



The Influence of Location and Destination Image on Revisit Intention at the Mepet Sawah Tourist Attraction in Rokan Hilir Regency

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Abstract

This research is motivated by the problem of the fluctuating number of tourists at the Mepet Sawah tourist attraction in Rokan Hilir district, which is thought to be caused by an imbalance between tourist attractions and tourist satisfaction being the driving force in this research. This study aims to determine the effect of location and destination image on the tendency of tourists to return to the Mepet Sawah tourist attraction. This analysis uses intention to return as the dependent variable, by combining the independent variables namely location and image of the destination. To distribute the data in this study, questionnaires were used as a quantitative tool and tourists at the Mepet Sawah tourist attraction were used as the research sample. A sample of 50 respondents was selected using a basic random sampling procedure. Multiple linear regression was used as data analysis using IBM SPSS version 20.0. The regression model in this study is $Y = -790,990 + 1,113 X_1 + 2,750 X_2$. This study shows that the location variable (X_1) and destination image (X_2) simultaneously influence the intention to return, with a significance value of $0.000 < 5\%$ or 0.05 . In addition, the location variable (X_1) has a significant value in the partial test of $(0.016) < (0.05)$, then the destination image variable (X_2) has a significant value of $(0.000) < (0.05)$ which indicates that the two variables have a partially significant effect on the variable Interest to Revisit (Y). The ability to observe location variables and destination image is supported by a further Adjusted R value of 0.594 meaning that the ability to observe location variables and destination image can explain each relation to the interest variable to return statistically is 59.4% (D) while the remainder is 50.6 % is explained by another variable x which is not used in this study (Epsilon/ ϵ).

Keywords: *location, destination image, interest in returning and mepet sawah tourism object .*

1 Introduction

Indonesia has abundant natural resources, which provides capital for the development of the tourism sector in Indonesia. Currently, tourism is one of the largest foreign exchange earners, creating jobs, increasing regional income, and improving the welfare of communities around tourist areas. Tourism is an activity related to sightseeing trips. According to (Law of the Republic of Indonesia No. 9 of 1990 concerning Tourism) , anything directly related to tourist travel can be defined as tourism. This type of tourism is temporary and is carried out voluntarily by tourists with the aim of enjoying the beauty of tourist attractions.

Rokan Hilir Regency has significant tourism potential. It boasts a variety of tourist attractions, including Rantau Bais Village, Bakar Tongkang, and Belah Batu Betangkup. Natural attractions include Batu Mandi Island, Batu Berlayar Island, Halang Island, Panipahan Island, Tekong Emas Island, and others.

The Mepet Sawah tourist attraction was established in 2019 and is still considered a new tourist

attraction and is also a tourist attraction in the form of an ordinary rice field, but over time the management continues to innovate in developing tourist attractions so that this tourist attraction has certain uniqueness that makes people around the tourist attraction and tourists from outside the city interested in visiting until now in Rokan Hilir Regency.

To create tourist satisfaction visiting the Mepet Sawah tourist attraction, there are several strategies that can be implemented by the management, including paying attention to tourism destination marketing to attract tourists' interest in visiting. The tourism sector tends to prioritize the service marketing mix, because in tourism activities, besides enjoying tourist attractions, tourists also enjoy more services from the tourist attraction managers. These service marketing strategies include promotion, product, price, people, location, and physical product, according to Alma (2007). According to Lupiyoadi (in Latief 2018), the decision made by a company to have a business location and operate can be interpreted as a location. The company must be able to position and distribute products to facilitate purchasing access for potential buyers. In this case, place refers to location, so if a tourist attraction has convenient and easily accessible access and location for tourists, it can certainly attract tourists' interest in visiting the tourist attraction. The strategic location of Mepet Sawah, such as access to the place right on the roadside, makes the author interested in taking a service marketing mix in the form of location.

Furthermore, in addition to the location factor in the service marketing mix, several psychological factors can influence tourists' interest in visiting a destination. These factors include personality traits, motivation, perceptions, and attitudes. These psychological factors contribute to a destination's image. A positive image of a destination engenders trust among tourists, leading to repeat visits or even recommendations.

Table 1.1 Tourist Visits to the Mepet Sawah Tourist Attraction in Rokan Hilir Regency, Riau, in 2020-2021

Year	Month	Number of Tourist Visits
2020	January	10,230
	February	4,670
	March	2,500
	April	2,700
	May	36,500
	June	2,880
	July	4,680
	August	7,330
	September	2,780
	October	3,100
	November	3,200
	December	5,700
2021	January	4,450
	February	3,300
	March	2,990
	April	5,560
	May	57,600
	June	2,400
	July	5,600
	August	2,980
Total Visitors		171,150

Source: Data processed by researchers

Based on the table above, visits to the Mepet Sawah tourist attraction fluctuate, like other tourist attractions. This has prompted the management to continue developing tourist facilities to increase visitor numbers. These improvements include the provision of children's play facilities, such as goet boats, flying canoes, and various other children's games.

It was seen in January 2020 where the number of visits increased drastically, namely 10,230 visitors, this happened because the management brought in a famous local dangdut artist named Lesti DA, where this was an effort by the management to increase the number of tourist visits to the Mepet Sawah tourist attraction, because it created a high curiosity from the public to the artists they usually see on television. So that this method was considered successful in bringing in thousands of visitors at that time, but this did not make the number of tourists visiting the Mepet Sawah tourist attraction increase according to the table that has been presented. Based on the phenomenon that has been described above, the researcher is interested in raising an article entitled "Location and Destination Image Its Influence on the Interest in Revisiting the Mepet Sawah Tourist Attraction in Rokan Hilir Regency".

2 Literature Review

Location

According to Sutojo, place is a company's effort to make it easier for consumers to find and reach the products they want or need. Meanwhile, Lupiyoadi (in Latief 2018) said that the decision made by a company to have a place of business and operate can be interpreted as a location . Meanwhile, according to Tjiptono (in (Zuliani 2005) said that there are various things that are needed to consider a location or place. There are several factors that can influence it, namely (1) Easy access by public transportation, (2) Visibility in the form of a location on the roadside, (3) Traffic, in the form of the number of people and vehicles that provide opportunities for *Impulsive Buying* and traffic density or congestion, (4) There is a large and safe area for parking, (5) Expansion of the existence of a large place for business in the future, (6) Environment, in the form of an area that allows for offering goods and services owned, (7) Competition, in the form of the existence of competitor locations, (8) Government regulations, such as government regulations regarding the construction of a business location that can disrupt residential areas.

Destination Image

According to Herbig and Milewichz (1993) in (Trisno 2019) Image is an assessment obtained by a company because it has its own advantages and uniqueness. Destination image is an advantage or uniqueness possessed by a tourist attraction that makes the tourist attraction get value or appreciation for its excellence. So the destination image can be interpreted as an award given to a tourist attraction because it has its own advantages or uniqueness that allows tourists to visit again. The definition of destination image according to Pitana and Diarta (2009) (in Hanif and Mawardi 2016) Image is a tourist's view of a tourist attraction based on what he felt when visiting. Meanwhile, according to Ling, *et al* (2010) (in Nafis 2020) said when a destination image that matches tourists' expectations when they visit will result in satisfaction for tourists and allow tourists to make repeat visits or recommend the tour to others.

Interest in Returning

Interest in revisiting according to Cole and Scot (2004) in (Khansa and Farida 2016) is the willingness of tourists to revisit a tourist attraction or destination within a different time period. Meanwhile, according to Fishbein and Ajzen (1975) in (Khansa and Farida 2016) , revisit intention is the desire of tourists to revisit a tourist destination. According to Allameh *et al.*, (2015; 7) (in Lestari and Yusuf 2020) , revisit intention is the desire of tourists to review the tourist attraction they have visited in the future and they will consciously and voluntarily recommend the tourist attraction or destination to others. According to Baker in (Lestari and Yusuf 2020), there are two dimensions of revisit intention, namely:

1. *Intention to Recommend*

2. *Intention to Revisit*

Hypothesis :

H1: Location (X1) has a partial influence on the intention to revisit (Y) at the Mepet Sawah tourist attraction in Rokan Hilir Regency, Riau.

H2: Destination image (X2) has a partial influence on the intention to revisit (Y) at the Mepet Sawah tourist attraction in Rokan Hilir Regency, Riau.

H3: Location (X1) and destination image (X2) simultaneously influence tourists' intention to revisit the Mepet Sawah tourist attraction in Riau Regency.

3 Research Methods

This research was conducted at the Mepet Sawah tourist attraction in Rokan Hilir Regency using a quantitative method using tourist motorcycle taxi visitors as a sample in the study with a total of 50 respondents. The data analysis technique used in this study is multiple linear regression with SPSS version 20.0 as a tool. The variables in this study consist of 3 variables, namely the Location variable (X1), Destination Image as an independent variable (X2) and Return Visit Intention (Y) as a dependent variable. Data presentation from the results of the data test in this study is presented in tabular form.

4 Research Results and Discussion

Instrument Test

a. Validity Test

In the decision-making process, the r table limit is used with a significance of 0.05 and a population (n) of 50 respondents, so the r table calculation is as follows:

$$r = \frac{t}{\sqrt{df + t^2}}$$

Description: r = table r value
 t = t-value of the table
 df = degrees of freedom

Given: N= 50

$$df = 50 - 2 = 48$$

t : seen at the Distribution Percentage Point t
 t table of 2.011

$$\text{So } r = \frac{2,011}{\sqrt{48+2,011^2}} = 0.284$$

The following are the results of the validity test of all variables in this study:

Table 4.1 Validity Tests

VARIABLES	Statement	R count (Pearson Correlation)	R Table (A=0.05)	Decision
Location (X1)	X1.1	0.464	0.284	VALID
	X1.2	0.657	0.284	VALID
	X1.3	0.368	0.284	VALID
	X1.4	0.777	0.284	VALID
	X1.5	0.654	0.284	VALID
	X1.6	0.338	0.284	VALID

Destination Image (X2)	X2.1	0.644	0.284	VALID
	X2.2	0.457	0.284	VALID
	X2.3	0.417	0.284	VALID
	X2.4	0.643	0.284	VALID
	X2.5	0.810	0.284	VALID
	X2.6	0.712	0.284	VALID
	X2.7	0.832	0.284	VALID
	X2.8	0.811	0.284	VALID
Return Visit Interest (Y)	Y.1	0.668	0.284	VALID
	Y.2	0.668	0.284	VALID

Source: Data processed by researchers (2022)

The results of the table calculation above obtained an r table value of 0.284. The decision rule is that if the Correlation value of each questionnaire item is $> R$ table, then all items are valid. Judging from the overall results of the validity test of all question items, R count $> R$ table means all items are valid.

b. Reliability Test

A variable is declared reliable or consistent when the Cronbach Alpha value is > 70 . The following are the results of the reliability test on this research questionnaire:

Table 4.2 Reliability Test

Variables	Cronbach's Alpha	Criteria	Decision
Location (X1)	0.794	0.70	Reliable
Destination Image (X2)	0.893	0.70	Reliable
Interest in Returning (Y)	0.801	0.70	Reliable

Source: Data processed by researchers, 2022

Based on the table above, it shows that all *Cronbach's Alpha values* are > 0.70 , so it can be said that all questionnaire items in this study are reliable.

Data Transformation

The data used in the classical assumption test and regression test in this study are the results of transformation from ordinal to interval data, where the method used for data transformation is the *successive interval method*.

Table 4.3 Transformation of location variable data

Data Transformation	Successive Interval Method					
	Question Items					
Ordinal	1	2	3	4	5	6
1	1.00	1.00	1.00	1.00	1.00	1.00
2	1.00	1.00	1.00	1.00	1.00	-1.42
3	1.00	-1.15	-0.99	1.00	-0.75	-0.25
4	0.44	0.47	0.77	0.39	0.33	0.71
5	1.00	1.00	1.00	1.00	1.00	1.00

Source: Data processed by researchers, 2022

From the transformation table above, it shows that each of the answers 1 in question item 1 is replaced with 1.00, all answers 1 in question item 2 are replaced with 1.00, all answers 1 in question item 3 are replaced with 1.00, and so on until answer 5 is adjusted to each question item.

Table 4.4 Transformation of destination image variable data

Data Transformation		Successive Interval Method							
Ordinal	Question Items								
	1	2	3	4	5	6	7	8	
1	14.6	1.0	1.0	11.3	22.6	14.6	22.6	14.6	
2	1.0	14.1	9.0	1.0	1.0	1.0	1.0	1.0	
3	11.4	20.6	19.8	8.1	16.9	4.3	17.4	6.1	
4	13.3	21.6	21.7	10.2	21.4	13.6	21.5	13.4	
5	14.6	22.6	22.6	11.3	22.6	14.6	22.6	14.6	

Source: Data processed by researchers, 2022

From the transformation table above, it shows that each of the answers 1 in question item 1 is replaced with 14.6, all answers 1 in question item 2 are replaced with 1.0, all answers 1 in question item 3 are replaced with 11.4 and so on until answer 5 is adjusted to each question item.

Table 4.5 Data transformation of the variable interest in revisiting

Transformation		Successive Interval Method	
Ordinal	Question Items		
	1	2	
1	16.21	13.47	
2	1.00	1.00	
3	6.66	3.49	
4	14.01	11.09	
5	16.21	13.47	

Source: Data processed by researchers, 2022

From the transformation table above, it shows that each of the answers 1 in question item 1 is replaced with 16,21, all answers 1 in question item 2 are replaced with 1,0,0 and so on until answer 5 is adjusted to each question item.

c. Normality Test

In data normality testing, a variable is said to be normal when the Sig value > 0.05. The following are the results of the data normality test in the table below:

Table 4.6 Normality Test
 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	0E-7
	Standard Deviation	329.16694999
Most Extreme Differences	Absolute Positive	.141
	Negative	-.141
Kolmogorov-Smirnov Z		.994
Asymp. Sig. (2-tailed)		.276

- a. Test distribution is Normal.
- b. Calculated from data.

Source: Data processed by researchers 2022

Based on the table of data normality analysis results, it is known that the significance value is 0.276, the significance value is more than 0.05. Based on the decision rule, if the significance value is greater than 0.05, the data is normal. So, based on the table above, the normality test data using *Kolmogorov-Smirnov analysis* on the location variable (X1), destination image (X2), and the data on the revisit intention variable (Y) can be said to be normal.

d. Heteroscedasticity Test

The heteroscedasticity test conducted in this study was analyzed using the Glejser test as in the table below:

Table 4.7 Heteroscedasticity Test Results
 Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1018.128	362,268		2,810	.007
1 Location	-.882	.456	-.294	-1,932	.059
1 Destination Image	-.011	.034	-.049	-.321	.749

a. Dependent Variable: Abs_RES

Source: Data processed by researchers

It is known that the alpha value of this study is 5% or 0.05. It can be seen that the significance value obtained from testing the location variable data (X1) on the intention to revisit (Y) is (0.059) where the value is > (0.05). Furthermore, in the destination image variable (X2) the value is (0.749) where the value (0.749) is > (0.05), so it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

e. Multicollinearity Test

In the multicollinearity test, the tolerance limit is > 0.01 and VIF < 10 as in the table below:

Table 4.8 Multicollinearity Test Results
 Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-790,997	386,152		-2,048	.046		
1 Location	1,113	.447	.251	2,487	.016	.813	1,231
1 Destination Image	2,750	.434	.639	6,334	.000	.813	1,231

a. Dependent Variable: Return Visit Interest

Source: Data processed by researchers 2022

In the coefficients table, the *tolerance value* for the location variable (X1) and destination image is 0.813 > 0.01, and the (VIF) value for both variables is 1.231 < 10, so it can be concluded that there are no symptoms of multicollinearity between variables (X).

f. Autocorrelation Test

The autocorrelation test in this study uses a test with the *Durbin Watson table* as shown in the table below:

Table 4.9 Autocorrelation Test Results
 Model Summary ^b

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.782 ^a	.611	.594	336,098	1,764

a. Predictors: (Constant), Destination Image, Location

b. Dependent Variable: Return Visit Interest

Source: Data processed by researchers 2022

From the autocorrelation test conducted, the *Durbin Watson* (DW) value was obtained as 1.746. In making this autocorrelation decision, two auxiliary values are needed which are obtained from the Durbin Watson table consisting of dL and dU, with K being the independent variable and n as the number of samples. Based on the Durbin Watson table with k = 2 and n = 50, the dL value is 1.4625 and the dU value is 1.6283. Based on the decision rule when the dw value is between dU and 4-du, namely 2.3717, then the dW value of 1.764 does not occur autocorrelation in the variable data.

Multiple Linear Regression Analysis

To determine the influence of location variables and destination image on the intention to revisit, the multiple linear regression analysis method was used.

Table 4. 10 Multiple Linear Regression Equations
 Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-790,997	386,152		-2,048	.046
1 Location	1,113	.447	.251	2,487	.016
1 Destination Image	2,750	.434	.639	6,334	.000

a. Dependent Variable: Return Visit Interest

Source: Data processed by researchers, 2023

The following are the results of the regression equation from the coefficient table above:

$$Y = -790.990 + 1.113 X_1 + 2.750 X_2$$

The constant value obtained is -790.990, meaning that the constant value of the variable Intention to Revisit (Y) is -790.990. The regression coefficient of the Location variable (X1) of 1.113 states that for every 1% increase in the location, the interest in revisiting increases by 1.313. Likewise, the regression coefficient of the Destination Image variable (X2) of 2.750 states that for every 1% increase in the destination image, the interest in revisiting increases by 2.750.

a. Simultaneous Test (F Test)

Simultaneous significance test is conducted to determine the influence of variable X on variable Y simultaneously.

Table 4.11 Results of the Multiple Linear Regression F Test
 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8332462.453	2	4166231.226	36,882	.000 ^b
	Residual	5309193.167	47	112961.557		
	Total	13641655.620	49			

a. Dependent Variable: Return Visit Interest

b. Predictors: (Constant), Destination Image, Location

Source: Data processed by researchers 2022

From the ANOVA table, a significance value of $0.000 < \alpha$ research value of 5% or 0.05 is obtained, so the research model regarding the influence of Location (X1) and destination image (X2) has a simultaneous influence on the intention to revisit (Y). From the F table at α (alpha) = 5%, it is known that the value F_{tabel} with the numerator df is = 2 and the denominator df is $(nk-1;50-2-1) = 47$ is 3.20. In the table above, the value F_{Hitung} of 36.882 > F_{tabel} is 3.20, which means that the location (X1) and destination image (X2) together influence the intention to revisit (Y) of tourists in MePET Sawah, Rokan Hilir Regency.

a. Partial Test (t-Test)

Partial significance testing is carried out to determine the influence of each variable X on variable Y.

Table 4.12 Results of Multiple Linear Regression t-Test
 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-790,997	386,152		-2,048	.046
	Location	1,113	.447	.251	2,487	.016
	Destination Image	2,750	.434	.639	6,334	.000

a. Dependent Variable: Return Visit Interest

Source: Data processed by researchers 2022

From the *Coefficients table* above, the location variable (X1) obtained a significance value of (0.016) which means that the variable has a partial significant effect on the variable of intention to revisit (Y), then the destination image variable (X2) obtained a significance value of (0.000) then the variable has a partial significant effect on the variable of intention to revisit (Y). Where the significance value is <research alpha which is 5% or (0.05), then the research model on the influence of location (X1) and destination image (X2) on the variable of intention to revisit (Y) has a partial significant effect. Based on the *Coefficients table* above, it is known that each value of t_{hitung} the Location variable (X1) is (2.487), and the Destination Image is (6.334) > from the t table. It is known that t_{tabel} in this study is 2.01174 the value is obtained from the t value (0.05/2; nk-1), so the value is (0.025; 47). it can be concluded that the Destination Image variable (X2) has a significant partial influence on the Return Visit Interest variable (Y).

b. Multiple Determination Coefficient

Multiple determination tests are carried out to explain how much the independent variable (X) is able to explain the dependent variable (Y).

Table 4.13 Model Summary
Model Summary^b

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.782 ^a	.611	.594	336,098

a. Predictors: (Constant), Destination Image, Location

b. Dependent Variable: Return Visit Interest

Source: Data processed by researchers 2022

From the table above, it is known that the Adjusted R Square value of 0.594 means that the observation ability of the location and destination image variables can explain each relationship with the variable of intention to revisit statistically is 59.4% (D) and the remaining 40.6% is explained by other variables (X) that are not used in this study (Epsilon/ ϵ).

Discussion

The influence of location on revisit intention

According to the results of the hypothesis test, the location of a tourist attraction influences tourists' intention to revisit. This indicates that Mepet Sawah's strategic location and easy access encourage tourists to revisit Mepet Sawah due to their satisfaction with its accessible location.

The influence of destination image on revisit intention

The Mepet Sawah tourist attraction management has implemented various activities, including bringing in dangdut artist Lesti DA. This sparked public curiosity about the artist they typically see on television. This approach was deemed successful, attracting thousands of visitors, according to data from Mepet Sawah visitors in January 2020, which saw a drastic increase in visitor numbers to 10,230.

Besides inviting artists, another effort made by the management is to improve and add facilities for tourist attractions, such as adding children's play facilities to increase the satisfaction of visiting tourists, besides tourists being able to take selfies, the children of tourists can also enjoy the play facilities.

Based on the research hypothesis test, destination image influences tourists' intention to revisit Mepet Sawah. This indicates that Mepet Sawah has a positive image from the tourists' perspective, where tourists are satisfied with their visit, both in terms of the management's service and the availability of supporting facilities, thus influencing tourists' intention to revisit.

The influence of location and destination image on return visit intention

According to the results of a multiple linear regression analysis, location and destination image can influence tourists' intention to revisit Mepet Sawah. Clearly, location and destination image synergistically influence tourists' intention to revisit Mepet Sawah.

These findings indicate that the location of Mepet Sawah influences tourists' intention to revisit. Besides location, another factor influencing tourists' intention to revisit is the positive image of Mepet Sawah, perceived by tourists upon their visit.

5 Conclusions and Suggestions

1. In the F test results, the variables, Location (X1) and Destination Image (X2) have an influence on the dependent variable, namely the Interest in Returning (Y) simultaneously or together.
2. In the results of the T test, the two independent variables consisting of Location (X1) and Destination Image (X2) have an influence on the dependent variable, namely the Interest in Revisiting (Y) in a partial.

Suggestion

1. For Managers

- a. Mepet Sawah managers must be able to maximize the tourist attractions at the Mepet Sawah tourist attraction so that tourists have an interest in making repeat visits and are likely to recommend it to others.
- b. Mepet Sawah managers must be able to expand their marketing mix so that the Mepet Sawah tourist attraction can be better known by tourists.

2. For Prospective Researchers

- a. Future researchers are expected to conduct their research diligently, as the results of their analysis can serve as a benchmark for developing the Mepet Sawah tourist attraction. It is also recommended to increase the number of respondents to ensure the validity of the data generated.
- b. It is hoped that prospective researchers will be able to conduct research at the Mepet Sawah tourist attraction in the future. take variables different from study this , so that it can be useful and become a reference for development Mepet Sawah tourist attraction .

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