approach with a sample of 100 respondent taken collected with accidental sampling method. The data analysis techniques included structural equation modeling (SEM) with the SmartPLS 3.3.5 Student Version analysis tool and qualitative descriptive analysis technique. The results of the analysis of visitors' behavior to Sibatana Tourism Village in this study indicates that (1) visitor motivation has a significant effect on visitor satisfaction; (2) service quality has a significant effect on visitor satisfaction; (3) visitor satisfaction has a significant effect on the image of the destination; (4) the image of the destination has a significant effect on the intention to revisit; (5) visitor motivation has a significant effect on the intention to revisit; and (6) service quality has no significant effect on the intention to revisit.

Keywords: visitor behavior; motivation; service quality; satisfaction; destination image; revisit intention.

INTRODUCTION

Background

The COVID-19 pandemic had a significant impact on changes in visitor behavior when traveling. Chebli & Said, (2020) emphasized that the pandemic greatly affected the behavior of visitors in

choosing tourism destinations. Samarathunga & Gamage (2020) research stated that reviving tourism in the midst of a pandemic can be done by prioritizing environmentally friendly tourism based on natural tourist attractions. Therefore, tourist attraction in village area is ideal option to be developed during the COVID-19 pandemic. Sibatana Tourism Village is a unique

tourism destination based on natural tourist attractions in Bali. The beauty of the natural scenery and Salak Agrotourism make an excellent tourist attraction for visitors.

The decline in tourist from overseas to Sibatana Tourism Village, causes managers to tend to rely on local visitors, who lives in Bali, for tours. Until now, it is not known why visitors travel to Sibatana Tourism Village. Predicting visitor behavior can help design the right pattern that influence visitors to visit the place and offer the right tourism products to visitors (Suprihatin, 2020). According to Darumurti et al., (2019) visitor behavior patterns need to be analyzed to properly manage visits to tourist villages and to sustain the tourism. Visitor behavior can be viewed from the perspective of visitor motivation and service quality so that it becomes important in shaping satisfaction, and satisfaction can create a positive destination image, which then creates revisit intentions. The competitiveness of tourist villages in Bali requires the right strategy to attract and increase visits to Sibatana Tourism Village by optimizing its tourism potential.

Based on the logical flow described above, it become interesting to gain better understanding on the behavior of visitors who travel to Sibatana Tourism Village. Previous research conducted in the Sibatana Tourism Village tends to focus on the agricultural sector. There are no research that investigated the trends in visitor behavior during the COVID-19 pandemic. It is hoped that with this research, problems and phenomena that cause visitors to choose to travel to Sibatana Tourism Village that is not yet known can be identified. The differences in the results of previous studies also encourage this research to analysis the behavior of visitors who travel to Sibatana Tourism Village. Therefore, this problem needs to be studied because, if it is left unchecked, it is predicted that it will result in a mismatch between the target market in marketing Sibatana Tourism Village and

meeting the needs of visitors.

The aims of this study include (1) to analyze the effect of visitor motivation on visitor satisfaction; (2) to analyze the effect of quality of service on visitor satisfaction; (3) to analyze the effect of visitor satisfaction on the image of the destination; (4) to analyze the effect of the destination image on the intention to revisit; (5) to analyze the effect of visitor motivation on the intention to revisit; and (6) to analyze the effect of quality of service on the intention to revisit. This phenomenon need attention both academically and practically to gain a better understanding on the behavior of visitors visited Sibatana Tourism Village, Karangasem, Bali.

LITERATURE REVIEW

The COVID-19 pandemic significantly influenced changes in visitor behavior patterns when traveling and choosing tourist destinations to visit. Chebli & Said (2020) confirms that changes in visitor behavior during pandemic, such as choosing close tourist destinations, tourist attractions that are far from the crowds and not so well known, paying attention to cleanliness and health, and choosing private trips. Travel insurance is very important to them. Understanding visitor behavior is important for tourism village managers (Sangadji & Sopiah, 2013). This then become an important issue to understand visitor behavior to be able to predict and control visitors.

The analysis conducted on visitor behavior during the COVID-19 pandemic found that having a good understanding and sensitivity to visitor motivation will make it easier for managers to identify visitor needs and satisfaction (Suprihatin, 2020). This result is also supported by previous research, which significantly influences visitor motivation and visitor satisfaction (Suryawardani et al., 2017; He & Luo, 2020). The motivation of visitors is

the basis in shaping the behavior of visitors in traveling. The higher the level of positive motivational behavior in the minds of visitors, the satisfaction felt by visitors will also increase. Meanwhile, the research results by Ummasyroh et al., (2017) stated that motivation of visitor had no significant effect on visitor satisfaction. Creating visitor satisfaction, can be viewed from the quality of service.

Visitor behavior is also shown thru satisfaction with service quality. Service quality measures how well the level of service provided can match visitors' expectations, meaning that service quality is the needs and desires of visitors as determined by the company or tourist destination manager (Purnami & Suryawardani, 2018). Previous research has stated that quality of service has a significant and positive influence on visitor satisfaction (Ramdhani & Astuti, 2019; Dethan et al., 2020). The more delighted visitors are, the better the service quality they received.

The behavior of satisfied visitors also plays an important key in enhancing the image of a destination. Susanto's, (2017) research stated that visitor satisfaction behavior positively and significantly influences the image. According to Khumeini et al., (2020), visitor satisfaction has a significant effect on the image of the destination. If visitors are satisfied, it will show the possibility of buying the same tourist product at a destination. In addition, if the customer is dissatisfied, it will damage the destination's image. Meanwhile, research findings from Setyaningsih & Murwatiningsih (2017) stated that behavior that shows visitor satisfaction does not significantly influence a destination's image. A destination image can also create behavior to visit again.

Visitors who want to return to a tourist village consider the good and bad images of the tourist village. Tourist village with a bad image tend to cause visitors not willing to visit the destination again.

According by Pratminingsih et al., (2014), it is understood that the level of the image perceived by visitors can lead to revisiting behavior. Previous research has found that the image of destination has a significant and positive effect on the intention of returning visits Pratminingsih et al. (2014); Setyaningsih & Murwatiningsih (2017). However, the research results by Khansa & Farida, (2016) prove that image of the destination do not affect the intention to return. Creating the intention to visit again can be done thru the behavior of visitors' motivation or the quality of services offered by a destination.

The motivational behavior of visitors who want to return to the tourist village is also considered in both the pull and push factors. The lower the motivation of visitors to travel, the relatively low behavior of visitors who are not willing to visit again. Based on the research by Pratminingsih et al. (2014), it is explained that the level of motivation that visitors have can cause a return visit. The results of previous studies stated that visitor motivation had a significant and positive relationship on the behavior of revisit intentions (Setyaningsih & Murwatiningsih, 2017 He & Luo, 2020). Meanwhile, the research results by Hidayana et al., (2019) stated that motivation had no significant impact on the intention to revisit.

According to Dethan et al., (2020), there was a significant and positive effect of quality of service on intention to revisit. The better the quality of service, the higher intention for visitors to revisit. Other studies also state that service quality has a significant and positive relationship on revisit intentions (Purnami & Suryawardani, 2018; Dethan et al., 2020). However, the results of research Kusyanda et al., (2020) show that service quality had no significant impact on revisit intentions. The inconsistent results of previous studies has trigger this research to strengthen previous research and produce new findings related to

visitor behavior during the COVID-19 pandemic.

METHODS

Sibetan Tourism Village, Loaddem District, Karangasem Regency, Bali was the location chosen in this study. There are several basic considerations for choosing this location. Sibetan Tourism Village is one of the tourist villages based on natural attractions in Bali and is quite developed compared to other developing tourist villages in Bali. In addition, Sibetan Tourism Village is considered capable of representing nature-based tourism villages in Bali in general with the uniqueness of the village that is still authentic. Based on the trend of tourism development during the pandemic, tourists or visitors relatively choose to visit tourist attractions that are open and nuanced, so the Sibetan Tourism Village was selected as the research location to develop the right marketing strategy. In addition, the consideration of determining the location of this research is that it is not yet known what the reason for visitors to travel to Sibetan Tourism Village is.

This research method uses a quantitative approach with a sample of 100 respondents from Bali. The sampling technique in this study used accidental sampling and data were collected through questionnaires, interviews, observations, and literature studies. The questionnaires were distributed via a Google form and were sent directly to the Sibetan Tourism Village. Qualitative and quantitative data are the two forms of data that are used, and the data sources used are secondary data and primary data. This study contains five variables consisting of visitor motivation, destination image, service quality, visitor satisfaction, and revisit intention using of 20 indicators. Testing of research instruments is done by testing their validity and reliability. Data analysis technique was

based on the research objectives using Structural Equation Modelling (SEM) with the SmartPLS 3.3.5 Student Version and supported by analysis of qualitative descriptive techniques.

RESULTS AND DISCUSSION

Characteristics of Visitors to Sibetan Tourism Village

Based on the result of the study, it was determined that the characteristics of visitors who traveled to Sibetan Tourism Village were those who traveled mostly from Karangasem Regency, with a percentage of 58%. In terms of gender, there were slightly more female visitors (51%) than male visitors (49%). Visitors who travel to Sibetan Tourism Village are dominated by visitors aged 17 to 24 years old, as much as 64%. From the aspect of profession, visitors who are student make up 51% of the total visitors.

The education level is dominated by Bachelor (S1) as much as 45%. This result can be related to the majority of young people. Most visitors who travel to Sibetan Tourism Village have unmarried status as much as 80%, and visitor income is relatively low, which is less than Rp. 1 million, as much as 50%, considering that in the pandemic many visitors have lost their jobs or have not worked. Visitors who travel to Sibetan Tourism Village tend to be repeater guests, as evidenced by 33% visiting 2 times and 31% visiting more than 5 times. Visitors get information about the Sibetan Tourism Village mostly from friends or family, with a percentage reaching 66%.

The Result of Structural Equation Modelling

The results of the confirmatory analysis in this study could be seen in Figure 1 below.

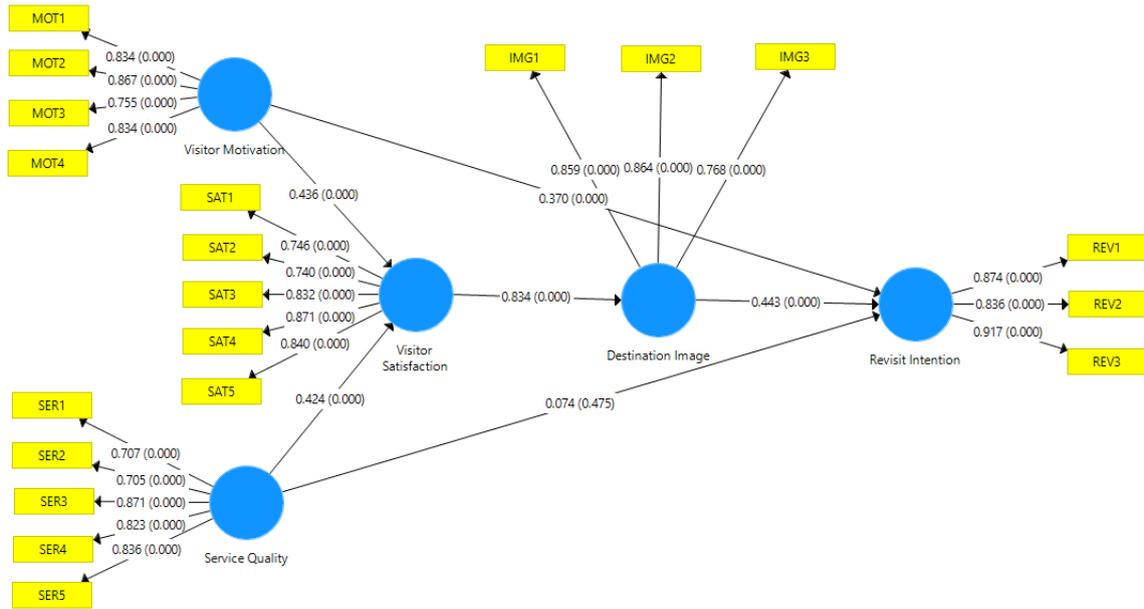


Figure 1. Output Structural Model Analysis of Visitor Behavior to Sibetan Tourism Village
Source: Processed primary data, 2021

Direct Effect of Exogenous Variables to Endogenous Variables

The results of the direct effects

between exogenous variables and endogenous variables can be observed in Table 1 below.

Table 1. Direct Effects of Exogenous Variables to Endogenous Variables

Hypothesis	Exogenous Variable	→	Endogenous Variable	Original Sample	Standard Deviation	T Statistic	P Values	
H ₁	Visitor Motivation	→	Visitor Satisfaction	0,436	0,091	4,810	0,000	**
H ₂	Service Quality	→	Visitor Satisfaction	0,424	0,434	0,097	0,000	**
H ₃	Visitor Satisfaction	→	Destination Image	0,834	0,030	27,480	0,000	**
H ₄	Destination Image	→	Revisit Intention	0,443	0,113	3,916	0,000	**
H ₅	Visitor Motivation	→	Revisit Intention	0,370	0,088	4,204	0,000	**
H ₆	Service Quality	→	Revisit Intention	0,074	0,105	0,705	0,481	Ns

Source: Processed primary data, 2021

Description:

NS : not significant

** : significant

Based on the test results, six direct effects occur on the exogenous variable to the endogenous variable, namely, first, the visitor motivation variable has a significant and positive correlation on the visitor satisfaction variable with an original sample of 0,436 and a p-value of 0,000. Second, the service quality variable has a significant and positive effect on the visitor satisfaction variable, with an original sample of 0,424 and a p-value of 0,000. Third, the visitor satisfaction variable has a positive and significant effect on the destination image variable, with an original sample 0,834 and a p-value 0,000.

Fourth, the destination image variable has a positive and significant effect on the revisit intention variable, with an original sample of 0,443 and a p-value of

0,000. Fifth, the variable of visitor motivation has a positive and significant effect on the variable of revisit intention, with the original sample 0,370 and p-value of 0,000. Sixth, the service quality variable has a positive and insignificant effect on the revisit intention variable, with an original sample 0,074 and a p-value of 0,471.

Indirect Effect Exogenous Variables to Endogenous Variables

Indirect effect analysis aims to determine the significance of the indirect correlation between the research variables. The test results of the direct influence analysis in this study consist of five indirect correlations, which can be seen in Table 2 below.

Table 2. Indirect Effect Exogenous Variables to Endogenous Variables

Exogenous Variable	→	Endogenous Variable	Original Sample	Standard Deviation	T Statistic	P Value	
Visitor Motivation	→	Visitor Satisfaction	0,363	0,079	4,613	0,000	**
→ Destination Image							
Service Quality	→	Visitor Satisfaction	0,354	0,082	4,313	0,000	**
→ Destination Image							
Visitor Satisfaction	→	Destination Image	0,369	0,095	3,880	0,000	**
→ Revisit Intention							
Visitor Motivation	→	Visitor Satisfaction	0,161	0,048	3,371	0,001	**
→ Destination Image							
→ Revisit Intention							
Service Quality	→	Visitor Satisfaction	0,157	0,061	2,586	0,010	**
→ Destination Image							
→ Revisit Intention							

Source: Processed primary data, 2021

Description:

** : significant

Based on the test results mentioned above, there are five indirect links between exogenous and endogenous factors. Table 2 proves that all indirect correlation have a significant loading factor. Although the direct effect of service quality on revisit intentions shows an insignificant relationship

through the visitor satisfaction variables and destination image, the results of this study indicate a significant relationship with a path coefficient value of 0,157. The outcomes of this study show that if tourists are satisfied and have a favorable impression of Sibatana Tourism Village, they are more likely to return.

Total Effect Exogenous Variables to Endogenous Variables

The total effects in this study is the

sum of the direct effects and indirect effects. The total influence significance test results in this study can be observed in Table 3 below.

Table 3. Total Effect Exogenous Variables to Endogenous Variables

Variabel Eksogen	→	Variabel Endogen	Original Sample	Standard Deviation	T Statistics	P Values	
Visitor Motivation	→	Visitor Satisfaction	0,436	0,091	4,810	0,000	**
Service Quality	→	Visitor Satisfaction	0,424	0,097	4,383	0,000	**
Visitor Satisfaction	→	Destination Image	0,834	0,030	27,480	0,000	**
Destination Image	→	Revisit Intention	0,443	0,113	3,916	0,000	**
Visitor Motivation	→	Revisit Intention	0,351	0,076	6,964	0,000	**
Service Quality	→	Revisit Intention	0,230	0,087	2,652	0,000	**
Visitor Motivation	→	Destination Image	0,363	0,079	4,613	0,000	**
Service Quality	→	Destination Image	0,354	0,082	4,313	0,000	**
Visitor Satisfaction	→	Revisit Intention	0,369	0,095	3,880	0,000	**

Source: Processed primary data, 2021

Description:

** : significant

The test results presented in Table 3 prove that all indirect correlation have a significant loading factor. The direct effect of service quality on the intention to revisit shows an insignificant correlation. Still, the indirect effect through the variables of visitor satisfaction and destination image adds to the direct effect. The research findings prove a significant correlation. In addition, the effect of the total variable of visitor motivation on the revisit intention proves a significant result with a path coefficient value of 0,351. The path coefficient value is smaller than the direct influence value and greater than the indirect effect value.

The correlation between visitor motivation and intention to revisit does not require variable visitor satisfaction or destination image to increase revisit intentions. Before interpretation of the test results of structural analysis of visitors behavior, some researchers suggest that the significance of the structural model needs to be evaluated. The Table 4 represents some outer or measurements that could be used to evaluation the significance of the developed structural equation modeling, which was analyzed by using the SmartPLS 3.3.5 Student Version. The measurement types models are coefficient determination (R²), composite reliability (CR), and average variance extracted (AVE).

Table 4. Results of Measurement Model of Visitor Behavior of Sibatana Tourism Village

Latent Variable	Type of Variable	Indicators Number	Composite Reliability (CR)	Average Variance Extracted (AVE)	Coefficient of Determination (R ²)
Visitor Motivation	Exogenous	4	0,894	0,678	NA
Service Quality	Exogenous	5	0,893	0,628	NA
Visitor Satisfaction	Endogenous	5	0,903	0,652	0,618
Destination Image	Endogenous	3	0,870	0,691	0,695
Revisit Intention	Endogenous	3	0,908	0,767	0,674
Average	-	-	-	0,683	0,662

Source: Processed primary data, 2021

Description:

NA : not available value due to type of variable is exogenous variable

The value received by the composite reliability must be above 0,6 to be said to be reliable (Ghozali, 2014). Refer on the data presented in Table 4, it shows that all latent variables in this study have met the reliable criteria. This is shown by having a composite reliability above of 0,6 so that it can be concluded that all latent variables are said to be reliable.

In order to have a good discriminant validity value, it is suggested that the AVE value be greater than 0,5 (Ghozali, 2014). Refer to Table 4, shows that the five variables have an AVE value above of 0,5. The AVE root is bigger than the correlation of the latent variable. This present that all latent variables in this study are said to be valid according to the discriminant validity testing criteria with AVE roots.

According to (Ghozali, 2014), the value of the coefficient of determination is to see the effect of exogenous variables on endogenous variables in study. The strength of the effect between one latent variable and another could be categorized as follows. The correlation is said to be

weak if the distance value is 0,19 to 0,32; the relationship-value of 0,33 to 0,66 is said to be moderately, and if the distance value is more than 0,67 the relationship is said to be substantial. Based on Table 4, the value of the visitor satisfaction variable is 0,618 which means that it is in the category of moderate, and the destination image and revisit intention variables are in the substantial category with values of 0,695 and 0,674 respectively. The average value of R² represents that the model is in the category of moderate.

Analysis of Visitors Behavior to Sibatana Tourism Village

An analysis of visitor behavior to Sibatana Tourism Village consists of six inter-variable influences. In this discussion, the influence between variables will be described based on data analysis, hypothesis testing with the approach of previous research, and data collection results through questionnaires and interviews with informants either directly at the research site or online, which is explained as follows.

The Effect of Visitor Motivation on Visitor Satisfaction to Sibetan Tourism Village

Motivation is the main factor that encourages visitors to carry out tourism activities to a tourism destination. Visitors will perceive a tourism destination that is possible to visit. This perception is generated by individual preferences, previous experience, and information that has been obtained. Refer to the results of testing the first hypothesis, it is stated that visitors' motivation has a positive and significant relationship on the visitor satisfaction who travel to Sibetan Tourism Village. The original sample this research of 0,436 (positive), and p-value of 0,000 is declared significant because the p-value is less than 0,05. The higher the level of positive motivation, the higher the satisfaction felt by visitors. The findings of this study are in line with the research findings by previous researchers who have previously related to the problems discussed, namely the behavior of visitors in this study, such as Setyaningsih & Murwatiningsih, (2017); Suryawardani et al., (2017); Hidayana et al., (2019); He & Luo, (2020).

The motivation of visitors will determine visitor satisfaction. Therefore, the Sibetan Tourism Village manager should pay attention to indicators that get low scores. Specifically, by making innovations, whether it's a facility for taking selfies or adding places to relax and enjoy the beauty of nature Sibetan Tourism Village, to make this village more comfortable to relax and a place to release the boredom of visitors. In addition, the tourism village manager can also explore the unique selling point of the Sibetan Tourism Village so that visitors who travel there spend more time there and do not move on to other tourist attractions. The achievement of visitor motivation will positively affect the satisfaction of visitors who travel to Sibetan Tourism Village.

The Effect of Service Quality on Visitor Satisfaction to Sibetan Tourism Village

To achieve visitor satisfaction, it requires tourism packaging and quality service so that visitors feel satisfied. The results of testing the second hypothesis state that quality of service has a significant and positive effect on visitor satisfaction with original sample a 0,436 (positive) and 4,383 is the t statistic value and the p-value of 0,000. This finding can be estimated, the better service quality in Sibetan Tourism Village, the higher the level of satisfaction of visitors who travel to Sibetan Tourism Village. The findings of this study are in the same direction with the results of several previous researchers, such as Purnami & Suryawardani, (2018); Rahman et al., (2019); Dethan et al., (2020).

The results of the evidence above clearly show that service quality contributes to visitor behavior. Without good service quality, visitors will not get new experiences and feel satisfied. Therefore, it is very important to maintain service quality in Sibetan Tourism Village in terms of empathy, hospitality, reliability, responsiveness, dan physical evidence. Related to the implementation of the analysis of visitor behavior to Sibetan Tourism Village, it is suggested to tourism stakeholders to build appropriate, measurable, and directed attention to improve service quality. Good service quality plays a important role in shaping the visitors behavior who show a sense of satisfaction. If visitors are satisfied with their trip, the destination's image will become more positive and more well known, so that it will have implications for the behavior of the revisit intention to the Sibetan Tourism Village.

The Effect of Visitor Satisfaction on Destination Image of the Sibetan Tourism Village

To improve the image of destination, visitor satisfaction is an important

factor that needs to be considered. Visitor satisfaction could have a significant and positive correlation on the image of a destination. The test results represent that visitor satisfaction has a significant and positive effect on the destination's image, with an original sample of 0,834 and 0,000 is the p-value. The results mean that p-value is less than 0,10 showing a significant effect. The significant effect can also be seen from the t statistic correlation between variables, which must be more than 1,96. In this study, the t statistic of the visitor satisfaction variable on the revisit intention was 27,480 so it was declared significant. This finding can be stated that the higher the satisfaction of visitors who travel to the Sibatana Tourism Village, the more positive the Sibatana Tourism Village destination's image. The findings of this research are in the same direction with several previous studies conducted by Normasari et al., (2013); Susanto, (2017); Khumeini et al., (2020).

In this study, it is shown that the visitors' behavior in the aspect of satisfaction is proven to have significant effect on the destination's image. Increasing visitor satisfaction must be done by improving the destination's image. In visitor behavior, the contribution of visitor satisfaction indicators has an interrelated relationship in shaping the image of the Sibatana Tourism Village destination. The study results show that the facility indicator with a statement of satisfaction with the facilities in the Sibatana Tourism Village has the lowest response value compared to the four satisfaction indicators. This is due to the lack of facilities in agrotourism and other tourist attractions in Sibatana Tourism Village. Therefore, it is important to coordinate and communicate between the management of the Sibatana Tourism Village and the government to develop the required tourism facilities.

The Effect of Destination Image on Revisit Intention to Sibatana Tourism Village

The image of a tourist destination is an important factor for visiting decisions, which includes post-visit behavior to a tourism destination. In this study, the destination image plays a crucial role in understanding the visitors' behavior in traveling to destination. The study results show a significant and positive effect of destination image on the intention to revisit to the Sibatana Tourism Village. This statement is evidenced by the original sample of 0,443 (positive), the t statistic of 3,916 and 0,000 is the p-value. The t statistic value is above 1,69 and the p-value is below the threshold of 0,10. This study proves that the greater the destination image, the higher revisit intention to the Sibatana Tourism Village. Vice versa, a bad image will reduce the intention to visit again. This finding supports the findings of previous studies conducted by several researchers such as Pratminingsih et al. (2014), Setyaningsih & Murwatiningsih (2017), Timur (2018).

The COVID-19 pandemic should not effect the intention to visit the Sibatana Tourism Village. The application of health protocols is the key to safety when traveling. Filling spare time by releasing fatigue, especially for students, should visit Sibatana Tourism Village as an ideal option to visit because it has beautiful natural scenery and gets comfort. This study indicates that the tourists conduct in their perspective of the destination's image has a substantial relationship on the intention to revisit to Sibatana Tourism Village. Improving destination's image must be done to increase the enthusiasm of the visitor behavior who intend to visit again to become a priority tourist village to visit. Increasing the image of the destination from the view of visitors will have a positive impact on the behavior of revisiting intentions and the sustainability of Sibatana Tourism Village as a tourist

village based on natural tourist attractions that visitors admire.

The Effect of Visitor Motivation on Revisit Intention to Sibetan Tourism Village

Efforts to create revisit intentions at the final stage of visitor behavior must first be based on the motivation of visitors on the motivation of consumers in the early stages so that there will be a direct relationship between visitor motivation and the intention to revisit. Based on the fifth hypothesis test results, it states that visitor motivation has a significant and positive effect on revisit intentions, an original sample of 0,370 and a p-value 0,000. The test results mean that the p-value is less than 0,10 showing a significant effect. In addition, it is also proven by the t statistic of 4.204, so it is declared significant. The t statistic relationship between variables was declared significant because it was more than 1,96. This finding shows that the greater the visitor motivation who travels to the Sibetan Tourism Village, the greater the intention to visit again. The findings of this study are in agree with foregoing research managed by several researchers, including Setyaningsih & Murwatiningsih, (2017); He & Luo, (2020).

Changes in visitor behavior for the time of the COVID-19 pandemic have had a big impact. The Sibetan Tourism Village manager relatively only relies on local visits. Visitors who travel to Sibetan Tourism Village are visitors who live in Bali. Moreover, during the COVID-19 pandemic, visitors who traveled to Sibetan Tourism Village mostly came from Karangasem Regency. This phenomenon is agree with Chebli & Said, (2020), which revealed that during this pandemic, potential visitors choose tourism destinations close to their homes, considering that potential visitors are very considerate of the health aspect of traveling. In developing a tourist village during a pandemic, it is necessary to have

the right marketing strategy to attract visitors. Encouraging the fulfillment of visitor motivation is one strategy that needs more attention by managers and the government to increase the revisit intention to the Sibetan Tourism Village. So, motivation is very important in creating the revisit intention for the Sibetan Tourism Village.

The Effect of Service Quality on Revisit Intention to Sibetan Tourism Village

Service quality is one of the important factors in determining the revisit intention to a tourism destination. In contrast to the results of this study, the results of testing the sixth hypothesis stated that service quality at Sibetan Tourism Village had no significant and positive effect on the variable of intention to revisit. This is stated in the original sample of 0,074 (positive), the t statistic of 0,705 and the p-value of 0,471. The test results indicated that the greater service quality provided by the, will not necessarily have an impact on the increasing desire of visitors to visit Sibetan Tourism Village again. This results are unidirectional with the findings of Ramdhani & Astuti, (2019); Kusyanda et al., (2020).

The visitors' intention to revisit is not actually because of the quality-of-service quality, but rather towards the motivation of visitors, the satisfaction obtained, and the positive image of the Sibetan Tourism Village destination that makes visitors willing to visit again during the COVID-19 pandemic. So, good service quality will not necessarily affect the visitor's decision to return to the Sibetan Tourism Village. Most of the visitors who travel back to Sibetan Tourism Village are satisfied with achieving their goals or visitors' motivation. Based on data analysis, it shows the revisit intention is not based on the service quality. Visitors who revisit Sibetan Tourism Village came because of the satisfaction feeling they get on their previous trip and the image of the village itself.

CONCLUSION

Changes in the behavior of visitors to the Sibatana Tourism Village showed a significant impact during the COVID-19 pandemic. Some of the behavior of visitors who travel to the Sibatana Tourism Village can be described as follows. First, visitors' motivation to the Sibatana Tourism Village significantly affects visitor satisfaction, so it is necessary to innovate with esthetic tourist attractions to be able to expose on social media. Second, service quality significantly affects visitor satisfaction, so it is important to improve the quality of human resources through training in providing services to visitors. Third, visitor satisfaction significantly affects the image of the Sibatana Tourism Village destination, and tourism facilities are the most important aspects to get attention so that development can be carried out immediately.

Fourth, the behavior of visitors in their view of the image of the destination of the Sibatana Tourism Village has significant effect on the intention to revisit. The Sibatana Tourism Village is expected to become a priority tourist village to visit. Fifth, visitor motivation has a significant effect on the intention to return to Sibatana Tourism Village, visitors will visit again and recommend it to family, friends, and others. Sixth, the quality of service does not affect the intention to revisit to the Sibatana Tourism Village, so it must first obtain satisfaction and the image of the destination before it has a significant relationship on the revisit intention.

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