Leveraging the S-O-R Framework to Determine Tourists' Willingness to Revisit Riau Island

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Abstract

Despite being a popular destination, Riau Island's tourist numbers have declined as of April 2024, and remain lower than those of other Indonesian destinations. Therefore, prompt actions are needed to increase the number of visitors. Therefore, using the stimulus-organism-response (S-O-R) framework, this research delves into the intricate factors that mold individuals' propensity to revisit Riau Island. Employing a survey-centric methodology, an extensive dataset was scrupulously amassed from eligible participants through the deployment of digital questionnaires. Stringent criteria were implemented via purposive sampling, ensuring respondents had frequented Riau Island at least thrice in the preceding two years. The two-month duration of data collection yielded a robust dataset, encompassing a total of 154 responses. The analysis, executed using the Partial Least Squares (PLS) method in SmartPLS 4 software, validates the affirmative impact of both destination quality and destination source credibility on tourist satisfaction and the willingness to revisit. Furthermore, the results disclose that tourist satisfaction functions as a positive mediator in these relationships. This implies that the perceived destination quality and source credibility indirectly contribute to the probability of future visits by positively influencing the overall satisfaction of tourists. These findings not only enrich people's understanding of the determinants influencing individuals' choices to revisit a destination, but also present valuable implications for enhancing destination management and marketing strategies, ultimately aiming to elevate the overall tourist experience. In essence, this study adds to a refined comprehension of the dynamics underlying repeat visitation behaviors, opening avenues for strategic interventions in the tourism sector.

Keywords: *destination quality, destination source credibility, revisit intention, S-O-R framework, tourist satisfaction*

Abstrak

Meskipun telah menjadi salah satu destinasi wisata yang terkenal di Indonesia, namun, sampai dengan bulan April 2024, jumlah wisatawan yang mengunjungi Kepulauan Riau cenderung menurun dan masih lebih rendah dibandingkan dengan jumlah wisatawan yang mengunjungi destinasi wisata lain di Indonesia. Alhasil, maka diperlukan langkah yang cepat guna meningkatkan jumlah angka wisatawan yang berkunjung ke Kepulauan Riau. Dengan demikian, maka dengan menggunakan teori *stimulus-organism-response* (S-O-R), penelitian ini dilaukan dengan tujuan untuk memahami faktor-faktor yang dapat mempengaruhi *willingness to revisit* dari wisatawan terhadap Kepulauan Riau. Metode survei digunakan, dan seluruh data dikumpulkan melalui kuesioner yang disebar melalui Google Forms. Sampling non-probabilitas berupa purposive sampling diterapkan dalam studi ini untuk memastikan bahwa responden memenuhi kriteria yang telah ditetapkan, yaitu telah mengunjungi Kepulauan Riau setidaknya tiga kali dalam dua tahun terakhir. Proses pengumpulan data berlangsung selama dua bulan, menghasilkan 154 respons yang berhasil dikumpulkan dari responden. Adapun seluruh data ini selanjutnya dianalisis dengan menggunakan metode Partial Least Squares (PLS) dengan perangkat lunak SmartPLS4. Hasil analisis data yang didapatkan mengkonfirmasi bahwa *destination quality* dan *destination source credibility* secara positif memengaruhi *willingness to revisit* wisatawan terhadap Kepulauan Riau. Selain itu, *tourist satisfaction* juga memiliki peranan yang signifikan sebagai mediator. Hasil yang diperoleh pada studi ini tidak hanya berkontribusi pada peningkatan pemahaman tentang faktor-faktor yang memengaruhi keputusan individu untuk kembali mengunjungi suatu destinasi, tetapi juga memberikan tambahan wawasan dan informasi kepada pihak pengelola destinasi untuk dapat mengembangkan strategi promosi yang efektif guna meningkatkan kepuasan dan minat wisatawan untuk kembali berkunjung ke Kepulauan Riau di kemudian hari.

Kata Kunci: *destination quality, destination source credibility,* Teori *S-O-R, tourist satisfaction, revisit intention*

Introduction

The stimulus-organism-response (S-O-R) theory, pioneered by (Mehrabian & Russell, 1974), stands as a highly prevalent and extensively embraced framework in the realms of marketing and psychology (Lavuri et al., 2022). This theoretical construct posits that human behavior is a direct result of the processing of stimuli derived from the surrounding environment. It serves as a valuable instrument for comprehending human reactions to the diverse stimuli encountered in their surroundings (Qi & Ploeger, 2021). Comprising three key dimensions, the initial facet, "stimuli," encompasses a broad array of external influences individuals encounter in their environment (Zhou et al., 2023). These stimuli encompass visual, auditory, olfactory, and sensory experiences, as well as intangible factors such as social dynamics, cultural expectations, and contextual cues (Anwar et al., 2023; Dalvi-Esfahani et al., 2023). Understanding how these external forces impact individuals and trigger behavioral responses underscores the significance of this first dimension. Moving beyond stimuli, the second dimension of the S-O-R model delves into internal processes within the individual (Han et al., 2022). This phase encapsulates cognitive, emotional, and physiological aspects, collectively influencing how an organism interprets and responds to external stimuli (He et al.,

2022). Cognitive functions, including perception, memory, and decision-making, converge with emotional and physiological responses to serve as mediators of external stimuli, shaping observable and quantifiable outcomes (Sun et al., 2021). These outcomes, termed as the third component of the S-O-R process, encompass a spectrum of apparent actions, including behavioral actions, overt and subtle emotional responses, and cognitive processes. Recognizing that individuals may exhibit diverse responses to the same external stimuli due to variations in internal processing is a central tenet of the S-O-R model (Upadhyay & Kamble, 2023; Yang et al., 2022) This acknowledgment underscores the uniqueness of psychological reactions, underscoring the importance of recognizing and respecting each individual's distinct psychological composition (Li et al., 2021; Mladenović et al., 2023; Kumalasari & Priharsari, 2023).

Despite had been implemented by numerous researchers for the past decades to explain factors affecting people's behavior, however, the implementation of the stimulus-organism-response (S-O-R) framework by these studies were mainly aim to predict people's purchase behavior in the context of tangible products as opposed to predict or explain people's willingness to revisit certain destination place which serves as the intangible product (service) in the realm of tourism. For example, previous study by Hewei & Youngsook (2022) adopted the S-O-R framework to determine several factors which could affect consumers' continuous purchase intention of fashion products on social E-commerce in China, while another study by Kumar et al., (2021) use this framework to explain determinants of brand love and purchase intentions toward local food distribution system in Finland. In a similar manner, Chen et al., (2022) also utilize S-O-R theory to predict the effect of brand authenticity toward self-enhancement values and brand attachment in chain coffee shops. Meanwhile, study by Daradkeh (2022) also utilized this same theory to determine how social learning processes influenced the knowledge contribution behavior of both lurkers and contributors within the context of open innovation communities (OICs). Additionally, both Hossain & Rahman (2022) and Pandita et al., (2021)also adopt the stimulus-organism-response framework to better assess customers' empathy behavior and the psychological effect of covid-19 crises on students respectively, while previous research by Chou et al., (2022) had implemented this framework to predict factors which could enhance people's understanding toward the implementation of the sustainable marketing mix in the context of catering. Furthermore, studies by Sultan et al., (2021) try to understand what motivates consumers to purchase of organic food using the S-O-R framework, while another S-O-R-based research by Jung et al., (2021) aim to better understand the effect of peer-to-peer surveillance on group satisfaction. Based on various of these studies, this study aimed to fill in this gap by trying to adopt the S-O-R framework within the context of intangible product (service), in which, in this study, refers to tourists' willingness to revisit the same destination place in the future.

Next, in relation with the S-O-R framework, in this study, two key factors were identified as potential "stimuli" influencing both visitor satisfaction and the inclination to revisit a previously visited destination: destination quality and destination source credibility. Destination quality encompasses the overall allure

and satisfaction experienced by visitors during their stay at a particular location(Allameh et al., 2015). This includes a broad spectrum of factors such as natural and cultural attractions, infrastructure, hospitality services, safety, cleanliness, and the overall ambiance of the destination. An exceptional site is one that not only meets but potentially surpasses tourists' expectations, ensuring a memorable and impressive experience (Dedeoglu, 2019). The quality of a destination holds significant weight in attracting and retaining tourists, thus influencing tourism demand (He et al., 2022). Tourists seek destinations that harmoniously blend scenic beauty, cultural richness, and modern amenities, offering services and experiences that align with their preferences and expectations (Hu et al., 2022; Jiménez-Barreto & Campo-Martínez, 2018). Moreover, tourists' perceptions of the destination's quality can impact both their satisfaction levels and their intention to revisit the same destination in the future (Jraisat et al., 2015). Encountering a destination with quality features, including well-equipped attractions, welcoming hosts, efficient service delivery, and safety measures, contributes to visitor satisfaction. The relationship between destination quality and satisfaction is mutually reinforcing. A satisfied tourist tends to share positive feedback about the destination, enhancing its reputation. Positive word-of-mouth from satisfied visitors serves as a powerful endorsement, attracting others and contributing to the sustained success of the destination (Kumar et al., 2023). Furthermore, sentiments and experiences from the initial visit play a crucial role in determining whether a tourist will choose to revisit (Mukherjee et al., 2018). Meeting or exceeding expectations in terms of destination quality inspires a return for more enduring experiences and reinforces positive impressions. The cyclical pattern of satisfaction and re-patronage has a profound impact on the destination's tourism industry, fostering repeated visitations and ensuring the destination's ongoing appeal (Assaf & Tsionas, 2015)

Other than destination quality, destination source credibility also served as another aspect which can determine tourists' level of satisfaction, together with their willingness to revisit the same destination in the future. Destination source credibility can be understood as the trustworthiness and reliability of the information or the entities providing information regarding the place that tourists would like to visit (Cheng et al., 2020). Numerous sources, including travel agencies, internet forums, reviews, tourism departments, as well as personal advice, offer a wealth of information. The degree of credibility associated with these factors significantly influences a visitor's or traveler's perception of the destination, thereby shaping the decision-making process when planning a tour (Dedeoğlu, 2019). Information derived from an extensive source is generally deemed accurate, unbiased, and reliable, leading to well-informed decisions by tourists regarding their chosen destinations (Guo & Luo, 2023; Wilson, 2022). Content from an exceptionally substantial resource is often beyond scrutiny. These factors encompass the reputation of the information provider, the precision of the information presented, and the transparency in delivering details about the destination. In the absence of source credibility, destination marketing is destined to falter (Wong et al., 2020). The expeditious updating of information campaigns by tourism boards, tour operators, and online forums is crucial for making a positive

impact on potential visitors (Hadinejad et al., 2022). The likelihood of attracting tourists is directly linked to the accuracy of information dissemination, in which, any misinformation has the potential to deter visitors and tarnish the reputation of the destination (Jiménez-Barreto et al., 2020). Moreover, the reliability of information provided by specific sources about a particular destination significantly shapes tourists' satisfaction and their likelihood of revisiting that destination. When tourists perceive information from a destination as trustworthy, it facilitates the formation of realistic expectations for their travel activities (Kani et al., 2017). This, consequently, leads to travel decisions grounded in a rational formulation of expectations, resulting in heightened levels of overall trip happiness. Conversely, if the information is deemed inaccurate or unreliable, post hoc satisfaction levels with the visitation experience may diminish (Li et al., 2023). Reliable information not only guarantees accuracy but also plays a pivotal role in meeting visitor expectations. For instance, when there is a positive alignment between a tourist's expectations and the actual reality of attractions, functions, and cultural aspects of a destination as portrayed by an official travel agency or tourism board, it amplifies the overall trip experience. This alignment increases levels of satisfaction and nurtures a positive attitude toward the destination. Moreover, the impact of a reliable destination source extends beyond the initial visit, exerting influence on future travel decisions (Rosli et al., 2020). Maintaining a record of reliable information encourages tourists to favor such sources for subsequent travel arrangements and reservations (Wilson & Baack, 2023). Authentic information contributes to a positive experience, making visitors more likely to express an intention to return to the same destination (Veasna et al., 2013). Additionally, contented customers tend to share their positive experiences, enhancing positive word-of-mouth and overall destination popularity.

Located within Sumatra Island in Indonesia, Riau Island has become a popular destination for tourists seeking a blend of stunning beaches, lush greenery, and vibrant local culture. The island offers picturesque landscapes, from serene coastlines to verdant hills, making it an ideal spot for nature lovers and adventure seekers alike. Additionally, cultural enthusiasts can immerse themselves in local traditions by attending traditional festivals and tasting the region's unique cuisine. This combination creates a fascinating contrast that appeals to a wide range of tourists. However, despite its growing fame, there has been a notable decline in tourist numbers as of April 2024 compared to the previous year (Fidiawati, 2024). Furthermore, Riau Island attracts fewer visitors than some of Indonesia's other popular destinations. For instance, Ogen & Naim, (2024) reported that approximately 1,530,899 tourists visited Riau Island in 2024. In contrast, during the same period, Bali, Yogyakarta, and Bandung saw 5,273,258, 7,249,803, and around 7.7 million visitors respectively (Theurillat, 2024; Pangaribowo & Rusiana, 2024; Sarasa, 2024).These figures highlight the need for strategic efforts by all parties responsible for managing and improving Riau Island's positive image to promote the island more effectively. Such efforts are essential to boost interest and encourage people to visit and revisit Riau Island.

Additionally, the findings generated from this research can offer valuable insights for the tourism industry, particularly from a communication perspective. Initially, it deepens the understanding of both practitioners and scholars regarding communication's pivotal role in shaping tourists' perceptions and decision-making processes. Through an in-depth analysis of how tourists gather information about destinations and assess their credibility, stakeholders can pinpoint critical communication channels and messages that influence tourist behavior. These insights serve as a foundation for developing effective communication strategies aimed at both promoting destinations and enhancing overall tourist satisfaction. Moreover, this research significantly contributes to the creation of impactful destination branding and marketing campaigns. By understanding the factors that influence tourist satisfaction and their likelihood to revisit, destination marketers and communicators can tailor messages to emphasize the unique qualities of a destination while building credibility through transparent and reliable communication. This tailored approach helps destinations differentiate themselves in a competitive market, ultimately attracting a larger number of visitors. Furthermore, this study extends beyond the boundaries of tourism. It enriches communication theories and frameworks that have applications across various sectors. By examining how destination quality and source credibility shape consumer behavior, researchers can uncover insights that contribute to broader theories of persuasion, information processing, and decision-making. This interdisciplinary approach not only enriches the field of communication but also leads to the development of new theoretical perspectives and practical applications with implications beyond the tourism industry. Therefore, based on all of these explanations, and using the S-O-R framework, authors attempt to analyze the effect of several variables – namely destination quality and destination source credibility – in affecting both tourists' satisfaction and revisit intention toward Riau Island.

Research Questions

Specifically, this research was performed with the purpose of answering and validating all of the following research questions:

RQ_1: Does destination quality positively affect tourists' satisfaction?

RQ_2: Does destination quality positively affect tourists' revisit intention?

RQ_3: Does destination source credibility positively affect tourists' satisfaction?

RQ_4: Does destination source credibility positively affect tourists' revisit intention?

RQ_5: Does tourists' satisfaction positively affect tourists' revisit intention?

RQ_6: Does tourists' satisfaction positively mediate the effect of destination quality on tourists' revisit intention?

RQ_7: Does tourists' satisfaction positively mediate the effect of destination source credibility on tourists' revisit intention?

Destination Quality

Destination quality is a multifaceted and complex concept within the tourism domain, encompassing a myriad of factors that collectively shape the allure and satisfaction of visitors during their sojourn in a specific locale (Mukherjee et al., 2018). It signifies the excellence and desirability of a travel destination,

extending beyond its physical attributes to encapsulate the overall experiential milieu provided to tourists (Rajaratnam et al., 2015). A pivotal facet of destination quality lies in its natural and cultural attractions, serving as showcases of a place's beauty and heritage (Akroush et al., 2016). These attractions, ranging from awe-inspiring landscapes to iconic monuments and vibrant cultural events, constitute the bedrock of a destination's attractiveness (Jraisat et al., 2015). Moreover, the underpinning infrastructure supporting tourism, including transportation, accommodation, and amenities, assumes a crucial role in determining destination quality (Su et al., 2022; Wang et al., 2017). A well-developed and efficient infrastructure elevates the overall visitor experience, offering convenience and comfort during their stay. The quality of hospitality services, reflecting the warmth and affability of the local populace, is another indispensable element. Tourists gravitate towards destinations where a sense of welcome and acceptance permeates the community (Kumar et al., 2020). Safety and cleanliness represent additional dimensions of destination quality, directly impacting the well-being and contentment of tourists. A destination that prioritizes visitor safety and upholds cleanliness enhances its overall quality (Zhou et al., 2022). Consequently, the overall aesthetic and experiential outlook of the destination, encompassing urban design, architectural style, and ambience, contributes significantly to the holistic experience for tourists. A visually appealing and well-planned destination fosters a positive and indelible experience for visitors, serving not only to attract potential tourists but also to perpetuate positive word-of-mouth (Çelik & Dedeoğlu, 2019). This, in turn, fortifies its enduring image and success in the competitive tourism industry (Tosun et al., 2015; Yin et al., 2020)

Destination Source Credibility

The significance of destination source credibility within the tourism domain cannot be overstated, exerting a profound influence on travelers' perceptions and decision-making processes (Li et al., 2023). At its core, destination source credibility encapsulates the level of trust and confidence placed in the information and messages emanating from a specific travel destination (Rosli et al., 2020;Wilson & Baack, 2023) Travelers, in their quest for information regarding potential destinations, rely on diverse sources, and the credibility of these sources plays a pivotal role in shaping their decisions (Kani et al., 2017). Numerous factors contribute to destination source credibility, with the foremost being the image and reputation of the destination in question. A destination must project a positive and appealing image that encompasses various dimensions such as safety, cleanliness, cultural richness, and the overall quality of the tourist experience. Word-of-mouth recommendations, online reviews, and testimonials wield considerable influence in the realm of destination source credibility (Hadinejad et al., 2022). Travelers tend to place greater trust in the opinions of fellow tourists who have personally experienced a given destination (Rodriguez et al., 2022). In the contemporary digital landscape, the ascendancy of social media and online platforms has elevated their status as primary conduits of destination source credibility. Review websites, diverse blogs, and social media channels have become integral to travelers seeking information and insights. The credibility of these online source hinges on the

authenticity of user-generated content, the reputation of the platform, and the reliability of the information disseminated ;(W. Guo & Luo, 2023 Cheng et al., 2020). In light of the intensifying competition within the global tourism market, governments, tourism boards, and official tourism websites also play a pivotal role in shaping destination source credibility (Jiménez-Barreto et al., 2020). Tourists frequently turn to these official sources for information, and the credibility of such entities is contingent on factors such as transparency, information quality, and the alignment of promotional messages with the actual tourist experience. Consequently, the establishment and perpetuation of credibility emerge as imperative strategies for destinations aspiring to allure and retain tourists in the dynamic and fiercely competitive landscape of global tourism (Wong et al., 2020).

Tourist Satisfaction

Tourist satisfaction stands out as a pivotal concept within the tourism sector, serving as a barometer of the overall joy and contentment experienced by travelers throughout their journeys (Cai et al., 2023). This multidimensional metric encapsulates various facets of the travel experience, spanning from anticipations before the trip to on-site encounters and subsequent reflections (Lim et al., 2024; Sun et al., 2024). The comprehension and enhancement of tourist satisfaction carry paramount significance for destinations, businesses, and the broader tourism industry, given that contented tourists are more prone to revisitation and act as enthusiastic advocates for a destination (Sánchez-Sánchez et al., 2024). The determinants of tourist satisfaction are diverse, intricately woven into every phase of the travel trajectory (Basak et al., 2021). For example, leading up to the trip, elements such as compelling and accurate destination marketing, transparent information dissemination, and seamless booking processes collectively contribute to establishing a positive prelude to the travel experience (Bhuiyan et al., 2021). Next, while on-site, the caliber of accommodations, transportation services, attractions, and overall service quality significantly molds tourist satisfaction. Variables including hospitality, cleanliness, safety, and the infusion of cultural authenticity all wield considerable influence. Meanwhile, during the post-trip stage, the ease of departure, adept resolution of any challenges encountered, and the holistic evaluation of the travel experience further shape the satisfaction quotient. Based on these arguments, it then can be understood that the nexus between tourist satisfaction and the realm of expectations is robust (Wang et al., 2023; Wu & Yang, 2023). The fulfillment or surpassing of expectations yields a positive satisfaction outcome, whereas any shortfall can engender dissatisfaction. Consequently, the strategic management and alignment of tourists' expectations through precise marketing and communication emerge as cornerstone approaches for ensuring satisfaction (Shaykh-Baygloo, 2021). Satisfied tourists not only serve as testimonials to a triumphant travel experience but also constitute a valuable resource in championing and sustaining a destination's allure within the fiercely competitive arena of global tourism (Wang & Jia, 2024; Zhang et al., 2023)

Revisit Intention

Revisit intention stands as a pivotal concept in the domain of tourism, serving as a significant indicator of the likelihood and eagerness of tourists to return to a destination for subsequent visits (Acharya et al., 2023; Wilson et al., 2019).This metric is a critical barometer, signaling the triumph of a destination in delivering a positive and enduring experience that profoundly influences the enduring relationship between tourists and the locale (Chen et al., 2023). The cultivation and comprehension of revisit intention emerge as imperative for destinations aspiring to forge a sustainable and thriving presence in the ever-evolving landscape of the tourism industry (Jeon et al., 2022). Additionally, it should be noted that the determinants influencing revisit intention are manifold and intricate. Paramount among them is the overarching satisfaction of tourists derived from their preceding visit (Blanco-González et al., 2023). Positive encounters, spanning realms like exemplary services, engaging attractions, cultural authenticity, and a secure environment, coalesce to shape a favorable impression that kindles the desire for a return visit (Luo et al., 2021; Nursyamsiah & Setiawan, 2023; Japutra & Keni, 2020). Additionally, the perceived value for money and the harmonization between the destination and tourists' expectations play pivotal roles. Destinations consistently exceeding or meeting the expectations of tourists are apt to instill robust intentions to revisit (Zhan et al., 2024). Moreover, the realm of communication and marketing strategies assumes a central role in steering and enhancing revisit intention. Destinations that maintain a steady stream of positive communication with past visitors through diverse channels—ranging from social media platforms to newsletters and targeted promotional efforts—sustain the destination prominently in the consciousness of potential returnees (Peng et al., 2023). Strategic emphasis on novel attractions, upcoming events, or enhancements further entices past visitors to contemplate planning another sojourn. Furthermore, it is pertinent to also note that the concept of revisit intention shares a symbiotic relationship with destination loyalty (Yang et al., 2022).Tourists imbued with a sense of loyalty toward a specific destination demonstrate a heightened inclination to express a resolute intention to revisit. This loyalty germinates from positive experiences, a profound trust in the destination's offerings, and a sense of belonging (Tajeddini et al., 2022). Destinations actively fostering loyalty through initiatives like loyalty programs, bespoke experiences, and community involvement are better positioned to secure recurrent visits. In doing so, they not only ensure the continual prosperity of their tourism industry but also contribute to the positive evolution and maturation of the destination as a perennial and favored choice for discerning travelers (Sun et al., 2022; Wilson et al., 2021)

The effect of destination quality on tourist satisfaction and revisit intention

Understanding the interconnection among destination quality, tourist satisfaction, and revisit intention is paramount in delineating the factors that underpin the triumph of a tourism destination. Destination quality serves as a cornerstone, influencing both the contentment of tourists and the likelihood of their return for subsequent visits (Abbasi et al., 2021; Guo et al., 2024).Encompassing diverse facets such as infrastructure, amenities, attractions, services, safety,

cleanliness, and the overall visitor experience, destination quality plays a pivotal role in shaping tourists' perceptions. In this case, a destination of high quality is predisposed to meet or exceed tourists' expectations, fostering positive and fulfilling experiences(F. Hu & Shen, 2021). Impeccable infrastructure, well-maintained attractions, and efficient services collectively contribute to a positive perception of the destination, elevating overall tourist satisfaction. Conversely, a destination with subpar quality standards may elicit dissatisfaction, adversely impacting the overall satisfaction levels of visitors (P. Kumar et al., 2023). Furthermore, it is crucial to recognize that tourist satisfaction serves as a crucial mediator in the relationship between destination quality and revisit intention (Loi et al., 2017). Satisfied tourists exhibit a heightened inclination to express a desire to revisit the destination in the future (Mohammed et al., 2022). The positive experiences garnered during the initial visit engender a sense of happiness and fulfillment, forging a favorable emotional connection with the destination. This emotional attachment, coupled with a perception of high destination quality, significantly influences tourists' intentions to embark on subsequent visits (Rahman et al., 2022). Therefore, it can be understood that destination's elevated quality enhances the likelihood of positive tourist experiences, thereby elevating overall satisfaction (Raja et al., 2023; Shahijan et al., 2018). This heightened satisfaction, in a reciprocal fashion, plays a pivotal role in shaping tourists' intentions to revisit. Hence, destinations aspiring to cultivate repeat visitation should strategically concentrate on and invest in sustaining and enhancing the quality of their offerings, ensuring that the overall experience aligns seamlessly with the expectations and preferences of their diverse visitor base (Shi et al., 2022; Zhou et al., 2022). Based on these explanations, the following hypotheses were formulated:

H_1: Destination quality positively affect tourist satisfaction
H_2: Destination quality positively affect revisit intention
H_3: Tourist satisfaction positively mediates the effect of destination quality on revisit intention

The Effect of Destination Source Credibility on Tourist Satisfaction and Revisit Intention

Destination source credibility, reflecting the reliability and trustworthiness of information and messages originating from a specific travel destination, exerts a profound influence on both tourist satisfaction and the intention to revisit the destination (Abbasi et al., 2022). Tourists routinely rely on diverse sources to gather information about potential destinations, with the credibility of these sources playing a pivotal role in shaping their perceptions (Bigne et al., 2024). When information about a destination emanates from trustworthy sources, there is a higher likelihood of alignment with the actual tourist experience, resulting in elevated satisfaction levels (Abubakar & Ilkan, 2016). Conversely, information from sources deemed unreliable or untrustworthy may create a dissonance between expectations and reality, leading to diminished satisfaction. Moreover, destination source credibility stands as a paramount factor influencing tourists' intentions to revisit (Dong et al., 2023; González-Rodríguez et al., 2016). A destination perceived as

credible and trustworthy engenders a positive impression on tourists, fostering a desire to return for subsequent visits. Tourists are inclined to revisit destinations where the pre-trip information received proves accurate, reliable, and reflective of their actual experiences (Han & Chen, 2022). This correlation between source credibility and revisit intention underscores the critical role of transparent and authentic communication from destinations in building trust and encouraging repeat visitation. Crucially, the relationship between destination source credibility and revisit intention can be further nuanced by considering tourist satisfaction as a mediating factor. The credibility of information sources significantly shapes the satisfaction levels of tourists, with congruence between pre-trip information and the actual destination quality positively impacting overall satisfaction (Hu et al., 2024; Kim & Song, 2020). Conversely, disparities between promised experiences and reality may lead to dissatisfaction. Consequently, satisfied tourists are more likely to express a desire to return for future visits, establishing a positive cycle of repeat visitation (Mainolfi et al., 2022). In essence, by ensuring alignment between the information provided and the actual tourist experience, destinations can foster both satisfaction and the intention for tourists to revisit, thereby contributing to the sustained success and positive growth of the destination in the competitive realm of global tourism. Based on these explanations, the following hypotheses were formulated:

H_4: Destination source credibility positively affect tourist satisfaction
H_5: Destination source credibility positively affect revisit intention
H_6: Tourist satisfaction positively mediates the effect of destination source credibility on revisit intention

The Effect of Tourist Satisfaction on Revisit Intention

Tourist satisfaction stands as a pivotal determinant in shaping the inclination to revisit a destination (Bayih & Singh, 2020). Favorable interactions with accommodation, attractions, services, and the overall ambiance offered by a destination contribute significantly to heightened satisfaction levels (Chen et al., 2022). In this case, satisfied tourists are inherently more inclined to express a desire for future visits, and vice versa (Cheng & Fountain, 2021; Hultman et al., 2015). The positive encounters forged during the initial visit evoke a sense of joy and attachment to the destination, fostering a natural proclivity to revisit and relive those pleasurable moments (An et al., 2022). This emotional connection cultivated during a gratifying trip establishes enduring positive relationship between the tourist and the destination (Humagain & Singleton, 2021). Meanwhile, beyond individual behavior, the impact of tourist satisfaction on revisit intention extends to potential influence on others. Satisfied tourists evolve into influential advocates for a destination, disseminating their positive experiences through avenues like word-of-mouth, online reviews, and social media (Jiang & Yan, 2022; Jog et al., 2024).This organic and positive promotion, stemming from elevated levels of satisfaction, not only augments the destination's reputation but also exerts a considerable influence on the revisit intentions of prospective travelers(Lin & Wang, 2023). These potential visitors are swayed by the commendations and experiences shared by their

peers, further accentuating the profound and lasting impact of tourist satisfaction on the destination's appeal and the collective decision-making processes of future travelers (Mohammadi et al., 2023; Park et al., 2019). Based on these explanations, the following hypotheses were formulated:

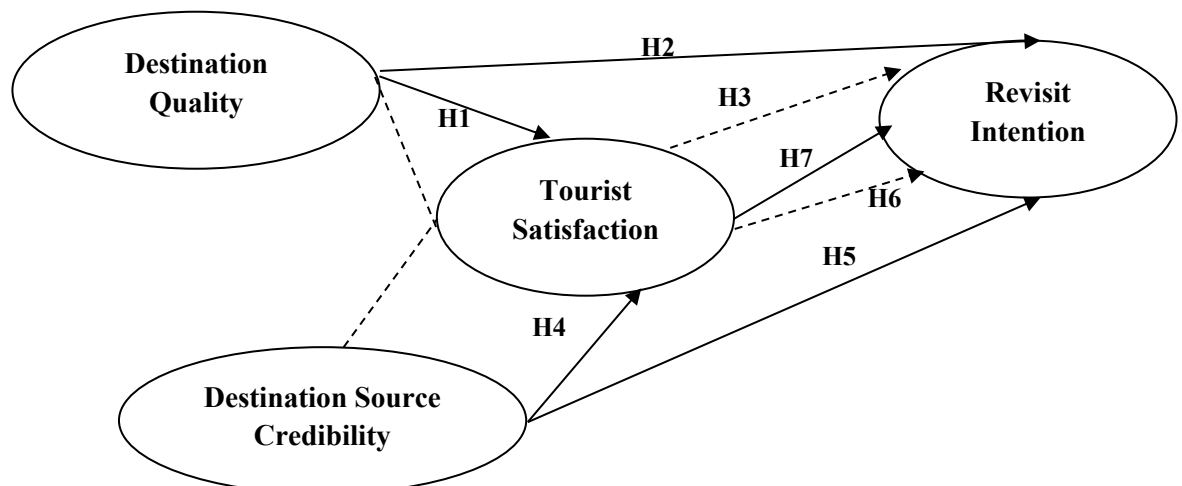H_7: Tourist satisfaction credibility positively affect revisit intention.

Figure 1: Conceptual Framework
Source: Authors' Own Work

Methods

This study employed a quantitative survey methodology, gathering data from 154 respondents who had visited Riau Island at least twice in the past two years. Closed-ended online questionnaires which were distributed through google forms were utilized, employing purposive sampling to ensure respondents met predetermined criteria. The sample size exceeded the minimum recommended by Hatcher, (1994) and Suhr, (2006), surpassing the requisite sample-to-item ratio of at least 5. With a set of 18 indicators, the minimum sample size was determined to be 90. The collected data will undergo analysis using Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS 4.0 software to derive the necessary results for this study. The authors justified their selection of PLS-SEM as the data analysis method, citing conditions proposed byHair et al., (2019), including scenarios where the primary research goal involves predictive testing or validation of a theoretical framework, when the structural model is intricate with numerous indicators, constructs, and model relationships, or when latent variable scores are required for subsequent analyses. Given that this study satisfied all three criteria, the authors' decision to employ the PLS-SEM method for data analysis is well-founded.

Furthermore, a 7-point Likert scale questionnaire was utilized to gauge respondents' opinions, ranging from 1 (strong disagreement) to 7 (strong agreement). This study investigated four variables, namely destination quality, destination source credibility, tourist satisfaction and revisit intention (as shown in figure 1), and utilized a total of 16 indicators. Indicators for destination quality, tourist satisfaction and revisit intention were adapted from Jeong & Kim, (2020 Keni et al., (2022), Wang et al., (2017), Akroush et al., (2016), and Mukherjee et al., (2018), while items measuring destination source credibility were sourced from Rodriguez et al. (2022).

Results and Discussions
Measurement Model

First, before assessing the relationships between variables, it is important to perform the measurement model analysis which involves a thorough assessment of the validity and reliability of the research model. It is crucial for the research model to establish its validity and reliability initially before proceeding to more comprehensive analyses aimed at understanding the relationships among the variables. The outcomes of the Measurement Model Analysis are detailed in Tables 1 to 3.

Table 1. Measurements of Each Variable & Factor Loading

Variables		Indicators	Loading
Destination Quality	DQL1	Riau Island provides tourism offerings of consistent quality	0.712
	DQL2	Riau Island is an attractive destination to me	0.800
	DQL3	From Riau Island's offerings, I can expect superior performance	0.808
	DQL4	Overall, Riau Island is better than I expected	0.711
Destination Source Credibility	DSC1	Popular review websites related to Riau Island provides me with helpful information	0.754
	DSC2	I believe the situation mentioned by different reviewers verified the actual experience that I'll face when visiting Riau Island	0.828
	DSC3	I believe the reviewers provide honest reviews of their experience on visiting Riau Island	0.817
	DSC4	In my opinion, the length of a review registered on a review website represent the reviewer's experience about the attributes of Riau Island	0.846
Tourist Satisfaction	TST1	Overall, I satisfied with my tourism experience in Riau Island	0.856
	TST2	Considering the type of destination, the quality of service of Riau Island was excellent	0.904
	TST3	Riau Island has really captured the affection of customers	0.846
	TST4	When compared with my expectation, I'm satisfied with my experience of visiting Riau Island	0.896
	REV1	I intend on revisiting Riau Island in the future	0.917

Revisit Intention	REV2	Riau Island would be my first choice for a vacation in the region	0.916
	REV3	In my opinion, Riau Island provides more benefits than other destinations in the region	0.947
	REV4	I'll certainly say positive things about Riau Island to other people	0.851

Table 2. AVE, Composite Reliability (rho_c) & Cronbach's Alpha

Variables	AVE	Composite Reliability (rho_c)	Cronbach's Alpha
Destination Quality	0.577	0.844	0.755
Destination Source Credibility	0.659	0.885	0.828
Revisit Intention	0.826	0.950	0.929
Tourist Satisfaction	0.767	0.930	0.899

Table 3. HTMT Value

	Destination Quality	Destination Source Credibility	Revisit Intention	Tourist Satisfaction
Destination Quality				
Destination Source Credibility	0.827			
Revisit Intention	0.672	0.768		
Tourist Satisfaction	0.840	0.768	0.705	

As what had been explained before, the Measurement Model Analysis aimed to validate the reliability and accuracy of the collected data. To meet this objective, specific benchmarks had to be satisfied, including an indicator loading exceeding 0.7, an Average Variance Extracted (AVE) surpassing 0.5 for each variable, composite reliability exceeding 0.7 for all variables, and an HTMT value below 0.85 for each variable for discriminant validity (Keni et al., 2024). The outcomes, detailed in Tables 1, 2, and 3, affirm that the data aligns with the reliability and validity standards. Indicators displayed loading values surpassing 0.7, and each variable exhibited an AVE greater than 0.5, indicating robust convergent validity. Composite reliability values exceeded 0.7, signifying commendable internal consistency. HTMT values were below 0.85, implying robust discriminant validity. Building on the favorable outcomes from the Measurement Model Analysis, the subsequent phase involves an evaluation of the inner model to scrutinize the relationships between variables.

Structural Model

Following the conclusion of the Measurement Model Analysis, the subsequent phase in the Partial Least Squares (PLS) analysis involves the Structural Model Analysis. This analytical stage seeks to unveil the relationships between the variables under scrutiny in this study. Furthermore, the outcomes derived from the

Structural Model Analysis will serve as the basis for determining the support or rejection of the hypotheses posited in this study. Additionally, within this analysis, the mediating impact of tourist satisfaction will be subjected to testing. The detailed findings of the Structural Model Analysis are meticulously presented in Tables 4 and 5.

Table 4. Path Coefficient Assessment – Direct Effect

Relationship	Original sample (O)	Sample mean (M)	t-statistics	P values	Conclusion
Destination Quality -> Revisit Intention	0.307	0.310	3.927	0.000	Significant
Destination Quality -> Tourist Satisfaction	0.444	0.448	5.801	0.000	Significant
Destination Source Credibility -> Revisit Intention	0.412	0.415	4.850	0.000	Significant
Destination Source Credibility -> Tourist Satisfaction	0.375	0.375	4.754	0.000	Significant
Tourist Satisfaction -> Revisit Intention	0.322	0.318	3.414	0.001	Significant

Table 5. Path Coefficient Assessment – Indirect Effect

Relationship	Original sample (O)	Sample mean (M)	t-statistics	P values	Conclusion
Destination Quality -> Tourist Satisfaction -> Revisit Intention	0.143	0.144	2.748	0.006	Significant & Partial Mediation
Destination Source Credibility -> Tourist Satisfaction -> Revisit Intention	0.121	0.119	2.880	0.004	Significant & Partial Mediation

The outcomes of the inner model assessment were outlined in Tables 4 and 5. The analysis of path coefficients, depicted in Table 4, underscores the statistical significance of all connections between the variables under scrutiny, evident in p-values falling below the 0.05 significance threshold. These results validate each hypothesis postulated in this study, with H1, H2, H4, H5, and H7 gaining empirical support as the significance values for each linkage fall below 0.05. Furthermore, based on the result of the mediating analysis shown in table 5, it was confirmed that tourist satisfaction plays a partial mediating role in the significantly mediates the effect of destination quality and destination source credibility toward revisit intention, with both direct and indirect links exhibiting significance. Consequently, H3 and H6 are also supported. In essence, this study illuminates meaningful associations between perceived financial risk, destination image, and tourists'

inclination to revisit Riau Island, manifested through either direct connections or indirect pathways via tourist satisfaction, and confirmed that all of these relationships proof to be significant and positive.

Discussion

This research was performed with the purpose of validating the effect of both destination source credibility and destination quality on revisit intention toward Riau Island, both directly and indirectly through the role of tourist satisfaction as the mediator. Based on the results obtained and illustrated on the previous section, it can now be concluded that both of these variables did significantly and positively affecting revisit intention, while tourist satisfaction had also been tested and confirmed to be a positive and significant mediator in bridging the effect of both variables toward revisit intention. These findings are in line with the results obtained by previous researchers who also attempted to test the role that both destination source credibility and destination quality have in affecting both people's satisfaction and people's visit (or revisit) intention toward certain place. For example, prior study by Çelik & Dedeoğlu (2019) had uncovered the significance of destination quality in determining both tourists' satisfaction and intention to visit Gaziantep and Sanliurfa cities located in Turkey. Additionally, similar study performed by Rajaratnam et al., (2015) also verified the significant effect that perceived destination quality had toward influencing both tourists' satisfactory feeling and visit intention toward various tourism destinations located within the rural areas of Malaysia. Meanwhile, another prior research by Wang, (2015), González-Rodríguez et al., (2022), and Li & Tu, (2024) had also found that destination source credibility is a significant and positive predictor of people's willingness to visit certain destination. All of these prior findings, together with the discoveries obtained from the current study, unveil a pivotal interaction within the tourism dynamics of the region, showcasing how destination quality positively shapes both tourist satisfaction and the intention to revisit Riau Island. This outcome not only underscores the inherent value of the destination's overall quality but also unravels the multifaceted implications for both immediate visitor experiences and the enduring appeal of Riau Island as a sought-after destination over the long term. The role of destination quality in influencing tourist satisfaction is paramount. As tourists perceive a destination offering high quality in terms of infrastructure, services, attractions, and the overall experiential landscape, it lays a robust foundation for their satisfaction. This satisfaction becomes a pivotal driver of positive word-of-mouth recommendations, influencing potential tourists and contributing to the cultivation of a favorable reputation for Riau Island. Consequently, the positive correlation between destination quality and tourist satisfaction implies that strategic investments and focused efforts to enhance various facets of the destination can yield significant returns in terms of its overall allure and desirability. Moreover, the nexus between destination quality and revisit intention provides strategic insights for nurturing sustained tourism growth. The positive impact on revisit intention suggests that a well-maintained and high-quality destination not only attracts initial visits but also encourages tourists to contemplate returning for future trips. This phenomenon holds particular relevance for Riau

Island, indicating that ongoing endeavors to improve and sustain the destination's appeal can result in repeat visits, thereby fostering loyalty among tourists. From a destination management perspective, this finding serves as a guiding principle for informed decision-making. It implies that policies and initiatives geared towards enhancing the quality of tourism offerings in Riau Island should be prioritized. This could involve comprehensive strategies encompassing investments in infrastructure, environmental preservation, cultural experiences, and service standards. Such strategic planning is not only conducive to the immediate satisfaction of current tourists but also sets the stage for sustainable tourism development, creating a positive cycle that attracts and retains visitors over time. Furthermore, the positive correlation between destination quality, satisfaction, and revisit intention positions Riau Island as a formidable contender in the competitive tourism market. By consistently delivering high-quality experiences, the destination can distinguish itself from competitors and carve out a niche as the preferred choice for travelers seeking not only satisfaction but also a compelling reason to return. This competitive advantage holds profound implications for the economic and social development of the region, establishing Riau Island as a resilient and enduring destination on the global tourism map.

Additionally, the outcomes of this study also unveiled a crucial insight regarding the role of destination source credibility in affecting both satisfaction and revisit intention, in which, it had been proven that credibility of a destination's information sources is revealed to have a positive influence on both tourist satisfaction and the intention to revisit Riau Island. This revelation not only underscores the inherent significance of a destination's overall quality but also reveals the manifold implications for both immediate visitor experiences and the enduring allure of Riau Island as a sought-after destination in the long term. The pivotal role of destination source credibility in shaping tourist satisfaction cannot be overstated. When tourists perceive a destination as providing reliable and trustworthy information, encompassing aspects such as infrastructure, services, attractions, and the overall experiential landscape, it establishes a robust foundation for their satisfaction. This satisfaction, in turn, becomes a primary driver of positive word-of-mouth recommendations, influencing potential tourists and contributing to the cultivation of a favorable reputation for Riau Island. Consequently, the positive correlation between destination source credibility and tourist satisfaction suggests that strategic investments and targeted efforts directed at enhancing the credibility of various information sources can yield significant returns in terms of the destination's overall appeal and desirability. Furthermore, the connection between destination source credibility and revisit intention provides strategic insights into fostering sustained tourism growth. The positive impact on revisit intention indicates that a destination perceived as credible not only attracts initial visits but also encourages tourists to contemplate returning for future trips. This phenomenon is particularly relevant for Riau Island, signifying that continuous efforts to improve and maintain the credibility of information sources can lead to repeat visits, thereby fostering loyalty among tourists. From the managerial perspective, this result serves as a guiding principle for informed decision-making. It implies that policies and initiatives aimed at enhancing the credibility of tourism information sources in Riau

Island should be prioritized. This could involve comprehensive strategies, including collaborations with reputable information providers, leveraging endorsements from trustworthy sources, and employing transparent communication practices. Such strategic planning is not only conducive to the immediate satisfaction of current tourists but also sets the stage for sustainable tourism development, creating a positive cycle that attracts and retains visitors over time. Moreover, the positive correlation between destination source credibility, satisfaction, and revisit intention positions Riau Island as a formidable player in the competitive tourism market. By consistently delivering credible information and high-quality experiences, the destination can distinguish itself from competitors and carve out a niche as the preferred choice for travelers seeking not only satisfaction but also the assurance of reliable information and the inclination to return. This competitive advantage holds profound implications for the economic and social development of the region, establishing Riau Island as a resilient and enduring destination on the global tourism map.

Additionally, from the communication perspective, the outcomes of this research provide valuable insights for the tourism industry, particularly from a communication standpoint. Initially, it enhances the understanding of both practitioners and academics regarding the pivotal role of communication in shaping tourists' perceptions and decision-making processes. Through an analysis of how tourists gather information about destinations and evaluate their quality and credibility, stakeholders can identify crucial communication channels and messages that impact tourist behavior. These insights serve as a basis for developing effective communication strategies aimed at both promoting destinations and enhancing overall tourist satisfaction. Moreover, this research significantly contributes to the crafting of effective destination branding and marketing campaigns. By comprehending the factors influencing tourist satisfaction and their willingness to revisit, destination marketers and communicators can customize messages to highlight a destination's unique qualities while fostering credibility through transparent and reliable communication. This tailored approach assists destinations in distinguishing themselves in a competitive market, ultimately attracting a greater number of visitors. Furthermore, this study extends beyond the confines of tourism. It enriches communication theories and frameworks that have relevance across various domains. Through an examination of how destination quality and source credibility influence consumer behavior, researchers can derive insights that contribute to broader theories of persuasion, information processing, and decision-making. This interdisciplinary approach not only enriches the field of communication but also leads to the development of new theoretical perspectives and practical applications that transcend the scope of the tourism industry.

Conclusion

Based on the discussions presented on the previous section, this research confirmed that both destination quality and destination source credibility serve as two important factors which not only can positively affect one's satisfaction when visiting Riau Island, but also can positively affect tourists' intention to revisit Riau

Island. These findings presented impactful insights for destination managers and stakeholders deeply engaged in shaping the development and promotion of Riau Island. Firstly, grasping the positive influence of destination quality on both tourist satisfaction and revisit intention underscores the ongoing necessity for strategic investments aimed at elevating the overall quality of the destination. This encompassing strategy involves enhancements across infrastructure, services, attractions, and the broader experiential landscape. To ensure continuous positive visitor experiences and elevated satisfaction levels, destination managers must steadfastly prioritize the maintenance of high standards. Recognizing that destination quality significantly shapes the likelihood of tourists revisiting Riau Island underscores the importance of implementing long-term planning and sustainable tourism development strategies to perpetuate the destination's allure and competitiveness in the dynamic tourism market. Secondly, acknowledging the substantial impact of destination source credibility on tourist satisfaction and revisit intention emphasizes the critical need for reliable and trustworthy information dissemination. A focused effort should be directed towards establishing and upholding credible information sources, including official tourism websites, reputable travel agencies, and endorsements from reliable entities. This commitment ensures that potential tourists receive accurate and dependable information about Riau Island, nurturing positive perceptions and overall satisfaction. Collaborative initiatives with credible sources and the implementation of effective communication strategies emerge as essential components for building and maintaining the credibility of information channels. In practical terms, substantial investments in marketing campaigns that highlight the credibility of information can profoundly shape positive tourist perceptions.

Additionally, this study underscores the interconnectivity of destination quality, source credibility, satisfaction, and revisit intention. Consequently, integrated strategies should be deployed to synergistically leverage these factors. For instance, thoughtfully designed marketing campaigns should not only spotlight the quality of the destination but also underscore the credibility of information sources. Collaborative endeavors with reputable travel agencies and impactful endorsements can seamlessly integrate into promotional activities, amplifying both the perceived quality of the destination and the credibility of the information accessible to potential tourists. This holistic and integrated approach has the potential to craft a compelling narrative that resonates with tourists, positively influencing their satisfaction levels and increasing the likelihood of revisiting Riau Island. By doing all of these recommendations, destination managers can cultivate an environment that not only satisfies the current tourist influx but also stimulates their desire to return, thereby solidifying Riau Island as a sustainable and highly desirable destination within the fiercely competitive tourism landscape.

Despite being conducted with rigor and thoroughness, this study is not without limitations. Primarily, the research was confined to Riau Island, potentially constraining the generalizability of its findings to other tourist destinations beyond Riau. To enhance the comprehensiveness and applicability of future studies, it is recommended that researchers explore diverse destination places outside Riau Island. Additionally, beyond the factors of destination source credibility,

destination quality, and tourist satisfaction, there is a call for future investigations to delve into the relationships between other variables and visitors' intention to revisit destinations globally. Furthermore, a notable proportion of the participants in this study were Indonesians, raising concerns about the representativeness of the findings for the broader population. To address this limitation, future researchers should broaden the demographic scope by incorporating individuals from various nations and nationalities, thereby enriching the diversity of respondents involved in this study. Additionally, extending the geographical scope of this study to encompass other tourist destinations outside Indonesia holds the potential to enhance the external validity of the research findings, providing a more robust foundation for generalization and application.

Acknowledgement

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