FACTORS AFFECTING REVISIT INTENTION WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE IN ECO FRIENDLY RESORTS

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Abstract
This study aimed to observe the effect of concern environment, physical and social environment as an independent variable that affects revisit intention with customer satisfaction as a mediating variable. Questionnaires distributed in eco-friendly resort in Sabang Zone, Indonesia, which is a recreational diving center in western part of Indonesia, using probability sampling techniques. Data were collected and then be analyzed using covariance Based SEM, AMOS. Hypothesis test results proved that there were positive and significant influence among five variables examined in the study, both directly and indirectly.

Key words Environment Concern, Physical Environment, Social Environment, Revisit Intention and Customer Satisfaction.

INTRODUCTION
This Study sees customer behavior of resort in Sabang Free Trade Zone (FTZ), Indonesia that uses the concept of eco-friendly as its point of selling. Although there have been some previous researches that highlights the importance of the physical and social environment as determinant of revisit intention variable in the study associated with the behavior of tourists to the offer made by resort industry including those resorts located in remote areas, but not many that incorporate environmental concern as one of its decisive variable (T. Chen & Chai, 2010). The resort industry realize that the growth of tourists who are very concerned with the environment is getting higher over time (Cherian & Jacob, 2012). When the businesses fail to see this phenomenon, then sooner or later customers will switch to another resort that carries eco-friendly concept (T. Chen & Chai, 2010). Eco Friendly resort is a resort that carries the concept of green economy. Its characteristics include the use of low-energy lighting to reduce its carbon footprint. The furniture is usually made from sustainably sourced materials, such as coconut tree,
wood, bamboo and cork. (Kuminoff, Zhang, & Rudi, 2010).

In addition to using eco-friendly features, because Sabang FTZ is an area of marine tourism, eco-friendly concept developed by resort managers lead to the conservation of marine ecological system, especially the underwater ecological system (Kusumawati & Huang, 2015). In cooperation with the association of fishermen, known as "Commander Laot", and traditional institutions in the region called "Tuha Peut", the resort industry has advocated conservation messages such as do not damage the reef, do not catch fish using fish bombs, do not anchor the yachts in the area of diving spot to prevent the destruction of marine life and some other nature conservation messages (BPKS, 2016).

Damage to the environment that continues to happen has resulted in increased environmental consciousness, with consumers now choosing to integrate environmental considerations into their lifestyle choice (Rahbar & Wahid, 2011). Therefore eco-friendly concept in the tourism industry has become one differentiator for a tourism destination to compete with other tourist destinations (Kusumawati & Huang, 2015). Awareness among tourists chooses tourist destinations that offer eco-friendly concept also increase significantly. So that this phenomenon be the right moment for the players in tourism industry, including marine tourism to position its offering as an eco-friendly resort for targeting consciousness eco-friendly this segment (Paco & Raposo, 2009).

This paper aims to look at how revisit intention can be affected by variables Environmental Concern, Social Environment and Physical Environment with Customer Satisfaction as intervening variable.

**LITERATURE REVIEW**

**Environmental Concern**

Many studies have been discussing the behavior of tourist that shifted to natural friendly concept (Brécard, Hlaimi, Lucas, & Perraudeau, 2009). Indeed, the environmental concern is often used to measure the importance of the environment and its protection and has been cited as an indicator of the green concept (Brécard et al., 2009). Furthermore several other researchers have also revealed a positive and significant relationship between consumers' environmental concerns and their shopping behavior (Rahbar & Wahid, 2011). Although many studies have addressed the issue of eco-friendly variable on consumer purchasing decisions, not many were linked it with the hospitality industry especially for those located in remote area that offered such a natural friendly strategy to promote their resorts. In fact, many groups of consumers are willing to pay a premium price for the product or service they are consumed when they are produced following green concept practices that do not cause environmental damage (Kuminoff et al., 2010).

**Physical Environment and Social Interaction**

Servicescape or physical environment is a concept that emphasizes the impact of the physical environment in which a service process takes place (Bitner, 1992; Han & Ryu, 2009). Bitner (1992) set servicescape as
"environment in which the service is gathered and where sellers and customers interact, combined with a tangible commodity that performance or facilitate communication service". Servicescape may be likened to the 'sights' (Juhari, Ali, & Khair, 2012). This includes exterior facility (landscaping, exterior design, signage, parking, surrounding environment) and interior facilities (interior design and decoration, equipment, signage, layout, air quality, temperature and atmosphere). Servicescape along with other physical evidence such as business cards, stationery, billing statements, reports, employee gowns, uniforms, brochures, web pages forms servicescape virtual 'physical evidence' in marketing services (Ali, Omar, & Amin, 2013; Hassan & Hj, n.d.; Wall & Berry, 2007). For example, Walls & Berry (2007) conducted an exploratory study to understand customer experience in luxury hotels. The study listed ambience, spatial layout, signs and symbols within the physical environment whereas attitude, professional behavior, proactivity and appearance of staff and attitude, behavior, appearance and socialization of other customers were recognized as elements of the social environment that shape the customer experience. However, to satisfy consumers, relying only on physical environment is not enough.

There must be other variables to accompany such as Social Interaction. Social interaction is the process to act and react to response those around us (J. Huang & Hsu, 2010). In a nutshell, social interaction includes reviews those people perform acts toward each other and the responses they give in return (Foster, 2004). Having a quick conversation with a friend seems are relatively trivial. In marketing activities, interaction becomes an important component both in terms of serving customers and deliver messages to the customers. Interaction to customers usually carried out by frontline staff (Foster, 2004; Libai, Bolton, Bügel, & Ruyter, 2010). In broader perspective, customer service could be represented by the quality of services that includes both physical and non-physical aspects such as reliability and responsiveness (Brady, Cronin, & Brand, 2002; Ladhairi, 2010; Mahamad & Ramayah, 2010; Ramsaran-Fowdar, 2007).

**Customer Satisfaction**

General understanding on the satisfaction or customer dissatisfaction is the result of the difference between the expectations of consumers with the performance perceived by consumers (Flint, Blocker, & Boutin, 2011; Mahamad & Ramayah, 2010). From various definitions of customer satisfaction which has been researched and defined by marketing experts, it can be concluded that customer satisfaction is a behavioral response of consumers in the form of after-purchase evaluation of the goods or services performance compared with consumer expectations (Carlson & O’Cass, 2010; J. Huang & Hsu, 2010; Mihelis, Grigoroudis, Siskos, Politis, & Malandrakis, 2001). Many other researchers believe that consumer satisfaction is highly dependent on the perceptions and expectations of consumers themselves. Factors
that influence the perceptions and expectations of consumers when making purchases of goods or services among others are the need and desire felt by the consumer when purchasing goods or services, past experience when consuming goods or services and the experiences of friends who have consume goods or services and advertising (Matzler, Bailom, Hinterhuber, & Renzl, 2004). In a competitive environment, indicators that can show customer satisfaction is whether consumers will do repurchase and tell others to buy the product.

Many other researchers have revealed that variable customer satisfaction as leading indicators to influence customer to revisit destination in the future (Kim & Park, 2014). We can assess how strong the customers can feel their satisfaction by asking them to give rating on a 1-10 scale. When most of them have the answer 7 or more, then this becomes a clear indication that they will come back again. Furthermore, while customers give ratings 9-10 then they are not only coming back again, but also become the volunteer for the company to ask other people to stay at the same resort (Flint et al., 2011; Knutson, Stevens, Wullaert, & Patton, 1990). Conversely, if they only rate 6 and under, then this becomes a danger signal for the resort, because it is become clear indication that they are less happy to the services provided by the resort and most likely they will switch to other resorts. This group should be alert and should be given special attention to eliminate their frustration and to keep them stay with us. (Flint et al., 2011).

Revisit Intention

From the perspective of the consumer, the behavior of visitors can be divided into three stages: pre-visit, during the visit, and post-visit (N. Chen & Funk, 2010). Something similar is mentioned by other researcher that behavior is inclusive of tourists visiting selection, the next evaluation, and future intentions behavior (Som, Marzuki, & Yousefi, 2012). The next evaluation is a travel experience or value and satisfaction received by visitors as a whole. Whereas the visitor’s intention of future behavior refers to the corresponding visitors assessment to return to the same place and their willingness to recommend it to others. The concept comes from the intention to repurchase behavioral (Um, Chon, & Ro, 2006). The possibility tourist to have Revisit intention is depend on their previous experience (Nyaga, n.d.; Raza, Siddiquel, & Awan, 2012). S.Huang & Hsu (2009) in the journals "Effects of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention", suggests there are four effects that can lead to re-visit intentions, namely: a. Motivation to travel to investigate the impact of various factors of motivation in the attitude of tourists during the visit of a destination and the intention to visit again. b. Past Experience, to test the effect of past travel experiences during the visit. c. Perceived Constraint, to investigate perceived constraints on willingness of tourist to visit again. d. Attitude, to measure the extent to which the traveler attitude in mediating the impact of certain factors on the intention to
visit again (S. Huang & Hsu, 2009).

The Relationships among Variables

Effect of Physical Environment on Customer Satisfaction and Revisit Intentions.

As one of the variables in the services marketing strategy, physical environment will be a determinant variable of the level of satisfaction of someone staying in a resort (Ali et al., 2013; Han & Ryu, 2009; Ryu & Han, 2011). Business resort should ensure all components are included in the group servicescapes must meet the expectations of guests staying (Juhari et al., 2012). The more satisfied the guests to the servicescape quality they gets, the greater the tendency for them to come back. Furthermore the satisfaction can lead the guests become loyal customers.

Effect of Social Environment on Customer Satisfaction and Revisit Intentions

Social environment or social interaction in this study is divided into two parts, namely the interaction to the resort staff and the interaction to other guests (Carlson & O’Cass, 2010; Yim, Tse, & Chan, 2008). Frontline officers who have direct contact with the guests had to be equipped with a variety of service skills and also friendly to guarantee a service excellence. (Foster, 2004). The resorts also need to create common activities so guests can have interaction each other.

Effect of Environmental Concern to Customer Satisfaction and Revisit Intention

Currently the market segments that are concerned about maintaining environmental quality is growing (Paco & Raposo, 2009). Consumer purchasing behavior that incorporate to environmental factors as one of the variables that determine the purchase decision-making becomes increasingly important (Brécard et al., 2009; Jauhari & Manaktola, 2007; Kuminoff et al., 2010).

Effect of Customer Satisfaction on Revisit Intentions

Customer satisfaction has long been accepted as an antecedent variable for the customer’s decision to repurchase (Kassim & Abdullah, 2010; Mahamad & Ramayah, 2010). Many researchers who have raised this variable as the most affect the customer’s desire to revisit. So it’s only if the resort managers endeavor to give satisfaction to its customers so they will come back again in the future (N. Chen & Funk, 2010; Raza et al., 2012)


Figure 1
Research Framework
HYPOTHESIS

Based on the framework of research that has been described previously, it could be assigned hypothesis as follows:

1. Environmental Concern, Social Environment, Physical environment, Customer Satisfaction have an effect on Revisit Intention
2. Environmental Concern, Social Environment and Physical environment have an effect on Customer Satisfaction.

METHODOLOGY

Sample Design and Data Collection

The target population for this study was limited to guests who had stayed at Sabang FTZ resort hotels at least once. The survey was conducted through face-to-face interaction with guests at various locations within four selected resort hotels in from Anoi Itam in the East down to Iboih in the West of Weh Island. A convenience sample was drawn for the survey and a self-administered survey was used to collect data. Questionnaires were distributed to guests at different times of the day, over the period of three weeks. A total of 240 questionnaires were distributed based on the sample size criteria highlighted by Peng and Lai (2012) for SEM models, which is ten times the total number of indicators in the study. Of the total questionnaires distributed, 210 questionnaires were able to be collected back and used for data analysis.

ANALYTICAL METHOD

For this study, the hypotheses were tested using the Structural Equation Modeling (SEM), using a statistical software package of AMOS. SEM is a method used for testing models and hypothesis developed in this study. SEM itself is a set of statistical techniques that allow the testing of a series of relative complicated relationship simultaneously (Ferdinand, 2002).

FINDINGS AND RESULTS

Measurement Model

The following figure shows the relationship between unobserved variables and their respective indicators showing in the Measurement Model.

![Figure 2](image_url)

**Figure 2**

Measurement Model with Loading Factor

Table 1 shows some indicators relationship with their respective constructs. Loading factor used to measure the contribution of each indicator. The higher the score the better those indicators represent their constructs. From table 1 indicator “When humans interfere with nature, it often produces disastrous outcomes” has the highest score (0.832), therefore it
explained Environmental Concern better than other indicators. At construct Social Environment, an indicator that has the highest value is "Customers at resort hotels are considerate of the privacy of others" with a score of 0.782, so that this indicator has the most influence in the formation of social environment variable. In the Physical Environment constructs, indicator that has the highest value is "The resort hotel and its surrounding amenities are attractive and impressive" with a score of 0.718. While on the construct of Customer Satisfaction and Revisit Intention, indicators that have the highest value are "I am satisfied with my decision to visit this resort" and "I will advise my friends to choose this ahead of any other attractions", with the score respectively 0.911 and 0.825.

<table>
<thead>
<tr>
<th>Table 1. Loading Factors</th>
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<tbody>
<tr>
<td>1 Environmental Concern</td>
</tr>
<tr>
<td>Humans need not adapt to the natural environment because they can remake it to suit their needs</td>
</tr>
<tr>
<td>When humans interfere with nature, it often produces disastrous outcomes</td>
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<tr>
<td>Humans must live in harmony with nature in order to survive</td>
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<tr>
<td>To maintain a healthy economy, we will have to develop a steady-state economy where industrial growth is controlled.</td>
</tr>
<tr>
<td>2 Social Environment</td>
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<tr>
<td>Staff show individual attention and care to guests</td>
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<tr>
<td>Staff are friendly, clean and well-organized</td>
</tr>
<tr>
<td>Staff provide quick and prompt services</td>
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<tr>
<td>Staff have technical knowledge about the products and services</td>
</tr>
<tr>
<td>Customers at resort hotel are polite and respectful</td>
</tr>
<tr>
<td>Customers at resort hotel are considerate of privacy of others</td>
</tr>
<tr>
<td>3 Physical Environment</td>
</tr>
<tr>
<td>The resort hotel and its surrounding amenities are attractive and impressive</td>
</tr>
<tr>
<td>The resort hotel and its amenities are clean, comfortable and cozy</td>
</tr>
<tr>
<td>The temperature and lighting within the resort hotel and its amenities are comfortable</td>
</tr>
<tr>
<td>The signage and information within the resort hotel and its amenities are arranged right</td>
</tr>
<tr>
<td>4 Customer Satisfaction</td>
</tr>
<tr>
<td>I am satisfied with my decision to visit this resort</td>
</tr>
<tr>
<td>My choice to choose this resort was a wise one</td>
</tr>
<tr>
<td>I think I did the right thing to visit this resort</td>
</tr>
<tr>
<td>5 Revisit Intentions</td>
</tr>
<tr>
<td>I will be telling my friends that I like this place and stayed longer than I had planned</td>
</tr>
<tr>
<td>I will be returning to this attraction with my family and friends</td>
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<tr>
<td>I will advise my friends to choose this ahead of any other attractions</td>
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<tr>
<td>This is an experience I am happy to share with colleagues</td>
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</table>
Evaluation Criteria Goodness of Fit

The model can be tested using a variety of ways. In the analysis of SEM no single statistical test tool to measure or test hypotheses about the model. Here are some suitability index and the cut-off value to test whether a model can be accepted or rejected (Ferdinand, 2006).

<table>
<thead>
<tr>
<th>Criteria Goodness of Fit</th>
<th>Output</th>
<th>Model Evaluation</th>
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<tbody>
<tr>
<td>CMIN/DF</td>
<td>&lt; 2.27</td>
<td>Good</td>
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<tr>
<td>Baseline Comparisons</td>
<td>Relatively good</td>
<td></td>
</tr>
<tr>
<td>Parsimony Adjusted Measures</td>
<td>0.18</td>
<td>Good</td>
</tr>
<tr>
<td>RMSEA</td>
<td>&lt; 0.08</td>
<td>Good</td>
</tr>
<tr>
<td>JGF</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td>ECVI</td>
<td>Good</td>
<td></td>
</tr>
</tbody>
</table>

From the table 3 above by using the goodness of fit test, it can be concluded that the model has met the criteria of fit, so the output that comes out of this model could be used to describe the relationship between indicators with their respective constructs.

Analysis of Structural Equation Modeling

The analysis of Structural Equation Model (SEM) in Full Model is intended to test the model and hypotheses developed in this study. Testing the model in Structural Equation Model being done with two tests, first test with suitability of the model and second test with test significance of causality.

The following step is to do the testing of research hypothesis proposed in previous section. Hypothesis testing using CR and P value, which are the output of the statistical package of AMOS. When the relationship between two variables have a value of CR > 1.96 and value of P < 0.05, then the two variables have a significant influence. But when one of the two criteria is not met, then the hypothesis developed is not proven.

<table>
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<th>Hypothesis Testing</th>
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From the table above shows the causality relationship tested that consists of 7 hypotheses, starting from H1 through H7. All of them are supported. In other words, the independent variable
affects the dependent variable which is Revisit Intention, both direct and through customer satisfaction as mediating variable. The next step is to look at how strong the influence of the two variables was tested. Although all the independent variables affect revisit intention as dependence variable either directly or indirectly, but a more powerful influence given by variable of Physical Environment, compared to four other variables. This is shown by the coefficient numbers on the arrows leading to Revisit Intention.

MANAGERIAL IMPLICATION
As an endogenous or dependent variable, the variable of revisit intention influenced by variables used and developed in this study, such as the Environmental Concern, Social Environment, Physical Environment and Customer Satisfaction. Testing with measurement model to look at the contribution of indicators for each of the variables that have been built through the conceptual theory, seen these indicators do have a contribution and be able to explain the variable that represents by them. However, we need to give special attention for several indicators which have the highest loading factor, compared to other indicators. Because the indicator with the highest loading factor is the closest to duplicating the variable that they represents. So if the resort management wants to intervene in specific variables, the indicator with the highest factor loading value can be used as a lead to start improving the performance variables selected. For example the indicator of the resort hotel and its surrounding amenities are attractive and impressive need to be maintained and not be destroyed since this indicator is belong to physical environment variable that has the greatest value compare to other variables. So the indicator and the variable play significant role to increase the willingness of the tourist revisit the resort.

CONCLUSION
1. All indicators that have the highest value in each variable should be of concern of resort management, at least to maintain them, because these indicators are shown to have a relatively large contribution to explain the variables they represent.
2. To improve revisit intention, the main variable that should receive bigger attention from resort management is physical environment. While variable Environmental concern has relatively low coefficient number. In other words, eco-friendly features that are considered to be the point of selling of green resort in Sabang area are not enough to raise the attractiveness of tourists to make them come back to again.
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