

**PENGARUH *OUTDOOR RECREATION MOTIVATION* TERHADAP
REVISIT INTENTION MELALUI *PERCEIVED RISK***

(Survei terhadap wisatawan yang berkunjung ke Destinasi Wisata Kemah Puncak
Jamiaki Dan Puncak Puspa Di Kabupaten Ciamis)

SKRIPSI

Diajukan sebagai salah satu syarat memperoleh gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



Oleh
Ana Inayatul Millah
1909961

**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

LEMBAR HAK CIPTA

PENGARUH *OUTDOOR RECREATION* TERHADAP *REVISIT INTENTION* MELALUI *PERCEIVED RISK*

(Survei terhadap wisatawan yang berkunjung ke Destinasi Wisata Kemah Puncak Jamiaki Dan Puncak Puspa Di Kabupaten Ciamis)

Oleh
Ana Inayatul Millah
1909961

Sebuah skripsi yang diajukan untuk memenuhi sebagian syarat dalam memperoleh gelar Sarjana Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia

©Ana Inayatul Millah, 2023
Universitas Pendidikan Indonesia
Agustus 2023

Hak cipta dilindungi Undang-Undang.
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
Dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis.

i

LEMBAR PENGESAHAN

**PENGARUH *OUTDOOR RECREATION MOTIVATION* TERHADAP
REVISIT INTENTION MELALUI *PERCEIVED RISK***

(Survei terhadap wisatawan yang berkunjung ke Destinasi Wisata Kemah Puncak
Jamiaki Dan Puncak Puspa Di Kabupaten Ciamis)

Skripsi ini disetujui dan disahkan oleh:

Pembimbing I



Prof. Dr. H. Hari Mulyadi, M.Si
NIP. 19590515 198601 1 001

Pembimbing II



Oce Ridwanudin, S.E., M.M
NIP. 19810407 201012 1 002

**Mengetahui,
Ketua Program Studi**

Manajemen Pemasaran Pariwisata



Taufik Abdullah, Ph.D
NIP. 19851024 201404 001

**Tanggung Jawab Yuridis
Ada Pada Penulis,**



Ana Inayatul Millah
190996

ABSTRAK

Ana Inayatul Millah 1909961 “Pengaruh *Outdoor Recreation Motivation* Terhadap *Revisit Intention* Melalui *Perceived Risk*” di bawah bimbingan Prof. Dr. H. Hari Mulyadi, M.Si. dan Oce Ridwanudin, SE., MM.

Kunjungan berulang yang dilakukan oleh wisatawan menjadi salah satu faktor penilaian mengenai keseluruhan kepuasan pelanggan, kematangan tujuan, dan nilai yang dirasakan dari sebuah destinasi wisata ketika wisatawan melakukan kunjungan. Penelitian empiris telah mengakui bahwa banyak atraksi maupun destinasi wisata yang sangat bergantung dengan wisatawan yang melakukan *revisit*. Berdasarkan hal di atas, melakukan penelitian mengenai *revisit intention* akan sangat membantu perusahaan atau destinasi untuk mempertahankan eksistensi dan memberikan keunggulan pada daya saingnya. Kajian ini telah menjadikan tingkat keinginan berkunjung kembali sebagai urgensi dalam penelitian. Tujuan dari penelitian ini ialah memperoleh gambaran dan pengaruh dari dimensi *outdoor recreation motivation* terhadap *revisit intention* berdasarkan *perceived risk* pada wisatawan Destinasi Kemah Puncak Jamiaki Dan Puncak Puspa Kabupaten Ciamis. Metode penelitian yang digunakan ialah metode kuantitatif dengan jenis penelitian deskriptif dan verifikatif. Penelitian dilakukan dengan menetapkan sampel sejumlah 350 wisatawan melalui kuesioner sebagai pengumpulan data. Penelitian menggunakan teknik analisis SEM (*Structural Equation Model*) dengan *software* AMOS 20.0 dan *SPSS for windows* versi 25.0. Pengujian yang telah dilakukan mengemukakan bahwa *outdoor recreation motivation* memiliki pengaruh signifikan secara simultan terhadap *revisit intention* melalui *perceived risk*. Hasil pengkajian menunjukkan bahwa nilai pengaruh atau *loading factor* terbesar dari variabel *outdoor recreation motivation* yang membentuk *revisit intention*, yaitu dimensi *relaxation* (ORM3) yang berkorelasi dengan *perceived risk*. Pada variabel *perceived risk*, dimensi terbesar pembentuk *revisit intention*, yaitu dimensi *financial risk* (PR2) yang berkorelasi dengan *outdoor recreation motivation*. Aspek ini dapat dimanfaatkan oleh pengelola destinasi untuk terus di pertahankan bahkan dikembangkan agar Destinasi Kemah Puncak Jamiaki Dan Puncak Puspa dapat terus berkelanjutan.

Kata Kunci: *Outdoor Recreation Motivation, Revisit Intention, Perceived Risk, Puncak Jamiaki, Puncak Puspa.*

ABSTRACT

Ana Inayatul Millah 1909961 “The influence of Outdoor Recreation Motivation on Revisit Intention through Perceived Risk” under the guidance of Prof. Dr. H. Hari Mulyadi, M.Si. and Oce Ridwanudin, SE., MM.

Repeat visits made by tourists become one of the assessment factors regarding overall customer satisfaction, destination maturity, and perceived value of a tourist destination when tourists make a visit. Empirical research has recognized that many attractions and tourist destinations are very dependent on tourists who revisit. Based on the above, conducting research on revisit intention will greatly help the company or destination to maintain its existence and provide an advantage in its competitiveness. This study has made the level of willingness to visit again an urgency in research. The purpose of this study is to obtain an overview and influence of the outdoor recreation motivation dimension on revisit intention based on perceived risk in tourists Jamiaki Peak and Puspa Peak Camp Destination, Ciamis Regency. The research method used is a quantitative method with descriptive and verifiative research types. The study was conducted by setting a sample of 350 tourists through questionnaires as data collection. The study used SEM (Structural Equation Model) analysis techniques with AMOS 20.0 software and SPSS for windows version 25.0. Tests have shown that outdoor recreation motivation has a significant effect simultaneously on revisit intention through perceived risk. The results showed that the greatest value of the influence or loading factor of the outdoor recreation motivation variable that forms revisit intention, namely the relaxation dimension (ORM3) which correlates with perceived risk. In the perceived risk variable, the largest dimension forming revisit intention, namely the financial risk (PR2) dimension which correlates with outdoor recreation motivation. This aspect can be utilized by destination managers to continue to be maintained and even developed so that the Jamiaki Peak Camp Destination and Puspa Peak can continue to be sustainable.

Key Words: *Outdoor Recreation Motivation, Revisit Intention, Perceived Risk, Jamiaki Peak, Puspa Peak.*

DAFTAR ISI

LEMBAR HAK CIPTA.....	i
LEMBAR PENGESAHAN	ii
ABSTRAK	iii
ABSTRACT	iv
DAFTAR ISI.....	v
LEMBAR HAK CIPTA.....	i
LEMBAR PENGESAHAN	ii
PERNYATAAN KENTANG KEASLIAN SKRIPSI.....	ii
PERNYATAAN KENTANG KEASLIAN SKRIPSI.....	iii
DAN BEBAS <i>PLAGIARISME</i>.....	iii
ABSTRAK	iv
ABSTRACT	v
KATA PENGANTAR.....	vi
UCAPAN TERIMAKASIH.....	vii
DAFTAR ISI.....	x
DAFTAR TABEL	xiv
DAFTAR GAMBAR.....	xvi
BAB I.....	1
PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	12
1.3 Tujuan Penelitan.....	13
1.4 Kegunaan Penelitian.....	13
BAB II	15
KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS.....	15
2.1 Kajian Pustaka.....	15
2.1.1 Pendekatan Teori.....	15
2.1.2 Konsep <i>Revisit Intention</i>	18

2.1.2.1 Definisi <i>Revisit Intention</i>	18
2.1.2.2 Pengukuran <i>Revisit Intention</i>	22
2.1.2.3 Model <i>Revisit Intention</i>	24
2.1.3 Konsep <i>Perceived Risk</i>	25
2.1.3.1 Definisi <i>Perceived Risk</i>	25
2.1.3.2 Pengukuran <i>Perceived Risk</i>	29
2.1.3.3 Model <i>Perceived Risk</i>	31
2.1.4 Konsep <i>Outdoor Recreation Motivation</i>	33
2.1.4.1 Definisi <i>Outdoor Recreation Motivation</i>	33
2.1.4.2 Pengukuran <i>Outdoor Recreation Motivation</i>	38
2.1.4.3 Model <i>Outdoor Recreation Motivation</i>	39
2.2 Kerangka Pemikiran.....	41
2.3 Hipotesis.....	45
BAB III.....	47
OBJEK DAN METODOLOGI PENELITIAN	47
3.1 Objek Penelitian	47
3.2 Metode Penelitian.....	47
3.2.1 Jenis Penelitian dan Metode yang Digunakan	47
3.2.2 Operasional Variabel.....	48
3.2.3 Jenis dan Sumber Data	57
3.2.4 Populasi, Sampel dan Teknik Sampling	58
3.2.4.1 Populasi	58
3.2.4.2. Sampel.....	59
3.2.4.3 Teknik Sampling	60
3.2.5 Teknik Pengumpulan Data	61
3.2.6 Pengujian Validitas dan Reliabilitas	62
3.2.6.1 Pengujian Validitas	62
3.2.6.2 Pengujian Reliabilitas	68
3.2.7 Teknik Analisis Data.....	70
3.2.7.1 Teknik Analisis Data Deskriptif.....	71
3.2.7.2 Teknik Analisis Data Verifikatif	74

3.2.7.1.1 Model dalam SEM.....	75
3.2.7.2.1 Asumsi, Tahap, dan Prosedur SEM.....	78
3.2.7.3 Pengujian Hipotesis	85
BAB IV	88
HASIL PENELITIAN DAN PEMBAHASAN	88
4.1 Profil Perusahaan dan Wisatawan Puncak Jamiaki dan Puncak Puspa	88
4.1.1 Profil Perusahaan	88
4.1.1.1 Profil Perusahaan Puncak Jamiaki	88
4.1.1.2 Profil Perusahaan Puncak Puspa	89
4.1.2 Profil Wisatawan Puncak Jamiaki Dan Puncak Puspa Berdasarkan Identitas, Karakteristik, dan Pengalaman Dikaitkan dengan Tingkat Revisit Intention.....	90
4.1.2.1 Ketertarikan Jenis Kelamin dan Usia dengan Tingkat <i>Revisit Intention</i> pada Destinasi Puncak Jamiaki dan Puncak Puspa	91
4.1.2.2 Keterkaitan Pekerjaan dan Pendidikan dengan <i>Revisit Intention</i> pada Destinasi Wisata Kemah Puncak Jamiaki dan Puncak Puspa	92
4.1.2.3 Keterkaitan Pekerjaan dan Penghasilan per-bulan dengan <i>Revisit Intention</i> pada Destinasi Wisata Kemah Puncak Jamiaki dan Puncak Puspa.....	94
4.1.2.4 Keterkaitan Daerah Asal Wisatawan dan Jenis Kunjungan dengan <i>Revisit Intention</i> pada Destinasi Wisata Kemah Puncak Jamiaki dan Puncak Puspa	96
4.1.2.5 Keterkaitan Jenis Kunjungan, dan Durasi Menginap Wisatawan di Destinasi Wisata Kemah Puncak Jamiaki dan Puncak Puspa dengan <i>Revisit Intention</i>	97
4.1.2.6 Keterkaitan Transportasi Yang Digunakan dan Rata-Rata Besar Pengeluaran Selama Mengunjungi Destinasi Wisata Kemah Puncak Jamiaki Dan Puncak Puspa Dengan <i>Revisit Intention</i>	98

4.1.2.7 Keterkaitan Sumber Informasi Destinasi dan Jumlah Kunjungan pada Wisatawan yang berkunjung ke Destinasi Wisata Kemah Puncak Jamiaki dan Puncak Puspa dengan <i>revisit Intention</i>	100
4.2 Hasil Pengujian Deskriptif	101
4.2.1 Tanggapan Wisatawan Terhadap <i>Revisit Intention</i> , <i>Perceived Risk</i> dan <i>Outdoor Recreation Motivation</i>	101
4.2.1.1 Gambaran <i>Revisit Intention</i> pada Destinasi Wisata Kemah Puncak Jamiaki dan Puncak Puspa	101
4.2.1.2 Gambaran <i>Perceived Risk</i> pada Destinasi Wisata Kemah Puncak Jamiaki dan Puncak Puspa	104
4.2.1.3 Gambaran Variabel <i>Outdoor Recreation Motivation</i> Pada Destinasi Wisata Kemah Puncak Jamiaki Dan Puncak Puspa....	108
4.3 Hasil Pengujian Asumsi Dan Hipotesis	111
4.3.1 Uji Asumsi SEM	112
4.3.1.1 Ukuran Sampel.....	112
4.3.1.2 Normalitas Data	112
4.3.1.3 <i>Outliers</i> Data	113
4.3.1.4 Multikolinearitas	114
4.3.2 Pengujian SEM	115
4.3.2.1 Spesifikasi Model (<i>Model Specification</i>).....	115
4.3.2.2 Kecocokan Model Pengukuran (<i>Measurement Model Fit</i>)	116
4.3.2.3 Kecocokan Model Struktural (<i>Structural Model Fit</i>).....	123
4.3.2.4 Kecocokan Keseluruhan Model (<i>Overall Model Fit</i>)	125
4.3.3 Pengujian Hipotesis.....	126
4.3.4 Respesifikasi Model (<i>Model Respecification</i>)	128
4.4 Pembahasan Penelitian.....	128
4.4.1 Gambaran <i>Revisit Intention</i>	128
4.4.2 Gambaran <i>Perceived Risk</i>	129
4.4.3 Gambaran <i>Outdoor Recreation Motivation</i>	130

4.4.4 Pembahasan Pengaruh <i>Outdoor Recreation Motivation</i> terhadap <i>Revisit Intention</i> melalui <i>Perceived Risk</i>	131
4.5 Implikasi Penelitian.....	132
4.5.1 Temuan Penelitian Bersifat Teoritis	132
4.5.1.1 Gambaran <i>Outdoor Recreation Motivation</i> Terhadap <i>Revisit Intention</i> Melalui <i>Perceived Risk</i>	132
4.5.1.2 Gambaran <i>Revisit Intention</i>	133
4.5.1.3 Gambaran <i>Perceived Risk</i>	134
4.5.1.4 Gambaran <i>Outdoor Recreation Motivation</i>	135
4.5.1.4 Pengaruh <i>Outdoor Recreation Motivations</i> terhadap <i>Revisit Intention</i> melalui <i>Perceived Risk</i>	136
4.5.2 Temuan bersifat Empiris	137
4.5.2.1 Gambaran <i>Revisit Intention</i>	137
4.5.2.2 Gambaran <i>Perceived Risk</i>	137
4.5.2.3 Gambaran <i>Outdoor Recreation Motivation</i>	138
4.5.2.4 Pengaruh <i>Outdoor Recreation Motivation</i> Terhadap <i>Revisit Intention</i> Melalui <i>Perceived Risk</i>	138
4.5.3 Implikasi Hasil Penelitian Pengaruh <i>Outdoor Reaction Motivation</i> terhadap <i>Revisit Intention</i> melalui <i>Perceived Risk</i> pada wisatawan yang berkunjung ke Destinasi Wisata Kemah Puncak Jamiaki dan Puncak Puspa di Kabupaten Ciamis	139
BAB V.....	141
KESIMPULAN DAN REKOMENDASI	141
5.1 Kesimpulan	141
5.2 Rekomendasi.....	142
DAFTAR PUSTAKA	146

DAFTAR PUSTAKA

- (Shawn) Jang, S. C., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism Management*, 28(2), 580–590. <https://doi.org/10.1016/J.TOURMAN.2006.04.024>
- Ab Dulhamid, H., Isa, M. I., Mohamed, B., & Sazali, M. F. (2023). Motivation of Outdoor Recreation Participation Among Rural and Urban Communities. *Planning Malaysia*, 21(1), 470–483. <https://doi.org/10.21837/PM.V21I25.1251>
- Abidin, Z., Handayani, W., Zaky, E. A., & Faturrahman, A. D. (2022). Perceived risk and attitude's mediating role between tourism knowledge and visit intention during the COVID-19 pandemic: implementation for coastal-ecotourism management. *Heliyon*, 8(10), e10724. <https://doi.org/10.1016/j.heliyon.2022.e10724>
- Abubakar, A. M., Ilkan, M., Meshall Al-Tal, R., & Eluwole, K. K. (2017). eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, 31, 220–227. <https://doi.org/10.1016/J.JHTM.2016.12.005>
- Adam, I. (2015). Backpackers' risk perceptions and risk reduction strategies in Ghana. *Tourism Management*, 49, 99–108. <https://doi.org/10.1016/j.tourman.2015.02.016>
- Adam, M., Ibrahim, M., Putra, T. R. I., & Yunus, M. (2023). The effect of e-WOM model mediation of marketing mix and destination image on tourist revisit intention. *International Journal of Data and Network Science*, 7(1), 265–274. <https://doi.org/10.5267/j.ijdns.2022.10.007>
- Ahn, J., & Kwon, J. (2020). CSR perception and revisit intention: the roles of trust and commitment. *Journal of Hospitality and Tourism Insights*, 3(5), 607–623. <https://doi.org/10.1108/JHTI-02-2020-0022>
- Aridayanti, D. A. N., Suryawardani, I. G. A. O., & Wiranatha, A. S. (2020). Millennial Tourists in Bali: Motivation, Satisfaction and Revisit Intention. *E-Journal of Tourism*, 7(1), 27. <https://doi.org/10.24922/eot.v7i1.58221>
- Arifin, Z. (2014). *Penelitian Pendidikan: Metode dan Paradigma Baru*. PT Remaja Rosdakarya.
- Artuğer, S. (2015). *The Effect of Risk Perceptions on Tourists' Revisit Intentions*. 7(2).
- Aşan, K., & Emeksiz, M. (2018). Outdoor recreation participants' motivations, experiences and vacation activity preferences. *Journal of Vacation Marketing*, 24(1), 3–15. <https://doi.org/10.1177/1356766716676300>

- Assaker, G., & Hallak, R. (2013). Moderating Effects of Tourists' Novelty-Seeking Tendencies on Destination Image, Visitor Satisfaction, and Short- and Long-Term Revisit Intentions. *Journal of Travel Research*, 52(5), 600–613. <https://doi.org/10.1177/0047287513478497>
- Aziz, R. C., Alif, N., Nik, A., Kunjuraman, V., Mat, N. M., Khairi, M., Alwi, M., Awang, Z., Norliana, R., & Omar, R. (2020). *The Role Of Motivation For The Engagement In Outdoor Recreation : Empirical Evidences From Higher Education Students*. 17(9), 1917–1930.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- Boonkaew, S., Aujirapongpan, S., Kaewprasert Rakangthong, N., Potiya, N., & Jutidharabongse, J. (2021). The Tourist Motivation and Behavior of International Backpackers Attending the Full Moon Party in Thailand*. *Jaturon JUTIDHARABONGSE / Journal of Asian Finance*, 8(6), 1067–1077. <https://doi.org/10.13106/jafeb.2021.vol8.no6.1067>
- Chan, S. (2018). FACTORS AFFECTING REVISIT INTENTION WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE IN ECO FRIENDLY RESORTS. *Jurnal Manajemen Inovasi*, 9(1). <https://doi.org/10.24815/JMI.V9I1.11416>
- Chang, A. Y. P. (2014). Effects of tourism image and experiential value on revisit intention in tourism industry. *Acta Oeconomica*, 64, 289–301. <https://doi.org/10.1556/AOECON.64.2014.SUPPL.20>
- Chen, C. F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115–1122. <https://doi.org/10.1016/j.tourman.2006.07.007>
- Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, 40, 382–393. <https://doi.org/10.1016/J.TOURMAN.2013.07.008>
- Cho, H., Joo, D., & Woosnam, K. M. (2020). Sport Tourists' Team Identification and Revisit Intention: Looking at the Relationship through a Nostalgic Lens. *Journal of Hospitality and Tourism Research*, 44(6), 1002–1025. <https://doi.org/10.1177/1096348020926550>
- Cleff, T. (2014). Exploratory data analysis in business and economics: An introduction using spss, stata, and excel. In *Exploratory Data Analysis in Business and Economics: An Introduction Using Spss, Stata, and Excel*. <https://doi.org/10.1007/978-3-319-01517-0>
- Colfer, L. J., & Baldwin, C. Y. (2016). The mirroring hypothesis: Theory, evidence,

- and exceptions. *Industrial and Corporate Change*, 25(5), 709–738. <https://doi.org/10.1093/icc/dtw027>
- Conchar, M. P., Zinkhan, G. M., Peters, C., & Olavarrieta, S. (2004). An integrated framework for the conceptualization of consumers' perceived-risk processing. *Journal of the Academy of Marketing Science*, 32(4), 418–436. <https://doi.org/10.1177/0092070304267551>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Method : 12th Edition*.
- Cox, D. F., & Rich, S. U. (1964). Perceived Risk and Consumer Decision-Making: The Case of Telephone Shopping. *Journal of Marketing Research*, 1(4), 32. <https://doi.org/10.2307/3150375>
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)
- Darnell, A. C., & Johnson, P. S. (2001). Repeat visits to attractions: a preliminary economic analysis. *Tourism Management*, 22(2), 119–126. [https://doi.org/10.1016/s0261-5177\(00\)00036-4](https://doi.org/10.1016/s0261-5177(00)00036-4)
- Day, G. S. (1976). *A Two-Dimensional Concept of Brand Loyalty*. 89–89. https://doi.org/10.1007/978-3-642-51565-1_26
- Dayour, F., & Adongo, C. A. (2015). Why They Go There : International Tourists ' Motivations and Revisit Intention to Northern Ghana. *Tourism Management 2015*, 4(1), 7–17. <https://doi.org/10.5923/j.tourism.20150401.02>
- Deery, M., Jago, L., & Fredline, L. (2004). Sport tourism or event tourism: Are they one and the same? *Journal of Sport and Tourism*, 9(3), 235–245. <https://doi.org/10.1080/1477508042000320250>
- Devesa, M., Laguna, M., & Palacios, A. (2010). The role of motivation in visitor satisfaction: Empirical evidence in rural tourism. *Tourism Management*, 31(4), 547–552. <https://doi.org/10.1016/j.tourman.2009.06.006>
- Edelstein, M. R. (2007). Hanford: The Closed City and its Downwind Victims. *Research in Social Problems and Public Policy*, 14, 253–303. [https://doi.org/10.1016/S0196-1152\(06\)14012-0/FULL/XML](https://doi.org/10.1016/S0196-1152(06)14012-0/FULL/XML)
- Enrique Bigné, J., Sánchez, I., & Andreu, L. (2009). The role of variety seeking in short and long run revisit intentions in holiday destinations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 103–115. <https://doi.org/10.1108/17506180910962113/FULL/XML>
- Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Universitas Diponegoro.

- Fuchs, G., & Reichel, A. (2011). An exploratory inquiry into destination risk perceptions and risk reduction strategies of first time vs. repeat visitors to a highly volatile destination. *Tourism Management*, 32(2), 266–276. <https://doi.org/10.1016/j.tourman.2010.01.012>
- Funk, D. C. (2008). *Consumer Behaviour in Sport and Events: Marketing Action*. Elsevier's Science & Technology Rights Department in Oxford.
- Funk, D. C., & Bruun, T. J. (2007). The role of socio-psychological and culture-education motives in marketing international sport tourism: A cross-cultural perspective. *Tourism Management*, 28(3), 806–819. <https://doi.org/10.1016/j.tourman.2006.05.011>
- Gani, A. A. (2019). Visitor's experiential attributes and revisit intention to Islamic tourism attractions in Malaysia. *Journal of Tourism, Hospitality and Culinary Arts*, 11(1), 1–13.
- George, R. (2010). Visitor perceptions of crime-safety and attitudes towards risk: The case of Table Mountain National Park, Cape Town. *Tourism Management*, 31(6), 806–815. <https://doi.org/10.1016/j.tourman.2009.08.011>
- Ghozali, I. (2014). *Model Persamaan Struktural. Konsep dan Aplikasi dengan Program AMOS 24. Update Bayesian SEM*. Badan Penerbit Universitas Diponegoro.
- Gibson, H. J. (1998). Sport Tourism: A Critical Analysis of Research. *Sport Management Review*, 1(1), 45–76. [https://doi.org/10.1016/S1441-3523\(98\)70099-3](https://doi.org/10.1016/S1441-3523(98)70099-3)
- Halimi, F. F., Gabarre, S., Rahi, S., Al-Gasawneh, J. A., & Ngah, A. H. (2022). Modelling Muslims' revisit intention of non-halal certified restaurants in Malaysia. *Journal of Islamic Marketing*, 13(11), 2437–2461. <https://doi.org/10.1108/JIMA-01-2021-0014>
- Hamid, A. H. A., Mohamad, M. R., & Suki, N. M. (2021). Tourists' revisit intention to UNESCO world heritage sites in a developing nation: Investigating the mediating role of place dependence. *Journal of Vacation Marketing*, 27(2), 119–132. <https://doi.org/10.1177/1356766720969739>
- Harlan, J. (2017). *Perhitungan Ukuran Sampel: Power dan Ukuran Efek*. Gunadarma.
- Harrison-Hill, T., & Chalip, L. (2005). Marketing sport tourism: Creating synergy between sport and destination. *Sport in Society*, 8(2), 302–320. <https://doi.org/10.1080/17430430500102150>
- Hasan, M. K., Ismail, A. R., & Islam, M. F. (2017). Tourist risk perceptions and revisit intention: A critical review of literature. *Cogent Business and Management*, 4(1). <https://doi.org/10.1080/23311975.2017.1412874>

- He, X., & Luo, J. M. (2020). Relationship among Travel Motivation, Satisfaction and Revisit Intention of Skiers: A Case Study on the Tourists of Urumqi Silk Road Ski Resort. *Administrative Sciences*, 10(3), 56. <https://doi.org/10.3390/admsci10030056>
- Hosany, S., Buzova, D., & Sanz-Blas, S. (2020). The Influence of Place Attachment, Ad-Evoked Positive Affect, and Motivation on Intention to Visit: Imagination Proclivity as a Moderator. *Journal of Travel Research*, 59(3), 477–495. <https://doi.org/10.1177/0047287519830789>
- Hsu, T. K., Tsai, Y. F., & Wu, H. H. (2009). The preference analysis for tourist choice of destination: A case study of Taiwan. *Tourism Management*, 30(2), 288–297. <https://doi.org/10.1016/j.tourman.2008.07.011>
- Huang, S., & Hsu, C. H. C. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research*, 48(1), 29–44. <https://doi.org/10.1177/0047287508328793>
- Humagain, P., & Singleton, P. A. (2021). *Exploring tourists' motivations, constraints, and negotiations regarding outdoor recreation trips during COVID-19 through a focus group study. January.*
- Humagain, P., & Singleton, P. A. (2023). *Reprint Of: Exploring Tourists' Motivations, Constraints, And Negotiations Regarding Outdoor Recreation Trips During COVID-19 Through A Focus Group Study. January.*
- Islamiyati, D., & Chairy, C. (2021). the Influence of Memorable Souvenirs Shopping Experience and Place Identity on Revisit Intention (the Case of Yogyakarta). *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(1), 205. <https://doi.org/10.24912/jmieb.v5i1.11054>
- JAGO, L., CHALIP, L., BROWN, G., MULES, T., & ALI, S. (2008). Building Events Into Destination Branding: Insights From Experts. *Event Management*, 8(1), 3–14. <https://doi.org/10.3727/152599503108751658>
- Johann, M., Mishra, S., Malhotra, G., & Tiwari, S. R. (2022). Participation in active sport tourism: impact assessment of destination involvement and perceived risk. *Journal of Sport and Tourism*, 26(2), 101–123. <https://doi.org/10.1080/14775085.2021.2017326>
- Joo, D., Xu, W., Lee, J., Lee, C. K., & Woosnam, K. M. (2021). Residents' perceived risk, emotional solidarity, and support for tourism amidst the COVID-19 pandemic. *Journal of Destination Marketing and Management*, 19(December 2020), 100553. <https://doi.org/10.1016/j.jdmm.2021.100553>
- Khan, Mohammad J., Chelliah, S., & Ahmed, S. (2019). Intention to visit India among potential travellers: Role of travel motivation, perceived travel risks, and travel constraints. *Tourism and Hospitality Research*, 19(3), 351–367. <https://doi.org/10.1177/1467358417751025>

- Khan, Mohammad Jamal, Chelliah, S., & Ahmed, S. (2017). Factors influencing destination image and visit intention among young women travellers: role of travel motivation, perceived risks, and travel constraints. *Asia Pacific Journal of Tourism Research*, 22(11), 1139–1155. <https://doi.org/10.1080/10941665.2017.1374985>
- Kim, M. J., Jung, T., Kim, W. G., & Fountoulaki, P. (2015). Factors affecting British revisit intention to Crete, Greece: high vs. low spending tourists. *Tourism Geographies*, 17(5), 815–841. <https://doi.org/10.1080/14616688.2015.1062908>
- Kim, T. (Terry), Kim, W. G., & Kim, H. B. (2009). The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism Management*, 30(1), 51–62. <https://doi.org/10.1016/J.TOURMAN.2008.04.003>
- Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International Journal of Hospitality Management*, 28(1), 144–156. <https://doi.org/10.1016/J.IJHM.2008.06.010>
- Kotler, P., Bowen, J. T., & Makens, J. C. (2016). *Marketing for Hospitality and Tourism, Global Edition, 7th Edition*.
- Kozak, M., Crofts, J. C., & Law, R. (2007). The impact of the perception of risk on international travellers. *International Journal of Tourism Research*, 9(4), 233–242. <https://doi.org/10.1002/jtr.607>
- Kusnendi. (2008). *Model-model Persamaan Structura*. Alfabeta.
- Kusumawati, A., Utomo, H. S., Suharyono, S., & Sunarti, S. (2021). The antecedents of behavioural intention for island tourism across traveller generations: a case of Bali. *Leisure/ Loisir*, 45(1), 53–74. <https://doi.org/10.1080/14927713.2021.1872405>
- La, A., & Batra, A. (2021). *The Antecedent of Revisit Intention of Domestic Honeymoon Tourists to Phuket* ปัจจัยที่ส่งผลต่อความตั้งใจในการกลับมาท่องเที่ยวของนักท่องเที่ยวฮันนีมูนภายในประเทศ ณ เกาะภูเก็ต. 361–380.
- Lau, A. L. S., & McKercher, B. (2016). Exploration Versus Acquisition: A Comparison of First-Time and Repeat Visitors: <Http://Dx.Doi.Org/10.1177/0047287503257502>, 42(3), 279–285. <https://doi.org/10.1177/0047287503257502>
- Li, M., Cai, L. A., Lehto, X. Y., & Huang, J. Z. (2010). A missing link in understanding revisit intention-the role of motivation and image. *Journal of Travel and Tourism Marketing*, 27(4), 335–348. <https://doi.org/10.1080/10548408.2010.481559>

- Li, M., Cai, L. A., Lehto, X. Y., Huang, J. Z., Li, M., & Cai, L. A. (n.d.). *A Missing Link in Understanding Revisit Intention — The Role of Motivation and Image*. *A MISSING LINK IN UNDERSTANDING REVISIT INTENTION — THE ROLE OF MOTIVATION AND IMAGE*. September 2012, 37–41. <https://doi.org/10.1080/10548408.2010.481559>
- Lily, J. (2018). *The Effects of Destination Image and Perceived Risk on Revisit Intention: A Study in the South Eastern Coast of Sabah, Malaysia*. *This*, 15(6), 540–559.
- Lin, C.-H., & Chuang, Y.-W. (2021). A Study of Participation Motivation, Experience and Satisfaction in Camping Tourists. *Open Journal of Applied Sciences*, 11(02), 190–201. <https://doi.org/10.4236/ojapps.2021.112013>
- Lin, C. H. (2014). Effects of Cuisine Experience, Psychological Well-Being, and Self-Health Perception on the Revisit Intention of Hot Springs Tourists. *Journal of Hospitality and Tourism Research*, 38(2), 243–265. <https://doi.org/10.1177/1096348012451460>
- Liu, C. H. S., & Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management*, 52, 42–54. <https://doi.org/10.1016/j.jairtraman.2015.12.007>
- Luvsandavaajav, O., & Narantuya, G. (2021). Mongolian Domestic Tourists' Motivation and Revisit Intention: Mediating Effect of Perceived Benefit and Perceived Value. *Central European Journal of Geography and Sustainable Development*, 3(1), 32–48. <https://doi.org/10.47246/cejgsd.2021.3.1.3>
- Mai, K. N., Ngoc, P., & Nguyen, D. (2019). *International Tourists' Loyalty to Ho Chi Minh City Destination — A Mediation Analysis of Perceived Service Quality and Perceived Value*.
- Malhotra, N. K. (2015). *Essentials of Marketing Research* (Global Edi). Pearson Education Limited.
- Malhotra, N. K., & Birks, D. S. (2013). *Marketing Research: An Applied Approach*.
- McDaniel, & Gates. (2015). *Marketing Research* (10th ed.).
- Mehmetoglu, M. (2012). What determines holidaying interest? Extrinsic versus intrinsic motivations. *Journal of Social, Evolutionary, and Cultural Psychology*, 6(1), 93–110. <https://doi.org/10.1037/h0099222>
- Mohammed, A. R. J., Mohd Zahari, M. S., Hanafiah, M. H., & Rahman, A. R. A. (2021). Foreign tourist satisfaction, commitment and revisit intention: exploring the effect of environmental turbulence in the Arab region. *Journal of Islamic Marketing*, June. <https://doi.org/10.1108/JIMA-02-2021-0039>

- Mullin, B. J., Hardy, S., & Sutton, W. A. (2014). *Sport Marketing*.
- Oppermann, M. (2000). Tourism Destination Loyalty. *Journal of Travel Research*, 39(1), 78–84. <https://doi.org/10.1177/004728750003900110>
- Pai, C., Kang, S., Liu, Y., & Zheng, Y. (2021a). An examination of revisit intention based on perceived smart tourism technology experience. *Sustainability (Switzerland)*, 13(2), 1–14. <https://doi.org/10.3390/su13021007>
- Pai, C., Kang, S., Liu, Y., & Zheng, Y. (2021b). An Examination of Revisit Intention Based on Perceived Smart Tourism Technology Experience. *Sustainability 2021, Vol. 13, Page 1007, 13(2), 1007*. <https://doi.org/10.3390/SU13021007>
- Pangaribuan, C. H., Manurung, A. H., Saroso, H., & Rusmanto, T. (2021). The Influence of Risk Perception on Destination Attachment and Voluntourism Behavior: Empirical Evidence from Indonesia. *Journal of Asian Finance, Economics and Business*, 8(3), 1287–1293. <https://doi.org/10.13106/jafeb.2021.vol8.no3.1287>
- Park, D. B., & Yoon, Y. S. (2009). Segmentation by motivation in rural tourism: A Korean case study. *Tourism Management*, 30(1), 99–108. <https://doi.org/10.1016/j.tourman.2008.03.011>
- Perry, J. L. (1996). Measuring public service motivation: An assessment of construct reliability and validity. *Journal of Public Administration Research and Theory*, 6(1), 5–22. <https://doi.org/10.1093/oxfordjournals.jpart.a024303>
- Poon, W. C., & Koay, K. Y. (2021). *Hong Kong protests and tourism : Modelling tourist trust on revisit intention*. 27(2), 217–234. <https://doi.org/10.1177/1356766720987881>
- Priyono. (2016). *Metode Penelitian Kuantitatif*. ZIFATAMA.
- Quintal, V. A., Lee, J. A., & Soutar, G. N. (2010). *Tourists ' Information Search : 333(October 2009), 321–333*.
- Raharja, C. L. M., & Hadisumarto, A. D. (2021). The Role of Perceived Risks on Millennials on Online Purchase Intention at Travel Agencies During the Covid-19 Pandemic. *Proceedings of the International Conference on Business and Engineering Management (ICONBEM 2021)*, 177, 118–123. <https://doi.org/10.2991/aebmr.k.210522.016>
- Realino, D., & Moko, W. (2021). *The Effect of Customer Experiential Quality on Revisit Intention with Positive Emotion and Perceived Value as Mediation Variables*. 3(1), 245–258.
- Reihani, E., & Khatibzadeh, M. (2021). Marketing Mix in Sport Tourism Context. *Journal of New Studies in Sport Management*, 2(3), 247–255.

<https://doi.org/10.22103/jnssm.2021.17647.1027>

- Roehl, W. S., & Fesenmaier, D. R. (1992). Risk Perceptions and Pleasure Travel: An Exploratory Analysis. *Journal of Travel Research*, 30(4), 17–26. <https://doi.org/10.1177/004728759203000403>
- Ryu, K., Han, H., & Jang, S. S. (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *International Journal of Contemporary Hospitality Management*, 22(3), 416–432. <https://doi.org/10.1108/09596111011035981>
- Salim, E., Mayer, M., Sacher, P., & Ravanel, L. (2022). Visitors' motivations to engage in glacier tourism in the European Alps: comparison of six sites in France, Switzerland, and Austria. *Journal of Sustainable Tourism*, January. <https://doi.org/10.1080/09669582.2022.2044833>
- Salim, E., Ravanel, L., Salim, E., & Ravanel, L. (2021). *Last chance to see the ice : visitor motivation at Montanvers-Mer-de-Glace , French Alps*.
- Sampol, C. J. (1996). Estimating the probability of return visits using a survey of tourist expenditure in the Balearic Islands. *Tourism Economics*, 2(4), 339–351. <https://doi.org/10.1177/135481669600200404>
- San Martín, H., & Rodríguez del Bosque, I. A. (2008). Exploring the cognitive-affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 29(2), 263–277. <https://doi.org/10.1016/j.tourman.2007.03.012>
- Santoso, S. (2011). *Structural Equation Modeling (Konsep dan Aplikasi dengan AMOS 18)*. PT Elex Media Komputindo.
- Sarjono, H., & Julianita, W. (2015). *Structural Equation Modeling (SEM). Sebuah Pengantar, Aplikasi untuk Penelitian Bisnis*. Salemba Empat.
- Sarwono, Y. (2010). Pengertian Dasar Structural Equation Modeling (SEM). *Jurnal Ilmiah Manajemen Bisnis Ukrida*, 10(3), 98528.
- Satyarini, N. W. M., Tamjuddin, T., & Kurniawan, R. (2020). *Interrelation Between Tourist Risk Perception and Destination Image and Revisit Intention East Lombok Post Earthquake*. 143(Isbest 2019), 181–186. <https://doi.org/10.2991/aebmr.k.200522.036>
- Schiffman, L. G., Kanuk, L. L., & Hansen, H. (2012). Consumer Behaviour: A European Outlook. In *Pearson Education*.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*.
- Shank, D. M., & Lyberger, M. R. (2015). *Sports Marketing: A Strategic Perspective*. Routledge.

- Shirazi, F. M., Puad, A., & Som, M. (2013). Relationship Marketing and Destination Loyalty: Evidence from Penang, Malaysia. *International Journal of Management and Marketing Research*, 6(1), 95–106.
- Silva, O. (2010). *The moderator effect of risk on Travel Decision Making*. 3(4), 332–347.
- Simpson, G. D., Sumanapala, D. P., Galahitiyawe, N. W. K., Newsome, D., & Perera, P. (2020). Exploring motivation, satisfaction and revisit intention of ecolodge visitors. *Tourism and Hospitality Management*, 26(2), 359–379. <https://doi.org/10.20867/THM.26.2.5>
- Sinambela, E. A. (2021). Examining the Relationship between Tourist Motivation, Touristic Attractiveness, and Revisit Intention. *Journal of Social Science Studies (JOS3)*, 1(1), 25–30. <https://doi.org/10.56348/jos3.v1i1.4>
- Siyoto, S., & Sodik, A. (2015). Dasar Metodologi Penelitian. In *Literasi Media Publishing*.
- Sohn, H. K., Lee, T. J., & Yoon, Y. S. (2016). Relationship between Perceived Risk, Evaluation, Satisfaction, and Behavioral Intention: A Case of Local-Festival Visitors. *Journal of Travel and Tourism Marketing*, 33(1), 28–45. <https://doi.org/10.1080/10548408.2015.1024912>
- Soliman, M. (2021). Extending the Theory of Planned Behavior to Predict Tourism Destination Revisit Intention. *International Journal of Hospitality and Tourism Administration*, 22(5), 524–549. <https://doi.org/10.1080/15256480.2019.1692755>
- Solomon, M. R., Askegaard, S., Hogg, M. K., & Bomossy, G. J. (2006). *Consumer Behaviour: A European Perspective 2.pdf*. 706. <https://www.vlebooks.com/Vleweb/Product/Index/1555337?page=0>
- Su, W. S., Hsu, C. C., Huang, C. H., & Chang, L. F. (2018). Setting attributes and revisit intention as mediated by place attachment. *Social Behavior and Personality*, 46(12), 1967–1981. <https://doi.org/10.2224/sbp.6861>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sukma Winarya Prabawa, I. W., & Ratih Pertiwi, P. (2020). The Digital Nomad Tourist Motivation in Bali: Exploratory Research Based on Push and Pull Theory. *Athens Journal of Tourism*, 7(3), 161–174. <https://doi.org/10.30958/ajt.7-3-3>
- Sukmadinata, N. S. (2012). *Metode Penelitian Pendidikan*. Rosda Karya.
- Sumarwan, U. (2014). Model Keputusan Konsumen. *Perilaku Konsumen*, 5, 1–41.
- Thi, N., & Chi, K. (2022). *Environmentally responsible behaviour in outdoor*

recreation : the moderating impact of COVID-19 related risk perception. 1–16. <https://doi.org/10.1108/JTF-09-2021-0234>

- Thipsingh, S., Srisathan, W. A., Wongsachia, S., Ketkaew, C., Naruetharadhol, P., & Hengboriboon, L. (2022). Social and sustainable determinants of the tourist satisfaction and temporal revisit intention: A case of Yogyakarta, Indonesia. *Cogent Social Sciences*, 8(1). <https://doi.org/10.1080/23311886.2022.2068269>
- Toften, K., & Hammervoll, T. (2010). Niche marketing and strategic capabilities: An exploratory study of specialised firms. *Marketing Intelligence and Planning*, 28(6), 736–753. <https://doi.org/10.1108/02634501011078138>
- Um, S., Chon, K., & Ro, Y. H. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141–1158. <https://doi.org/10.1016/j.annals.2006.06.003>
- Uslu, A., & Karabulut, A. (2018). Touristic Destinations' Perceived Risk and Perceived Value As Indicators of E-Wom and Revisit Intentions. *International Journal of Contemporary Economics and Administrative Sciences*, 8(2), 37–63.
- Viet, B. N., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction : The role of destination image , perceived risk , and cultural contact Revisit intention and satisfaction : The role of destination image , perceived risk , and cultural. *Cogent Business & Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1796249>
- Wang, S., Bickle, M., & Harrill, R. (2010). Residents' attitudes toward tourism development in Shandong, China. *International Journal of Culture, Tourism and Hospitality Research*, 4(4), 327–339. <https://doi.org/10.1108/17506181011081505/FULL/HTML>
- Wang, Y.-C., Lin, W.-R., Yeh, P.-H., & Liu-Chyong-Ru. (2011). The Role of Destination Image in Formation of Destination Loyalty at Leisure Farm: Difference between First-time and Repeat Visitors, . *International Journal of Agricultural Travel and Tourism*, 2, 106–121.
- Weed, M., & Bull, C. (2012). *Sports tourism: Participants, policy and providers*. [https://books.google.com/books?hl=en&lr=&id=xyxYxoY-Va8C&oi=fnd&pg=PR1&dq=Weed,+M.+a.+\(2009\).+Sport+Tourism:+participants,+policy+and+providers.+UK:+Elsevier+Limited.&ots=96Rldl00yg&sig=25MMDUivwPoIqPpOHBq3O-9zIXA](https://books.google.com/books?hl=en&lr=&id=xyxYxoY-Va8C&oi=fnd&pg=PR1&dq=Weed,+M.+a.+(2009).+Sport+Tourism:+participants,+policy+and+providers.+UK:+Elsevier+Limited.&ots=96Rldl00yg&sig=25MMDUivwPoIqPpOHBq3O-9zIXA)
- Whiting, J. W., Larson, L. R., & Green, G. T. (2012). Monitoring Visitation in Georgia State Parks Using the System for Observing Play and Recreation in Communities (SOPARC). *Journal of Park and Recreation Administration*, 30(4), 21–37.

- Wijanto, S. (2007). *Structural Equation Modeling dengan LISREL 8.80*. Graha Ilmu.
- Wisandiko, F. A., & Indarwati, T. A. (2021). Pengaruh Destination Social Responsibility dan Destination Reputation terhadap Revisit Intention dengan Perceived Trust sebagai Variabel Mediasi di Masa Pandemi Covid-19. *Pusaka : Journal of Tourism, Hospitality, Travel and Business Event*, 3(2), 123–135. <https://doi.org/10.33649/pusaka.v3i2.105>
- Wu, H. C., Li, M. Y., & Li, T. (2018). A Study of Experiential Quality, Experiential Value, Experiential Satisfaction, Theme Park Image, and Revisit Intention. *Journal of Hospitality and Tourism Research*, 42(1), 26–73. <https://doi.org/10.1177/1096348014563396>
- Yang, L., & Lu, X. (2023). *Perceived Risk of Korea Medical Tourism Influencing Purchase Hesitation Multiple Regression Analysis Based on the SPSS 21.0*. <https://doi.org/10.4108/eai.18-11-2022.2326899>
- Yogiswari, N. M. M., Suryawardani, I. G. A. O., & Wiranatha, A. S. (2021). The Influence of The Influence of Experiential Marketing on Visitors' Satisfaction and Intention to Revisit at Batur Camp Bali. *Journal of Business on Hospitality and Tourism*, 7(1), 180. <https://doi.org/10.22334/jbhost.v7i1.296>
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45–56. <https://doi.org/10.1016/j.tourman.2003.08.016>
- Yu, J., Lee, K., & Hyun, S. S. (2021). Understanding the influence of the perceived risk of the coronavirus disease (COVID-19) on the post-traumatic stress disorder and revisit intention of hotel guests. *Journal of Hospitality and Tourism Management*, 46(September 2020), 327–335. <https://doi.org/10.1016/j.jhtm.2021.01.010>
- Yusuf, M. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan Penelitian Gabungan*. Kencana.
- Yvonne, A., & Kristaung, R. (2013). *Metodologi Penelitian Bisnis dan Akuntansi*. Dian Rakyat.
- Zhang, J., & Walsh, J. (2021). Tourist experience, tourist motivation and destination loyalty for historic and cultural tourists. *Pertanika Journal of Social Sciences and Humanities*, 28(4), 3277–3296. <https://doi.org/10.47836/PJSSH.28.4.43>
- Zwart, R., & Hines, R. (2022). Community Wellness and Social Support as Motivation for Participation in Outdoor Adventure Recreation. *Journal of Outdoor Recreation, Education, and Leadership*, 14(1), 33–50. <https://doi.org/10.18666/jorel-2022-v14-i1-11139>

