ANTECEDENT OF EVENT SATISFACTION TOWARDS REVISIT INTENTION TAMBORA EVENT INDONESIA

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Abstract

Background:
This study aimed to review the influence of event destination attributes and service quality on event satisfaction of revisit intention. This study using sampling methods by online questionnaire to the visitors.

Methodology:
A total of 234 respondents were collected. The descriptive statistical and structural equation model, or SEM-PLS, were utilized for analysis in this study.

Findings:
The findings of the PLS-SEM study in the overall model, event destination attributes did not directly influence event satisfaction; however, it showed an indirect effect. Greets the World. The commemoration of the eruption of Mount Tambora, located in Dompu Regency, Sumbawa Island, West Nusa Tenggara, is an annual Tambora festival event held connected with the disaster.

Conclusion:
Currently, the business world in Indonesia has shown encouraging progress. One of them is the Event Industry, where Event Industry is an industry that makes a significant contribution to job opportunities and also in the community's economy [3]. In connection with the event industry, one of them has interested natural or human-made attractions on display at the festival to revisit intention and satisfy the event's activities.

Keywords: *Event Attributes, Service Quality, Satisfaction, Revisit Intention*

INTRODUCTION

Tourism is a sector that significantly impacts infrastructure and economic development, such as performing works for the community and cultural facilities for an area [1]. Indonesia generally, Sumbawa island is one of the islands in provinces of West Nusa Tenggara, has one of the tourism potentials, such as nature tourism, such as of the most famous is Mount Tambora in Sumbawa island.

Mount Tambora developed into a world icon after the devastating eruption in 1815. It is recorded as the strongest volcanic eruption in world history, accompanied by accompanying mystique. The explosion of Mount Tambora was experienced by local islanders and surrounding islands and in the northern hemisphere from America, Europe, Africa, and even Asia in the following years [2]. After the eruption of Mount Tambora 200 years ago will be commemorated in a tourism event entitled Tambora Greets the World. The commemoration of the eruption of Mount Tambora, located in Dompu Regency, Sumbawa Island, West Nusa Tenggara, is an annual Tambora festival event held connected with the disaster.

Currently, the business world in Indonesia has shown encouraging progress. One of them is the Event Industry, where Event Industry is an industry that makes a significant contribution to job opportunities and also in the community's economy [3]. In connection with the event industry, one of them has interested natural or human-made attractions on display at the festival to revisit intention and satisfy the event's activities.

METHOD

a. Research Hypotheses

Relationship Between Those Variables (Previous Study)

The source for proposing hypotheses is based on studies that have been published [4] with the following details: H1: The Event Destination Attribute had a significant positive impact on Event Satisfaction. The source for proposing hypotheses is based on studies that have been published [5]; thus, the theory suggested: H2: The Service Quality had a significant positive impact on Event Satisfaction. The source for proposing hypotheses is based on studies that have been published [4] with the following details: H3: The

Event Destination Attribute had a significant positive impact on Revisit Intention. The source for proposing the hypothesis is based on studies published [6]; the theory presented in this study is: H4: The Service Quality had a significant positive impact on Revisit Intention. The source for proposing idea is based on studies that have been published [7]; thus, the theory proposed:

H5: The Event Satisfaction had a significant positive impact on Revisit Intention.

Research Hypotheses

According to the related literature review result, this study established a research structure regarding the effect among the variables of event destination attributes, service quality, event satisfaction, and revisit intention. A framework developed from [8] became (SEM) structural equation model, as shown in figure 1.
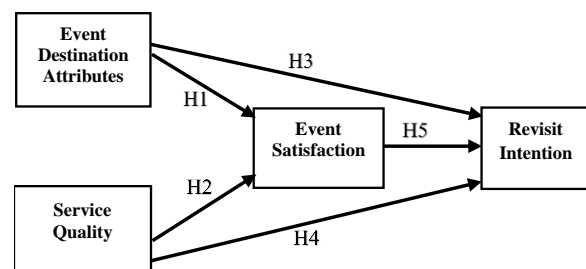

Fig 1. Research Designs

According to the literature reviews and previous study, the proposed following five hypotheses:

- H1: Event Destination Attribute had a significant positive impact on Event Satisfaction.
- H2: Service Quality had a significant positive impact on Event Satisfaction.
- H3: Event Destination Attribute had a significant positive impact on Revisit Intention.
- H4: Service Quality had a significant positive impact on Revisit Intention.
- H5: Event Satisfaction had a significant positive impact on Revisit Intention.

b. Population and Sample

The study population consists of visitors at Tambora Event, Dompu regency. The total of visits on the Tambora Event cannot be explained as a reference for submitting samples because issued tickets are also

bought by local villagers so that they do not have representation as guests, the tickets sold still have the same selling value between foreign visitors and domestic visitors, so the sample frame for foreign visitors or domestic visitors does not yet exist. However, A total of 200 respondents was taken from visitors who had visited the Tambora Event. [9] explain that the sample size is at least 50 and the total sample is five indicators. The sample size was taken as much as 200 samples, with minimal sample considerations for Structural Equation Model (SEM) is 100 samples [9] and an error rate of 5%.

c. Data Collection Method and Questionnare Design

The collect the data would be giving by online questionnaire to the visitors. The purpose of this questionnare research design is to test the hypothesis fourth construct research. Fourth constructs are included in the study: event destination attributes, service quality, event satisfaction, and revisit intention. This study uses the Likert seven-point scale, with 1-7 points as Most Disagree, and Most Agree.

Event Destination Attributes is a factor analysis conducted to review the dimensions measured by the 13 items, such as program, amenities, and entertainment. Service Quality is a 12 item questionnaire was used to measure event service quality. The primary dimensions were is access quality, venue quality, and product quality. Event Satisfaction is 3 item questionnaire that was used to measure overall: I was satisfied with my decision to participate in this event, I did the best thing by choosing to participate in this event, and I was happy that I decided to participate in this event. Revisit Intention is 3 item questionnaire was applied to survey were to evaluate individuals' revisit intention regarding the future festival event: I will come to the event again to spectate a festival in the future, I will promote spectating a festival event to another people, and I will decide to spectate a festival if I can spectate an event in the future.

d. Data Analysis

This study conducted data analysis using the statistical programs SPSS 25.0 and the structural equation model or SEM-PLS. The statistical methods applied included descriptive statistics as support for this study.

SEM PLS analysis can take path coefficients, which researchers can then use to assess the significance of the statistical research model with a hypothesis for each relationship path. The accepted hypothesis can be used if P-values ≤ 0.05. The equations evaluating the connection within the visible variables and their latent constructs describe the outer (scale) model, while the measurement assess the relations between latent variables that compose the inner (structural) model [10]. Thus, the SEM method can analyze multivariate, which can analyze the relationship between variables more complex.

RESULTS

a. Sample Analysis

According to the data obtained by the questionnaires, this study used descriptive statistics to analyze the subjects' gender, age, educational level, job, income. A total of 234 respondents participated in the survey and were used to analyze the data. Of the 234 respondents, The influence in this study the highest of gender was female, 52.6%, and followed by the lowest of income was Rp.10,000,000 – Rp.15,000,000 ($698,59) – ($1047,98) is 4.7%.

b. Structural Model Analysis

Analysis of guidelines of [11] constructs with reflective measure the models (i.e., Event Destination Attributes; Service Quality; Event Satisfaction; and Revisit Intention) were combined. To estimate the reflective measurement models, the assessed were all construct to their reliability and validity. Results showed that all constructs have a reasonably pleasant factor loading amount, changing between 0.80 and 0.90. Moreover, the assessed were all construct for their composite reliability and Cronbach's alpha denomination, which were higher than the 0.70 crucial level proposed by [12].

The average variance extracted frequency of all constructs was higher than this satirical denomination of 0.50 proposed by [13]. Moreover, Strong points in the square root of average variance extracted, which is higher than the calculated equivalence points, demonstrating the discriminant validity of constructs included in the advanced analysis standards [14]; [13]. Overall, those results provide all conditions for verifying the validity and reliability of reflective

analysis models. Comprehensive results of validity and reliability of all constructs are shown in Table 1:

According to the path coefficient analytical result among variables, event destination attributes influenced event satisfaction insignificantly (p>.05) and a standardized coefficient of 0.075. Event destination attributes influenced revisit intention with a significance level of at least 0.001 and a standardized coefficient of 0.161. Service quality influenced event satisfaction with a significance level of at least 0.001 and a standardized coefficient of 0.705. Service quality influenced revisit intention with a significance level of at least 0.001 and a standardized coefficient of 0.432. Finally, event satisfaction influenced revisit intention with a significance level of at least 0.001 and a standardized coefficient of 0.309 are presented Table 2:

Table 2 Path coefficients test

Path Analysis	Sample	Standard Error	T Statistic	P-Value
Event Destination Attributes → Event Satisfaction	.075	.074	1.018	.309
Event Destination Attributes → Revisit Intention	.161	.074	2.161	.032
Service Quality → Event Satisfaction	.705	.067	10.557	.000
Service Quality → Revisit Intention	.432	.090	4.832	.000
Event Satisfaction → Revisit Intention	.309	.083	3.712	.000

Table 1. Outer loadings test

Sub dimension←dimension	Original Sample	Standard Error	T-Value	CR	AVE
P ← Event Destination Attributes	.921	.024	38.381		
A ← Event Destination Attributes	.881	.029	29.953	0.926	0.808
E ← Event Destination Attributes	.894	.027	32.692		
AQ ← Service Quality	.858	.032	26.613		
VQ← Service Quality	.937	.014	66.760	0.927	0.810
PQ ← Service Quality	.903	.023	39.198		
ES1 ← Event Satisfaction	.934	.016	58.610		
ES2 ← Event Satisfaction	.957	.011	89.060	0.965	0.901
ES3 ← Event Satisfaction	.955	.011	85.803		
RI1 ← Revisit Intention	.958	.009	109.756		
RI2 ← Revisit Intention	.916	.024	38.013	0.958	0.884
RI3 ← Revisit Intention	.946	.016	58.073		

Notes: P=Program, A=Amenities, E=Entertainment, AQ=Assess Quality, VQ=Venue Quality, PQ=Product Quality, ES=Event Satisfaction, RI=Revisit Intention.

According to Table 3, as to the direct effect, the impact of event destination attributes on revisit intention was 0.161, the effect of service quality on event satisfaction and revisit intention was 0.705, 0.432, The impact of event satisfaction on revisit intention was 0.309. As to the indirect effect, the impact of service quality on revisit intention through event satisfaction was 0.218. The total effect of event destination attributes on revisit intention was 0.161, the total effect of service quality on revisit intention through event satisfaction was 0.650, and the total effect of event satisfaction on revisit intention was 0.309.

Table 3 Direct and indirect analysis

Latent variable	Event Satisfaction	Revisit Intention		
	Direct	Direct	Indirect	Total
Event Destination Attributes	--	.161	--	.161
Service Quality	.705	.432	.218	.650
Event Satisfaction		.309		.309
R^2	0.579	0.668		

The explanatory power of event destination attributes, service quality on event satisfaction was 57.9%, the explanatory power of event destination attributes, service quality, and event satisfaction of revisit intention was 66.8%. The results study indicated that the model explanatory power in this study on the latent variables was positive.

CONCLUSION AND SUGGESTION

Based on the study question and including the results of this study, according to the path analysis of the overall model, event destination attributes did not significantly influence event satisfaction. However, service quality directly influenced revisit intention. Furthermore, event destination attributes on revisit intention was lower, followed service quality on revisit intention and event satisfaction on revisit intention. However, the impact of service quality on event satisfaction was the highest. This result revealed the mediating impact of event destination attributes and service quality between event satisfaction and revisit intention. The discussion on the relationship among variables is shown below.

Relationship among event destination attributes, service quality, event satisfaction and revisit intention.

1. The negative effect of event destination attributes on event satisfaction was 0.075, and event destination attributes did not directly influence event satisfaction; thus, H1 was not supported.
2. The direct impact of service quality on event satisfaction was 0.705; therefore, H2 was supported.
3. The direct impact of event destination attributes on revisit intention was 0.161; therefore, H3 was supported.
4. The direct impact of service quality on revisit intention was 0.432, and the indirect effect on revisit intention through event satisfaction was 0.218. The total result was 0.650; thus, H4 was supported.
5. The direct impact of event satisfaction on revisit intention was 0.309; therefore, H5 was supported.

Based on the results of the discussion and conclusions in this study, several suggestions as follows:

The event destination attribute has a significant negative effect on event satisfaction. The indicator that makes visitors dissatisfied includes programs, amenities, and entertainment. They should be the Tambora event party, give more attention to and improve service facilities such as accessibility and toilets for special needs to return on the Tambora Event.

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