

Factors Affecting Intention To Visit Riau Islands

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Abstract: This study aims to empirically test 1) destination quality, destination image, and natural and cultural attractions on intention to visit. 2) destination quality and destination image on tourist satisfaction. 3) tourist satisfaction on intention to visit. 4) destination quality and destination image on intention to visit through tourist satisfaction. Data was collected using an online questionnaire from 221 respondents who are tourists which have visited Riau Islands in the last three years, then examined using PLS-SEM. The results indicate that only destination quality could not predict intention to visit directly, while all other variables are able to predict intention to visit positively and significantly. This research is expected to be a reference for Dinas Pariwisata of Riau Islands Province in determining an effective strategy by knowing tourists' most needed and preferred factors in order to increase the intention to visit, as well as the tourism competitive advantage of Riau Islands.

Keywords: Destination Quality; Destination Image; Natural And Cultural Attractions; Tourist Satisfaction; Intention To Visit.

Abstrak: Penelitian ini bertujuan untuk menguji secara empiris 1) destination quality, destination image, dan natural and cultural attractions terhadap intention to visit. 2) destination quality dan destination image terhadap tourist satisfaction. 3) tourist satisfaction terhadap intention to visit. 4) destination quality dan destination image terhadap intention to visit melalui tourist satisfaction. Data dikumpulkan menggunakan kuesioner secara online dari 221 responden yang merupakan wisatawan yang pernah mengunjungi kepulauan riau dalam tiga tahun terakhir, kemudian diolah menggunakan PLS-SEM. Hasil penelitian ini menunjukkan bahwa hanya destination quality yang tidak dapat memprediksi intention to visit secara langsung, sedangkan seluruh variabel lainnya mampu memprediksi intention to visit secara positif dan signifikan. Penelitian ini diharapkan dapat menjadi acuan bagi Dinas Pariwisata Provinsi Kepulauan Riau dalam menentukan strategi yang efektif dengan mengetahui faktor-faktor yang paling dibutuhkan dan disukai oleh wisatawan guna meningkatkan intensi untuk berkunjung, serta keunggulan kompetitif wisata Kepulauan Riau.

Kata Kunci: *Destination Quality, Destination Image, Natural And Cultural Attractions, Tourist Satisfaction, Intention To Visit.*

INTRODUCTION

The tourism sector has contributed immensely to the global and national economies. This industry contributed 6.100 per cent or a total of USD 5.810 trillion to the global Gross Domestic Product (GDP) in 2021 (Statista, 2022). Similarly, tourism in Indonesia also contributed to the national GDP by 4.300 per cent (Katadata, 2021) and absorbed as many as 14.300 million workers in this sector (Republika, 2021). National tourism also shows a positive trend through an increase in the number of foreign tourist visits by 500 per cent which reach 111.060 thousand visits in April 2022 compared to the previous year (Katadata, 2022). Given Indonesia's consistently growing demand for tourism-related products, this sector has the potential to be developed.



However, the emergence of the Covid-19 pandemic in 2020 had an impact on the tourism sector, which not only disrupted the overall economy but also caused instability in the tourism sector due to the implementation of travel bans, quarantine regulations, and lockdowns which led to a substantial decrease in a tourist visiting power. This statement is also supported by (McKinsey, 2020), that foreign tourist visits are projected to fall by 58 to 78 per cent in 2020.

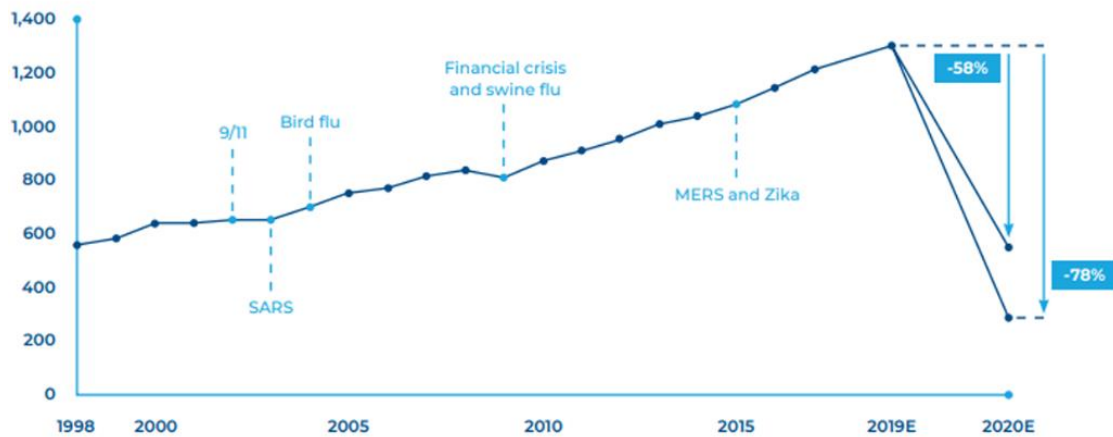


Figure 1. International tourist arrivals worldwide with 2020 Scenarios, millions
 Source: McKinsey (2020)

The waning of the tourism industry has prompted the government and related parties to find a concrete solution in order to boost tourist visits and the industry's income, such as vaccination and implementing health protocols. As reported by (Kompas, 2021), 35 per cent of travelers have expressed interest in traveling since the tourism industry reopened. In addition, domestic travel has increasingly become the preferred option for 76 per cent of travelers in these uncertain conditions (Detik, 2020). Furthermore, through a survey conducted by Pegipegi in 2020, 78 per cent of tourists chose to visit destinations with natural views and 51 per cent chose to visit destinations with cultural or historical values (Bisnis, 2020). This opportunity makes tourism in Indonesia become a potentially huge market for the national economy because Indonesia is a country with abundant natural and cultural wealth.

The tourism sector which is gradually recovering has led to an increase in tourist interest in various national tourist destinations. Indonesia has plenty of tourist destinations, namely the Riau Islands, Lampung, Jakarta, West Java, Central Java, the Special Region of Yogyakarta, Bali, East Nusa Tenggara, and many more. Nevertheless, a survey done by Traveloka (2021) revealed that Bali can command 52 per cent of all tourist interest in the tourism sector, followed by the Special Region of Yogyakarta at 37 per cent. As a result, this condition became a challenge for the tourism sector in each region, especially Riau Islands. To remain competitive, Riau Islands had to improve its image, offer higher-quality services, and develop more compelling attractions.

The Riau Islands is an attractive tourist destination in Indonesia with an area of 8,201.720 km². Recorded in June 2022, there were 57,469 foreign tourists visiting the Riau Islands, which increased by 21,106.270 per cent compared to the previous year (BPS, 2022). In fact, according to (BPS, 2022), there has been a growth in the number of tourist

visits per month to the Riau Islands since January 2022. This upward trend of tourist visits is seen as a promising step for the recovery of the Riau Islands' tourism sector.

Table 1. Variables and Indicators

Entrance for International Tourists	International Tourist: Number of Visits (2022)						
	Jan	Feb	Mar	Apr	May	Jun	Jul
Riau Islands	328	364	1,363	11,807	23,842	57,469	80,215
Karimun	0	0	0	0	659	2,519	3,139
Bintan	88	31	367	2,998	5,281	12,509	13,277
Batam	240	329	995	8,149	16,761	39,675	60,249
Tanjungpinang	0	4	1	660	1,141	2,766	2,801
Others	0	0	0	0	0	4	1

Source: BPS (2022)

There are strengths and uniqueness that make the Riau Islands special. The strategic location of the Riau Islands due to its direct borders with neighboring countries such as Singapore, Malaysia, Thailand, and Vietnam, as well as the fact that 96 per cent of its territory is sea make the Riau Islands a popular and superior tourist destination in the maritime tourism sector (Antara, 2022). The Riau Islands also has breathtaking natural tourist destinations such as Ranoh Island, Batu Lepe, Bawah Anambas Island, Kepri Coral, and Bintan Island, as well as cultural attractions such as Penyengat Island, Senggarang Island, and the Thousand Faces Temple which are a strength that can encourage people's intentions to visit the Riau Islands. Therefore, further research is needed to increase tourists' intention to visit so that it will support the sustainability of the tourism sector in the Riau Islands.

Intention to visit is a behavior that shows a person's eagerness to visit a particular destination based on the experiences they receive (Şengel et al., 2022). To achieve this behavior, a destination needs to develop a strategy in order to increase the number of tourist visits and ultimately lead to positive growth of the Riau Islands' tourism sector. However, tourists' intention to visit does not happen instantly, but there are triggering factors that can affect people's willingness to visit a destination. Several factors that influence the intention to visit are attitude (Keni et al., 2022), destination quality (Meeprom and Silanoi, 2020), destination awareness (Carvalho, 2022), destination image (Balakrishnan and Sambasivan, 2022), perceived value (Thio et al., 2022), natural and cultural attractions (Yacob et al., 2019), trust (Prathap and C., 2022), social media marketing (Gaffar et al., 2022), tourist commitment (Mohammed et al., 2021), and tourist satisfaction (Keni, Wilson, and Ping, 2022).

A destination with high quality will have an impact on increasing tourists' visiting intentions towards that destination, in line with the results of research by (Yan et al., 2019) which shows a positive correlation between destination quality and intention to visit. In addition to the intention to visit which is built from destination quality, there is natural and cultural attractions which is one of a strength of Riau Islands tourism. Tourists can feel the natural and cultural attractions of the Riau Islands, such as islands, beaches, underwater tours, and waterfalls, as well as cultural tourism. Consequently, it will also build people's intention to visit (Thio et al., 2022).

Another factor that influences the intention to visit is the destination image. The image of a destination represents the tourists' perception which then supports a decision



on whether to visit the destination or not. Thus, the uniqueness of the Riau Islands, helps them reflect a strong image to visitors, in accordance with the research of (Chaulagain et al., 2019) which states that destination image has a positive relationship in influencing intention to visit.

Tourist satisfaction certainly plays a crucial role in influencing intention to visit, because it can generate emotional responses and have an impact on how people behave after visiting a place (Abbasi et al., 2021). Previous research stated that tourist satisfaction has a positive effect on the intention to visit (Cham et al., 2022; Mohammed et al., 2021). Additionally, prior research also showed that tourist satisfaction can mediate the effect of destination quality on the intention to visit (Çelik and Dedeoğlu, 2019) and can mediate the effect of destination image on the intention to visit (Keni et al., 2022).

Numerous studies have been conducted on destination quality, destination image, tourist satisfaction, and intention to visit, but there is limited research that explores destination quality and destination image on intention to visit, especially mediated by tourist satisfaction, also natural and cultural attractions towards intention to visit tourism in Riau Islands. On the other hand, this study aims to help Riau Islands in improving their competitiveness and resilience to face the Covid-19 pandemic. Thus, this research uniquely examines the relationships between destination quality, destination image, as well as natural and cultural attractions in predicting the intention to visit tourism in Riau Islands through the mediation of tourist satisfaction.

THEORETICAL REVIEW

Stimulus-Organism-Response (SOR) Theory. According to (Kim et al., 2022), an external stimulus can affect the emotional perceptions of a person (organism), which in turn can lead to a response that can be either positive or negative behavior. According to this theory, when tourists get a stimulus from a high-quality destination it will encourage a sense of tourist satisfaction, resulting in positive behavior, namely the intention to revisit a destination. The intention to visit a destination can also be achieved because of a positive destination image that stimulates tourist satisfaction. This theory also analogizes that the uniqueness of natural and cultural attractions is also a positive stimulus that can build tourist intentions to visit a destination.

Destination Quality. A previous study defined destination quality as a tourists' evaluation of a destination's services, infrastructure, and entertainment (Tran et al., 2022). (Sangpikul, 2017) described destination quality as a visitors' judgment regarding the general effectiveness of the destination's infrastructure, services, and tourist attractions. Furthermore, destination quality is also defined as a value perception based on tourists' experiences of marketing, services, and other tourism attributes (Meeprom and Silanoi, 2020). Based on the experts' definitions, it can be concluded that destination quality is a crucial representation of a destination in fulfilling the aspects needed by tourists, such as comfort, cleanliness, transportation, services, infrastructure, accommodation, and other facilities.

Destination Image. (Zhou et al., 2022) posited that destination image is a perception given based on beliefs, impressions, and expectations of the destination. Additionally, (Carvalho, 2022) explained destination image as the combination of experiences that people have with a destination and keep in their memory. Meanwhile, the destination image is also defined as a cognitive process of a tourists' perception which is formed



through a variety of information regarding their impressions, ideas, emotions, thoughts, or feelings of a destination (Cham et al., 2022). This study defines destination image as the perception captured by tourists regarding the destinations' strength, uniqueness, and positive or negative aspects that stick in their minds.

Natural and Cultural Attractions. According to (Biswas et al., 2020), tourist attraction is defined as a destination or anything that can attract tourists to visit, while (Haneef et al., 2019) described tourist attractions as a condition when a tourist destination can offer recreation, adventure, and entertainment, due to its natural or cultural beauty, as well as its inherent historical value. In addition, (Sari et al., 2022) defined tourist attraction as anything that attracts tourists by virtue of its uniqueness, beauty, and value that exists in a variety of artificial and cultural objects as well as natural wealth. Through the understanding of previous definitions, this study illustrates natural and cultural attractions as anything with a natural condition or cultural value that is appealing to visit because of its uniqueness, beauty, and value.

Intention to Visit. (Luo and Ye, 2020) stated that intention to visit is a state of having both the desire and the possibility to visit a destination. Moreover, (Popy and Bappy, 2022) explained that intention to visit is a potential willingness that supports tourists' behavior on visiting a particular destination. While intention to visit is also defined as an emotional sense of happiness, exhilaration, and dominance that drives customers' interest or is the desire to visit as a result of logical reasoning of the costs and advantages of visiting a particular destination (Chi and Phuong, 2022). According to the definitions earlier in this section, it can be concluded that intention to visit is an action that shows the willingness and intention of tourists to visit or return to a destination.

Tourist Satisfaction. Previous study described tourist satisfaction as an outcome of the combination of tourists' experiences in places and their expectations regarding those places (Canalejo and Río, 2018). Similarly, (Stavrianea and Kamenidou, 2022) defined tourist satisfaction as a cognitive or emotional reaction toward the evaluation process after consuming a tourism product. (Cham et al., 2022) posited that tourist satisfaction is a crucial factor of sustainable growth in the tourism sector because it can affect tourists' decision of destination and their product/service consumption there. This study interprets tourist satisfaction as a tourists' impression of their experiences and expectations towards a destination which can be a pleasant feeling or disappointment.

Relationship between Destination Quality, Destination Image, Natural and Cultural Attractions, and Intention to Visit. According to Meeprom and Silanoi (2020), a destination with high quality and the ability to provide comfort for visitors can influence tourists' intention to visit that destination. This statement is in line with the results of previous research which showed that destination quality has a positive and significant effect on intention to visit (Yan et al., 2019; Fam et al., 2020; Prathap and C., 2022).

Destination image plays a crucial role in determining how visitors will behave (Erawan, 2020). The result of earlier research indicated that destination image positively and significantly influences intention to visit (Carvalho, 2022; Balakrishnan and Sambasivan, 2022; Keni et al., 2022; Gaffar et al., 2022).

Attractiveness not only has an important effect on the long-term growth of the tourism sector but also become a key factor that can affect tourists' intentions, especially to a destination with breathtaking natural and cultural features (Ma et al., 2018). Previous studies stated that natural and cultural attractions can affect intention to visit positively and significantly (Taillon et al., 2020; Thio et al., 2022). In addition, natural and cultural



attractions have the power to form a good perception and influence tourists' desire to visit a destination (Yacob et al., 2019). Based on the findings of previous research, the formulated hypotheses are as follows:

H1a: Destination quality can positively predict intention to visit.

H1b: Destination image can positively predict intention to visit.

H1c: Natural and cultural attractions can positively predict intention to visit.

Relationship between Destination Quality, Destination Image, and Tourist Satisfaction. A destination's competitive advantage needs to be enhanced by the quality of the destination itself because a high level of quality provided by a destination will also build a higher sense of tourist satisfaction as well (Ferreira et al., 2021). This statement is in accordance with the results of previous studies which stated that destination quality positively and significantly influences tourist satisfaction (Canalejo and Río, 2018; Çelik and Dedeoğlu, 2019; Tran et al., 2022).

(Quynh et al., 2021) explained that tourists' positive emotions are built based on how strongly the destination image is attached to their minds. Furthermore, the emotional connection that a destination's image creates can affect the level of tourist satisfaction (Cham et al., 2022). Previous studies have shown that destination image has a positive and significant effect on tourist satisfaction (Jeong and Kim, 2020; Stavrianea and Kamenidou, 2022; Witama and Keni, 2020). The following hypotheses are created in accordance with the results of earlier research.

H2a: Destination quality can positively predict tourist satisfaction.

H2b: Destination image can positively predict tourist satisfaction.

Relationship between Tourist Satisfaction and Intention to Visit. Due to its impact on tourists' destination decisions, satisfaction is essential to the long-term sustainability of the tourism industry (Cham et al., 2022). According to Abbasi et al. (2021), tourists' intentions to revisit the same destination are formed once they are satisfied with it. This statement is consistent with the result of prior studies, which showed that tourist satisfaction has a positive and significant effect on the intention to visit (Mohammed et al., 2021; Yanico and Keni, 2021; Çelik and Dedeoğlu, 2019). Based on the results of earlier studies, the following hypothesis can be developed:

H3: Tourist satisfaction can positively predict intention to visit.

Tourist Satisfaction Mediating the Relationship between Destination Quality, Destination Image, and Intention to Visit. A great destination's qualities can stimulate tourist satisfaction, which in turn increases tourists' attitudes toward a destination. Consistent with the previous findings, which indicated that tourist satisfaction can mediate the effect of destination quality and intention to visit (Ali et al., 2018; Konuk, 2019). A high-quality destination will not entice tourists to return if they are not satisfied while



there. This is also supported by (Çelik and Dedeoğlu, 2019) that destination quality has a positive influence on intention to visit through tourist satisfaction.

Tourists will feel satisfied when a destination can create a favorable impression in their minds through its image, and this high level of satisfaction will also strengthen the tourists' positive intention toward the destination. Previous studies have shown that tourist satisfaction can mediate the effect of destination image on intention to visit (Loi et al., 2017; Duan and Liu, 2021; Keni et al., 2022). Without tourist satisfaction, a positive destination image that has been perceived by tourists will not change the tourists' intention to revisit the destination. In addition, (Abbasi et al., 2021) also explained that destination image has a positive influence on intention to visit through tourist satisfaction. According to the findings from prior research, the following hypothesis can be formulated:

H4a: Destination quality can positively predict intention to visit through tourist satisfaction.

H4b: Destination image can positively predict intention to visit through tourist satisfaction.

Based on the explanation above, the research model is presented in **Figure 2**.

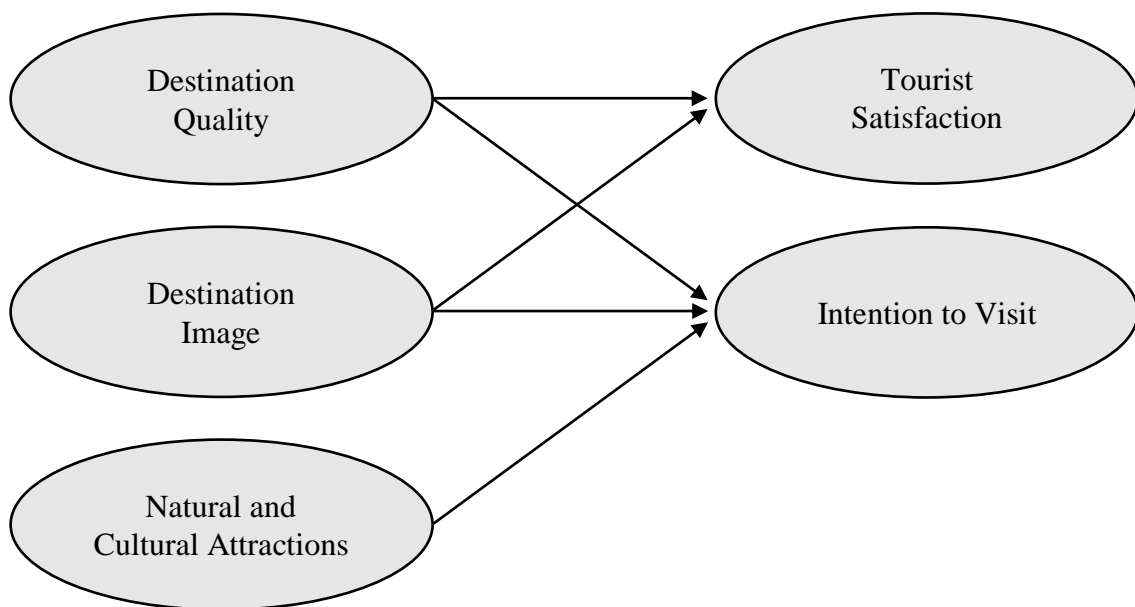


Figure 2. Research Model
 Source: Author's Personal Conception (2022)

METHODS

Measures. The data collected for this study was obtained from an online questionnaire that was distributed to respondents using a Google Form. A total of 23 items in the operationalization of the variables were utilized to measure all variables in this study. **Table 2** contains indicators adapted from prior research.

Table 2. Variables and Indicators

Variable	Item	Indicators
1. Destination quality	5	The quality of public transportation in this place meets my expectations. This place is a clean tourist area. This place is a tourist area with good weather. This place has a variety of interesting tourist destination. This place has an fascinating natural scenery.
2. Destination image	5	This place is an interesting tourist destination to visit. This place offers a variety of local culinary. The natural conditions in this place are well maintained. This place has plenty tourist destination that can be visited by tourists. This place has strong cultural values.
3. Natural and cultural attractions	5	This place has a historical value. This place has unique cultural resources. This place has natural beauty. This place has managed to maintain its tradition. This place has a variety of tourist attractions.
4. Intention to visit	4	I will come back to this place in the future. I will recommend my family to visit this place. I will recommend my friends to visit this place. I shall return to this place in the next two years.
5. Tourist satisfaction	4	I am satisfied with my experience in visiting this place. My experience in traveled to this place exceeded my expectations. I feel that this place is a more attractive tourist destination compared to other places. I believe it was the perfect decision for me to travel to this place.

Source: Destination quality adapted from (Çelik and Dedeoğlu, 2019); Destination image adapted from (Jeong and Kim, 2020) and (Carvalho, 2022); Natural and cultural attractions adapted from (Otoo et al., 2020) and (Stavrianea and Kamenidou, 2022); Intention to visit adapted from (Abbasi et al., 2021) and (Stavrianea and Kamenidou, 2022); Tourist satisfaction adapted from (Çelik and Dedeoğlu, 2019) and (Mohammed et al., 2021)

Sample and Procedure. According to Sugiyono (2017), the number of samples that are feasible for good research is more than 30 respondents and less than 500 respondents. Thus, this research collected 257 respondents by the convenience sampling method. However, 36 respondents could not be used in this study since the respondents were not a tourist who had visited the Riau Islands in the last three years. Hence, the data that can be used is 221 respondents. The characteristic of respondent based on gender, age, occupation, level of educations, monthly income, and the number of visits to the Riau Islands can be seen in **Table 3**.



Table 3. Respondent Profile

Respondent Profile	Number of Respondent	Per centage
Gender		
Male	103	46.606
Female	118	53.394
Age		
Below 19	56	25.339
19 to 30	139	62.896
31 to 42	13	5.882
43 to 54	13	5.882
Above 54	0	0.000
Occupation		
Private sector employee	38	17.195
Civil servant	4	1.810
Lecturers/teachers	9	4.072
Entrepreneur	14	6.335
Airlines crew (pilot/flight attendant/steward/flight engineer)	0	0.000
Housewife	6	2.715
Entertainer (actor/actress/celebrity/singer/youtuber)	0	0.000
Student	134	60.633
Other	16	7.240
Level of Educations		
Graduated from Elementary School	1	0.452
Graduated from Junior High School	8	3.620
Graduated from Senior High School	140	63.348
Graduated from D3	14	6.335
Graduated from S1	56	25.339
Graduated from S2	2	0.905
Graduated from S3	0	0.000
Monthly Income		
Less than Rp 4,000,000	150	67.873
Rp 4,000,000 to Rp 7,000,000	40	18.100
Rp 7,000,001 to Rp 10,000,000	13	5.882
More than Rp 10,000,000	18	8.145
Number of Visits to the Riau Islands		
Less than 4 times	73	33.032
4 – 8 times	47	21.267
More than 8 times	101	45.701

Source: Data Collected by Researchers (2022)

Table 4 shows the characteristic of respondent based on reasons for choosing to visit the Riau Islands in this study.

Table 4. Respondent Profile Based on Reasons for Choosing to Visit the Riau Islands

Statement	Rank 1	Rank 2	Rank 3
The beauty of the beach	24	20	5
Culinary	64	45	28
Friendly local citizen	3	6	16
Interesting culture	6	14	27
Tourist attractions	54	47	33
Natural scenery	41	23	16

A good quality of destination, accommodation, or service	4	21	28
Other	25	45	68
Most Responses (Per centage)	Culinary (28.960)	Tourist attractions (21.267)	Other (30.770)

Source: Data Collected by Researchers (2022)

Based on the respondent profile data obtained in **Table 3** and **Table 4**, it can be concluded that the majority of respondents were female (118 respondents, which is 53.394 per cent), aged 19 to 30 years (113 respondents or 62.896 per cent), 134 respondents (60.633 per cent) were students, 140 respondents (63.348 per cent) graduated from senior high school, and had a monthly income of less than IDR 4,000,000 (150 respondents or 67.873 per cent). Additionally, the respondents mostly stated that they had visited the tourism in Riau Islands more than 8 times in the last 1 to 3 years (101 respondents or 45.701 per cent) with the reason for choosing to visit Riau Islands tourism sequentially because of the culinary, tourist attractions, and other things.

RESULTS

The data collected in this study were analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method and processed by SmartPLS 3 software. The PLS-SEM data analysis method is divided into the outer model, which includes validity and reliability, and the inner model to find out the hypothesis testing results.

Outer Model Analysis. According to (Sekaran and Bougie, 2016), the purpose of this analysis is to determine the indicators' ability to accurately represent and measure variables, as well as its consistency in generating reliable measurements when examined repeatedly through the collected data. The type of validity testing used is convergent validity and discriminant validity. (Hair et al., 2019) stated that convergent validity is carried out through two kinds of measurements, namely the loading factor which is deemed valid if each indicator used to measure the variable is worth more than 0.700 and the average variance extracted (AVE) which is considered valid if the AVE value of the variable is 0.500 or more. Moreover, the discriminant validity is measured through the cross-loading value of each indicator which must be higher than the cross-loading value of each other indicator construct, and through the value of the heteroite-monotrait rasion (HTMT) which must not exceed 0.900 to meet the discriminant validity requirements (Hair et al., 2019).

To analyze the reliability test, this research used cronbach's alpha and composite reliability. Based on (Hair et al., 2019), a variable is considered reliable if cronbach's alpha value is greater than 0.600 with a maximum of 0.950 and the composite reliability is larger than or equal to 0.700. The results of the outer model analysis are presented in **Table 5** and **Table 6**.



Table 5. Convergent Validity and Reliability Analysis Result

Variable	Denotations	AVE	Factor Loadings	Cronbach's Alpha	Composite Reliability
Destination Quality	DQ02	0.555	0.701	0.800	0.861
	DQ03		0.705		
	DQ04		0.747		
	DQ05		0.817		
	DQ06		0.747		
Destination Image	DI01	0.627	0.860	0.851	0.893
	DI02		0.744		
	DI03		0.750		
	DI04		0.813		
	DI05		0.786		
Natural and Cultural Attractions	NCA01	0.713	0.891	0.899	0.925
	NCA02		0.877		
	NCA03		0.852		
	NCA04		0.814		
	NCA05		0.785		
Intention to Visit	VI02	0.809	0.905	0.921	0.944
	VI03		0.905		
	VI04		0.942		
	VI05		0.843		
	TS01		0.821		
Tourist Satisfaction	TS02	0.750	0.898	0.889	0.923
	TS03		0.848		
	TS04		0.896		

Source: Data Processed by Researchers (2022)

Each of the variables and indicators used in this research has fulfilled the criteria for convergent validity and reliability, according to **Table 5**. Additionally, **Table 6** below provides an illustration of the discriminant validity analysis result.

Table 6. Discriminant Validity Analysis Result

Item	Destination Image	Destination Quality	Intention to Visit	Natural and Cultural Attractions
Destination Quality	0.721			
Intention to Visit	0.786	0.620		
Natural and Cultural Attractions	0.894	0.609	0.792	
Tourist Satisfaction	0.753	0.850	0.683	0.686

Source: Data Processed by Researchers (2022)

As shown in **Table 5** and **Table 6**, the results of the outer model analysis in this study have met the requirements, which means that all the variables are valid and reliable to use. Afterward, an analysis of the inner model is conducted.

Inner Model Analysis. The results of the coefficient of determination and predictive relevance analysis can be seen in **Table 7**.



Table 7. Coefficient of Determination and Predictive Relevance Analysis Results

Variable	R-square	Q-square
Intention to Visit	0.597	0.471
Tourist Satisfaction	0.611	0.447

Source: Data Processed by Researchers (2022)

The results of the coefficient of determination analysis in **Table 7** showed that the intention to visit variable has an R^2 value of 0.597, which implies that 59.7 per cent of the intention to visit variable can be explained by the destination quality, destination image, as well as natural and cultural attractions variables, while the remaining effect of 40.300 per cent can be explained by other variables. Furthermore, the R^2 of the tourist satisfaction variable indicated a value of 0.611, meaning that 61.100 per cent of the tourist satisfaction variable can be explained by the destination quality and destination image variables, while the 38.900 per cent remaining effect can be explained by variables outside the scope of this study.

The predictive relevance analysis in **Table 7** showed that the Q^2 value of the intention to visit variable is 0.471, indicating that the destination quality, destination image, and natural and cultural attractions variables can predict the intention to visit variable well. In addition, the Q^2 value of the tourist satisfaction variable is 0.447, which means that the tourist satisfaction variable can be well predicted by the destination quality and destination image variables because both have a Q^2 value of more than 0. In **Table 8**, the findings of the effect size analysis (f^2) conducted in this study are displayed.

Table 8. Effect Size Analysis Result

Path Analysis	f^2	Result
Destination Quality → Intention to Visit	0.005	No Effect
Destination Image → Intention to Visit	0.043	Small Effect
Natural and Cultural Attractions → Intention to Visit	0.137	Small Effect
Tourist Satisfaction → Intention to Visit	0.031	Small Effect
Destination Quality → Tourist Satisfaction	0.432	Large Effect
Destination Image → Tourist Satisfaction	0.208	Moderate Effect

Source: Data Processed by Researchers (2022)

As examined in the effect size (f^2) analysis, the results showed that the destination quality variable has no effect on the intention to visit variable, while the destination image, natural and cultural attractions, and tourist satisfaction variables have a small effect on the intention to visit variable. Furthermore, the destination quality variable has a large effect on the tourist satisfaction variable, while the destination image variable has a moderate effect on the tourist satisfaction variable. The goodness-of-fit (GoF) test then showed a value of 0.646 which is included in the large category, proving that the dependent variable has a good level of fit in predicting this study's research model. **Table 9** below provides the results of the goodness-of-fit (GoF) test in this study.

Table 9. Goodness-of-Fit Analysis Results

Variable	AVE	R ²	GoF
Destination Quality	0.555		
Destination Image	0.627		
Natural and Cultural Attractions	0.713		
Tourist Satisfaction	0.750	0.611	
Intention to Visit	0.809	0.597	
Average	0.691	0.604	0.646

Source: Data Processed by Researchers (2022)

According to the test results utilizing the PLS algorithm method, the outcomes of path coefficient analysis are compiled in **Table 10**.

Table 10. Path Coefficient Analysis Results

Path Analysis	Path-coefficient	Result
Destination Quality → Intention to Visit	0.067	Positive
Destination Image → Intention to Visit	0.235	Positive
Natural and Cultural Attractions → Intention to Visit	0.390	Positive
Tourist Satisfaction → Intention to Visit	0.181	Positive
Destination Quality → Tourist Satisfaction	0.511	Positive
Destination Image → Tourist Satisfaction	0.358	Positive

Source: Data Processed by Researchers (2022)

Table 10 showed that destination quality, destination image, natural and cultural attractions, and tourist satisfaction have a positive influence on intention to visit with respective path coefficient values of 0.067, 0.235, 0.390, and 0.181. Based on this value, it can be interpreted that the natural and cultural attractions has the biggest impact on the changes of intention to visit with a value of 0.390. In addition, destination quality and destination image also have a positive influence on tourist satisfaction with path coefficient values of 0.511 and 0.358, respectively. The variable that gives the strongest contribution to the changes in tourist satisfaction is destination quality, which is equal to 0.511.

Furthermore, the research hypothesis testing is seen through the value of t-statistics with a 95 per cent confidence level. (Hair et al., 2019) posited that if the t-statistics is lower than 1.96 and the p-value is greater than 0.050 then the research hypothesis is rejected, whereas if the t-value is more than 1.960 and the p-value is less than 0.050 then the research hypothesis is not rejected. An overview of the outcomes from the bootstrapping method used in this study's hypothesis testing is provided in **Table 11**.

Table 11. T-Statistics Result and Significance

Path Analysis	t-statistics	p-values	Result
Destination Quality → Intention to Visit	0.882	0.378	Not Significant
Destination Image → Intention to Visit	2.559	0.011	Significant
Natural and Cultural Attractions → Intention to Visit	3.438	0.001	Significant
Destination Quality → Tourist Satisfaction	7.410	0.000	Significant
Destination Image → Tourist Satisfaction	4.880	0.000	Significant
Tourist Satisfaction → Intention to Visit	2.323	0.020	Significant



Destination Quality → Tourist Satisfaction → Intention to Visit	2.048	0.041	Significant
Destination Image → Tourist Satisfaction → Intention to Visit	2.237	0.025	Significant

Source: Data Processed by Researchers (2022)

Hypothesis testing in **Table 11** revealed that hypothesis (H1a) shows a t-statistic of 0.882 and a p-value of 0.378. This indicates that H1a is rejected, meaning that destination quality cannot positively predict the intention to visit. Meanwhile, the respective t-statistic and p-value on testing H1b are 2.559 and 0.011; and on testing H1c are 3.438 and 0.001. These values indicate that H1b and H1c are not rejected, which means that the destination image and natural and cultural attractions can positively predict the intention to visit.

The hypothesis (H2a) test produces a t-statistic of 7.410 and a p-value of 0.000. Thus, H2a is not rejected, which confirms that destination quality can positively predict tourist satisfaction. The result of the H2b test shows a t-statistic of 4.880 and a p-value of 0.000. It can be concluded that H2b is not rejected, thereby destination image is a positive predictor of tourist satisfaction.

In testing the third hypothesis (H3), it is known that the t-statistic is 2.323 and the p-value is 0.020. Therefore, H3 is not rejected, indicating that tourist satisfaction can predict positively the intention to visit.

Hypothesis testing on H4a generates a t-statistic of 2.048 and a p-value of 0.041, while on H4b produces a t-statistic of 2.237 and a p-value of 0.025, proving that H4a and H4b is not rejected. Hence, destination quality and destination image are positive predictors of intention to visit through tourist satisfaction.

The results of the research hypothesis testing described earlier are summarized in **Table 12**.

Table 12. Results of Hypothesis Testing

	Hypothesis	Result
H1a	Destination quality can positively predict intention to visit	Not Supported
H1b	Destination image can positively predict intention to visit	Supported
H1c	Natural and cultural attractions can positively predict intention to visit	Supported
H2a	Destination quality can positively predict tourist satisfaction	Supported
H2b	Destination image can positively predict tourist satisfaction	Supported
H3	Tourist satisfaction can positively predict intention to visit	Supported
H4a	Destination quality can positively predict intention to visit through tourist satisfaction.	Supported
H4b	Destination image can positively predict intention to visit through tourist satisfaction.	Supported

Source: Data Processed Result (2022)

DISCUSSION

The results of the hypothesis testing indicated that H1a is rejected, meaning that destination quality is not a positive predictor of intention to visit. This result is contrary to the research of (Yan et al., 2019), (Fam et al., 2020), as well as (Prathap and C, 2022) which showed that destination quality has a positive and significant influence on intention to visit. Nevertheless, the result is in line with (Çelik and Dedeoğlu, 2019) which stated that destination quality does not affect intention to visit directly. Kemenparekraf seeks to

improve the quality of tourist destinations in the Riau Islands through a revitalization program (Disbudpar, 2021). This effort was carried out by repairing and adding several facilities to the Riau Islands tourist destinations in order to provide better comfort for tourists, subsequently can build tourist intention to visit. However, these quality improvements have not been able to encourage tourists to visit the Riau Islands. Based on the questionnaire regarding the reasons for choosing to visit the Riau Islands tourism, the majority of respondents stated that they chose the Riau Islands because of its culinary, tourist attractions, and attractive natural scenery, meaning that Riau Islands tourists prioritize this compared to the destination quality. Thus, destination quality cannot directly influence the intention to visit the Riau Islands.

Meanwhile, the hypothesis testing of H1b is not rejected, which confirms that the destination image can positively predict intention to visit. This result is in accordance with studies by (Carvalho, 2022), (Balakrishnan and Sambasivan, 2022), (Keni et al., 2022), as well as (Gaffar et al., 2022) which stated that destination image has a positive and significant influence on intention to visit. The Riau Islands is a popular tourist destination and superior in the maritime tourism sector, as well as delectable local culinary delights. This proved that tourists have a good perception of the Riau Islands' image because of its natural beauty, cultural wealth, and culinary delights that are well-known and embedded in the minds of tourists. A positive tourism destination image of the Riau Islands will encourage tourists' intention to visit. If the Riau Islands does not maintain a good image, the likelihood of tourists' intention to revisit the tourist destinations in the Riau Islands will decrease. In order to maintain its positive image, Riau Islands must conserve the region's natural areas while maximizing the quality of its tourism attractions and local cuisine. The Riau Islands can also promote its diverse range of tourism destinations, which has beautiful natural landscape and strong cultural values.

The H1c testing is not rejected, which means that natural and cultural attractions is a positive and the strongest predictor of intention to visit. This finding is consistent with research conducted by (Taillon et al., 2020) and (Thio et al., 2022) which found that natural and cultural attractions have a positive and significant effect on intention to visit. The Riau Islands is viewed as a destination with fascinating natural and cultural wealth. There are various natural and cultural tourist destinations in the Riau Islands such as Kepri Coral, Bintan Island, Lagoi, Treasure Bay, Gonggong Monument, Penyengat Island, and the Thousand Faces Temple that can attract tourists to visit the Riau Islands, and even recommend it to others. This proves that the natural and cultural attractions owned by the Riau Islands is one of the factors that can build the intention to visit. Due to this, the Riau Islands must preserve its historical and cultural richness, along with the natural beauty of its tourist destination.

Moreover, the result of H2a testing is not rejected, implying that destination quality is a positive predictor and the strongest predictor of tourist satisfaction. This result is in line with the research of (Canalejo and Río, 2018), (Çelik and Dedeoğlu, 2019), and (Tran et al., 2022) which showed that destination quality has a positive and significant effect on tourist satisfaction. Tourists will tend to feel satisfied after getting experience from a high-quality destination. When the quality provided by tourism in the Riau Islands is high, such as convenient transportation, adequate accommodation facilities, cleanliness, and well-maintained facilities, then this can fulfill the satisfaction of tourists who visited. The ease of access to the Riau Islands, including inter-island transportation, is an aspect that supports the destination quality. In addition, there are numerous resorts or inns on the Riau

Islands that appeal to tourists. Destination quality that is formed due to the cleanliness and breathtaking natural scenery is also a strength of the Riau Islands which can trigger high tourist satisfaction. Thus, it can be concluded that the better quality of Riau Islands tourist destinations will build high tourist satisfaction. Riau Islands must therefore continue to improve not only the standard of its natural and cultural tourist destination, but also public transportation, infrastructure, services, and the cleanliness of its tourist area.

The hypothesis testing showed that H2b is not rejected, which means that the destination image is a positive predictor of tourist satisfaction. This result aligns with prior studies by (Jeong and Kim, 2020), (Stavrianea and Kamenidou, 2022), as well as (Witama and Keni, 2020) which revealed that destination image has a positive and significant effect on tourist satisfaction. Tourists will feel satisfied with their decision to visit the Riau Islands if the destination has a favorable image that leaves an impression on their minds. To increase tourist satisfaction, the Riau Islands needs to build a positive image. Because, if tourists' expectations of the Riau Islands' image are not realized, it can lead to tourist dissatisfaction.

Furthermore, the third hypothesis (H3) testing is not rejected, which means that tourist satisfaction can predict positively the intention to visit. The result is in line with previous studies which showed that tourist satisfaction has a positive and significant effect on intention to visit (Çelik and Dedeoğlu, 2019; Mohammed et al., 2021; Yanico and Keni, 2021). Riau Islands is regarded as one of Indonesia's tourist destinations that could satisfy their expectation. With its top-notch natural and cultural tourist destinations, the Riau Islands could generate tourists' intentions to revisit. When the Riau Islands is able to fulfill the expected level of quality or service, it can influence tourists to choose the Riau Islands over other destinations. This illustrates how tourist satisfaction can give a positive impact on tourists' decisions toward a destination. Hence, the Riau Islands must concentrate on raising tourist satisfaction by meeting or even exceeding their expectations when visiting the destination. This can be achieved by offering the best quality of tourism and services, sustaining its reputation, and preserving the natural and cultural attractiveness of the destination.

The results of the hypothesis testing showed that H4a is not rejected, proving that destination quality is a positive predictor of intention to visit through tourist satisfaction. This finding is in accordance with research by (Ali et al., 2018) and (Konuk, 2019) which discovered that tourist satisfaction can mediate the influence of destination quality and intention to visit. The ability of a tourist destination to provide the finest quality to tourists can lead to a feeling of satisfaction, which in turn encourages visitors to behave positively in the future. Additionally, competitiveness in the tourism sector force Riau Islands to improve the quality of its tourist destinations in order to achieve the satisfaction expected by tourists and ultimately build high intention to visit the Riau Islands. Tourist satisfaction which formed due to the high destination quality of the Riau Islands makes tourists intend to visit again. This indicates that tourist satisfaction can positively mediate the effect of destination quality on intention to visit. The mediation analysis is full mediation because destination quality is not able to influence intention to visit directly, but through tourist satisfaction, which means that the destination quality in the Riau Islands can increase tourist intention to visit, but this intention is built after tourists feel satisfied. That way, the Riau Islands can strengthen its superiority by improving the quality of transportation, accommodation, facilities, cleanliness, and tourist destinations itself.



Lastly, the H4b hypothesis is not rejected, meaning that destination image can positively predict intention to visit through tourist satisfaction. The outcome is consistent with the research of (Loi et al., 2017), (Duan and Liu, 2021), as well as (Keni et al., 2022) which stated that tourist satisfaction can mediate the effect of destination image on intention to visit. When tourist destinations in the Riau Islands can form a good perception through their image, it will generate tourist satisfaction, and the high sense of satisfaction will also increase the positive intention toward the Riau Islands. Tourists who have visited the Riau Islands have expressed their satisfaction with its image of fascinating natural and cultural wealth, which is ultimately able to influence tourists to revisit. This happens as a result of the Riau Islands' competitive advantage as a tourist destination, which can increase tourist satisfaction levels and stimulate favorable behavior. Thus, it can be concluded that tourist satisfaction can positively mediate the effect of destination image on intention to visit. The mediation analysis is partial mediation because destination image is able to influence the intention to visit directly or indirectly through tourist satisfaction. The Riau Islands can maintain its image as a superior destination in natural and cultural tourism, especially its marine tourism.

CONCLUSION

This study concluded that destination quality is not a positive predictor of intention to visit, while destination image and natural and cultural attractions can be used to predict positively the intention to visit Riau Islands tourism. In addition, destination quality and destination image can positively and significantly predict tourist satisfaction. Moreover, tourist satisfaction is able to positively predict the intention to visit the Riau Islands tourism. Lastly, destination quality and destination image can be used to positively predict intention to visit through tourist satisfaction of the Riau Islands tourism.

Based on the findings of this study, there are suggestions that can be used by the Riau Islands in determining a strategy to increase its competitive advantage by focusing on factors that can increase the intention to visit. First, Kepulauan Riau must maintain its positive image which has a fascinating nature and culture by taking care of places that become tourist destinations, improving the quality of tourist facilities, and popularizing the Riau Islands' cuisine. Furthermore, the Riau Islands needs to protect its natural and cultural attractions which have become the uniqueness of the Riau Islands' tourism by carrying out regular maintenance and improvements to the beauty and quality of its tourism, as well as introducing more of its valuable natural and cultural destinations, for example by optimizing digital marketing. The Riau Islands must also focus to increase tourist satisfaction by meeting or even exceeding their expectations when visiting Riau Islands tourism which can be realized by providing optimal quality of tourism and services.

In order to provide a greater contribution in predicting intention to visit, it is advised that future researchers add or examine other variables that have not been used in this study. Additionally, further researchers can also utilize other sectors as research subjects to deliver more knowledge and insights.

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