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Revisiting to Destinations: Factors Influencing Revisiting to Tourist Destinations

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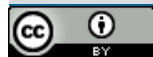
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ABSTRACT

This article discusses comprehensively the factors that influence the intention of revisiting tourists on tourist destinations, especially in the Banten region. This research uses a literature study approach to a number of articles that are relevant to the intention of revisiting. The results of the analysis of this study show that the image of destinations, tourist satisfaction, memorable tourist experience, and service quality have a significant influence on the intention of repeat visits. In addition, mediation variables such as loyalty and perception of values strengthen the relationship between the main factors and tourist behavior. This study recommends strengthening local culture, based digital marketing strategies, increasing destination facilities, and managing tourist emotional experiences as a step to increase loyalty and recurrent visits. This finding contributes to the development of sustainable destination management by considering the dynamics of modern tourism consumer behavior

INTRODUCTION

Revisit tourists are the main indicator of sustainability and competitiveness of a tourist destination. Destinations that are able to attract tourists to return tend to have better economic stability because repeated tourist spending will contribute to the income of the tourism sector (Su et al., 2022). Factors such as satisfying tourist experience, service quality, and positive destination image play an important role in shaping the intention of tourists to return to visit (Li et al., 2021). In addition, tourist loyalty to a destination is also influenced by the effectiveness of digital marketing strategies used to maintain longterm relationships with tourists through interactive communication and personalization of experience (Wang and Hung, 2023). So, understanding the factors that motivate tourist revisits to be part of important in designing marketing strategies, and managing sustainable destinations.

Tourist trust in destinations is an important factor in the decision to make a visit again. In the digital age, this trust is often formed through online reviews, previous tourist testimonials, as well as the transparency of information delivered through a digital platform (Kim et al., 2023). Destinations that are able to build tourist trust through credible and authentic digital marketing will be more likely maintaining tourist loyalty in the long run (Zhang et al., 2023). In addition, the image of a positive destination, which is influenced by a pleasant tourist experience and consistent information in digital marketing, also acts as a mediation in the relationship between digital marketing and the intention of returning tourists (Chen et al., 2021). Thus, a directed and trust, based digital marketing strategy can increase tourist visits, which ultimately contributes to continuous growth of tourist destinations.

Tourism in Indonesia, especially in Banten, has experienced rapid development along with the increasing use of digital marketing as the main strategy in attracting and maintaining tourists. Tourist destinations in Banten, such as Anyer Beach, Ujung Kulon National Park, and Baduy, are increasingly adopting digital technology to

strengthen power competitive and increase tourist visits (Pratama and Lestari, 2022). Previous studies showed that digital marketing played a role in building a positive destination image, which ultimately influenced the intention of returning tourists (Ramadhani & Putra, 2023). With the high competition of tourist destinations, digital, based marketing strategies not only function as promotional tools, but also as a means of building longterm relationships with tourists through the delivery of accurate and interesting information (Yusuf and Setiawan, 2021). In the context of Banten, digital marketing is increasingly relevant because of changes in the behavior of tourists who rely more on social media and online reviews in determining the choice of destinations (Sari and Nugroho, 2023).

Many important variables are related and have influence both directly and indirectly through their perceptions and experiences on revisit intentions of tourists, which include: 1). The image of the destination, is one of the main factors, as a positive perception of the uniqueness and quality of destinations that affect tourist loyalty (Kwangasawad et al., 2025). 2). Tourism experience, through impressions and satisfaction during the visit can be a strong predictor to revisit (Syam et al., 2025; Ghattami and Tharikh, 2025). 3). In the digital era, tourists' involvement through destination content on social media before and after a visit can strengthen emotional relationships to make a repeat visit (Wang and Azizurrohman, 2025). Furthermore 4). Information and testimonials of tourists through Electronic Word-of-Mouth (E-WOM) play a very important role in revisiting (Okul et al., 2025).

Furthermore, other factors such as in number 5). Accessibility, perception of values, cultural attractiveness, and unique destination are very significant in contributing forming the intention to revisit tourists. The tourists tend to make a visit again if they get the benefits of balance between the costs and the time incurred (Treviño-Villalobos et al., 2025). On the other hand the implementation of marketing innovations, such as the use of technology and visual narratives, is able to increase the interest

and involvement of tourists in a sustainable manner (Kwangsawad et al., 2025). Religiosity In the context of halal destinations, halal facilities precisely and attractively, can produce the trust and loyalty of Muslim tourists (Hasan et al., 2025). Based on this description, to increase the revisit of tourist intention, holistically includes aspects: emotional, functional, cultural, and technology. These factors, will be described in the literature review section.

METHOD

The research methodology used is a literature study (literature review), which is carried out by collecting, analyzing, and synthesizing a number of relevant scientific articles related to factors that influence tourists' revisit intentions to tourism destinations, especially in the Banten region. This research is descriptive qualitative, where secondary data is obtained from national and international journals that discuss variables such as destination image, tourist experience, service quality, digital marketing, cultural involvement, accessibility, and religiosity. The analysis is carried out by examining the relationship between variables, both directly and through mediating variables such as tourist satisfaction and loyalty, in order to build a conceptual framework that explains tourism consumer behavior in the context of revisits.

RESULTS AND DISCUSSION

1. Accessibility To the Interest in Revisiting

Bezirgan et al. (2025) produces that accessibility has a positive and significant direct effect on the decision of tourists to revisit, which is mediated by the ease of transportation and the availability of supporting facilities. Then the results of the research Gašparović (2025) said that accessibility has an indirect effect through the satisfaction of the Wistawan for the intention to visit again at the tourist destination. Likewise, Đurkin Badurina et al. (2025), that accessibility has an indirect effect through the formation of an inclusive destination image, and is friendly to tourists. Thus accessibility as a factor is very important to be managed strategically as the

motivation of tourists to be satisfied, loyal to tourist destinations that are managed.

2. Tourist Experience of Revisiting Intentions

Research Chuamuangphan and Khetjenkarn (2025) produces that tourist experiences directly affect the intention of visiting through the involvement and personal meaning that was built during the initial visit. Next, Syam et al. (2025) in the results of his research that tourism experience has a direct and indirect effect through tourist satisfaction with the intention to revisit. Then the results of the study of Idris and Sari (2025) prove that happiness, pleasure, and service quality directly affect the intention to revisit, but the impact becomes stronger after being moderated with tourist experiences. Thus that positive tourist experience can form memories, encourage loyalty and behavior of repeat visits through direct influence, mediation, and moderation.

3. The Image of the Destination for the Intention of Revisiting

Hasanah et al. (2024) produced that the destination image directly increased the intention of repeat visits through tourist perceptions of cleanliness, safety and comfort of the destination. Then Kamal et al. (2024) The results of his research found that the image formed through social media and E-WOM significantly affects the revisiting decisions. Furthermore Rahmadani et al. (2025) his research found that the image of the destination influenced the intention to revisit through tourist satisfaction.

4. The Influence of Digital Marketing on the Intention to Revisit

Armutcu et al. (2023) produces that digital interaction through social media and user involvement (engagement) has a direct influence on increasing loyalty and revisiting intentions. Furthermore, Sharafuddin et al. (2024) argues that the appeal of visual content and credibility of digital information affects tourist satisfaction, and subsequently mediates the intention to revisit. Then Zeng and Li (2021) said that the quality of the destination website affects the trust

and positive perception of tourists, and indirectly encouraging interest to return. On the other hand, Battour et al. (2025) proves that influencer marketing strengthens the image of the destination that influences the increase in tourist visits.

5. The Influence of Cultural Attraction on the Interest in Visiting

Research Khasanah et al. (2025), producing a value of $\beta = 0.423$ and the level of significance $p < 0.001$; This means that cultural values have a positive and significant effect on repeat visits. Furthermore, Harini and Pebriani's research (2025) produced R^2 value = 0.684, meaning that 68.4% that the variable intention of repeat visits was explained by cultural attractions and destination images in indirect influences through tourist satisfaction as a mediation variable. Then, the study of Çiki and Tanriverdi (2025) found that tourists who were interested in local cultural values showed high intentions, with a standardized path coefficient of 0.59 in the SEM model. These findings strengthen the hypothesis that more high perception of cultural

attractiveness, the more likely tourists to return to visit the destination.

6. The Influence of Religiosity on Interest in Revisiting Tourist Destinations

Wani et al. (2025) produced the coefficient of regression coefficient $\beta = 0.512$ and the significance level of $P < 0.001$, which shows that spiritual comfort forms tourist loyalty. Then Nawaz and Iqbal (2025) delivered the results of their research operated by R^2 value = 0.639, meaning that 63.9% of the revisiting intentions were explained by the religiosity, technology, and loyalty models. Furthermore, Darabseh et al. (2025) produces the value of $\beta = 0.447$, significant at the level $P < 0.005$, meaning that the perception of the spiritual value of the destination influences creating a repeat visit (contributing religiosity to the revisit intention).

7. Conceptual Framework

Referring to the results of the study revealed from relevant articles, then you can build a framework conceptual factors that influence the intention of revisit in tourist destinations.

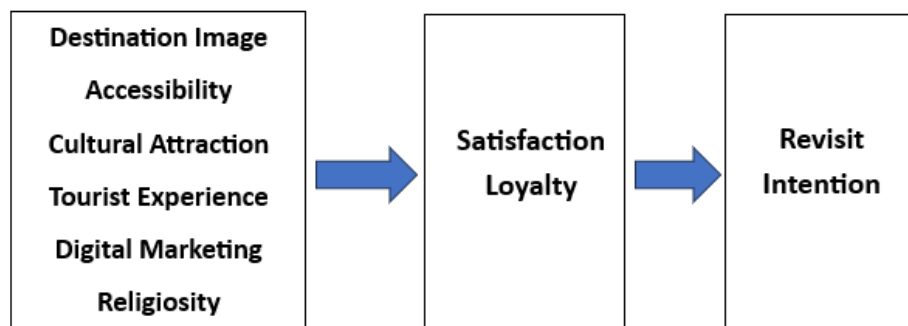


Figure 1. Conceptual Framework for Revisit Intention
Source: Secondary Data (Relevant Articles), Review 2025

CONCLUSION

The conclusions of this literatur research article are:

1. The intention to revisit is influenced by various factors both directly and indirectly. The main factors include: destination images, memorable tourist experiences, involvement through social media, tourist testimonials (E-WOM), digital marketing, accessibility, value perception,

cultural attractiveness, and religiosity factors in the context of halal destinations. These influences are strengthened by satisfaction and loyalty as a mediation and moderation variable in forming the intention of tourist revisits.

2. The conceptual model that can be developed from this study is a structural model based on direct and indirect influence with the mediation path of satisfaction and loyalty, or even

moderation. This model can use The Structural Equation Modeling (SEM) approach includes independent variables such as destination images, tourist experiences, digital marketing, cultural attractiveness, and religiosity, as well as mediation variables (satisfaction, trust) and dependent variables (revisiting intentions). This model supports an emotional, functional, and cultural, based holistic approach to tourist behavior.

3. The results of this study can be implemented in the management strategy of tourist destinations by optimizing credible and personal digital promotion, improving the quality of public services and facilities, and prioritizing cultural and spiritual values that are relevant to certain tourist segments. Especially in areas such as Banten, the use of social media and visual content based on local culture is very effective to form a positive image and strengthen tourist loyalty.
4. Several potential factors that have not been discussed in depth in this article but are worth considering for further study among others:
 - a) Prices and affordability of tourist costs as a rationalization factor for revisit decisions.
 - b) The risk of perception of security and weather, which can affect the experience and decisions of the visit.
 - c) Green tourism and environmental sustainability, which is now an important consideration of modern tourists.
 - d) Personalization of technology through AI and Big Data in creating unique and adaptive digital tourism experiences.

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