

Application of the Theory of Planned Behavior (TPB) to Predict the Behavior of the Millennial Generation in Revisit Intention

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Abstract. *Traveling for tourism is essential for improving well-being. Millennials and Gen Z are projected to be the most frequently traveled generations in 2023. The National Socioeconomic Survey (SUSENAS) recorded that 63.43% of travelers in Indonesia are from Gen Z and Gen Y. Motivation for self-development, psychological needs, and the influence of high social media attention are strong drivers of frequent travel among Millennials and Gen Z. Belitung Regency has high potential in terms of natural tourism, such as beaches with white sand and exotic rocks. This is a unique attraction for tourists to visit, thus boosting the economy, especially in the hotel industry. The presence of 4-star hotels such as Fairfield by Marriott, Swissbel-Resort, Santika Premiere Beach Resort, Golden Tulip, and BW Suites in Belitung Regency reflects the high demand for quality accommodation services. This can be a unique attraction for tourists to enjoy the natural beauty of Belitung Regency, supported by hotel accommodation facilities that prioritize quality and provide comfort for tourists in every moment. Positive reviews from tourists reflect the well-developed hotel accommodation in Belitung Regency. Data from the Central Statistics Agency of the Bangka Belitung Islands Province records 22 (twenty-two) star-rated hotels in Belitung Regency. In the 2020-2021 period, the occupancy rate of star-rated hotels in Belitung Regency decreased by 3.5%, and in 2021-2022, it increased by 35.79%. After a significant increase in the previous period, hotel management in Belitung Regency was unable to maintain this positive trend, resulting in a 1.1% decrease in 2022-2023, with the highest decline in 2023-2024, at 15.18%.*

Keywords: *Application; Generation; Millennial; Planned.*

1. Introduction

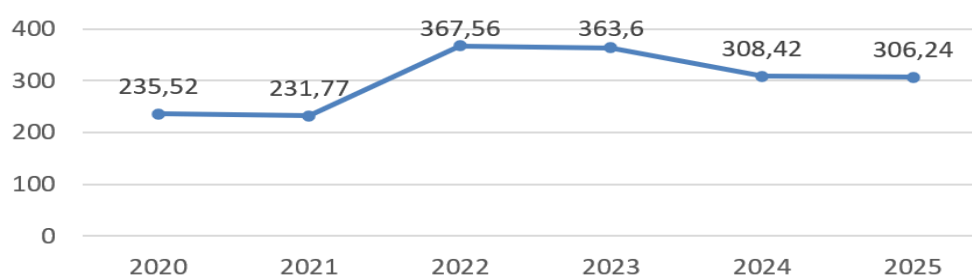
In today's era, tourism plays a crucial role in supporting a region's economy. This sector not only contributes directly through revenue from domestic and/or international tourists, but also creates a positive impact by supporting development in various sectors such as transportation, hospitality, MSMEs, and other creative industries. To gain public trust, companies are required to responsibly operate their businesses optimally. (Malisa et al., 2022) Consumer behavior is considered crucial for marketing managers in designing strategies to increase company profits. A deep understanding of needs related to attitudes, subjective norms, perceived control, and situational factors is crucial for hotel management to understand consumer needs. (Kesuma, 2023).

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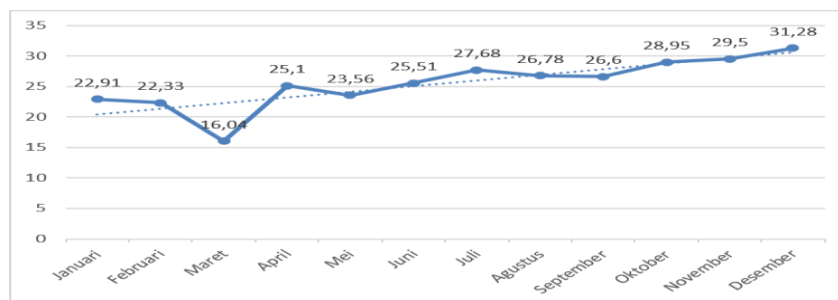
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Figure Room Occupancy Rate Data Per Year



Although the occupancy rate of star-rated hotels in Belitung Regency showed a positive trend in 2025, the graph below shows significant fluctuations. Despite these fluctuations, particularly a sharp decline in March, the overall trend shows positive growth through the end of the year. Company management should be bold in implementing innovations to increase competitiveness.(Batasina et al., 1381).

Figure Monthly Room Occupancy Rate Data for 2025



It is crucial for hotel management to understand and assess the key factors that influence tourists' return intentions in an effort to increase room occupancy rates. Return intention is one measure of success in fostering loyalty among tourists, reflected in consumer behavior that indicates a return intention.(Pratiwi et al., 2025). When visitors feel connected to the culture, traditions and norms they not only enjoy each trip but also have a desire to return.(Pratiwi et al., 2025).

Several factors can influence a traveler's intention to return to a hotel, including subjective norms. Many travelers feel that positive reviews from other guests influence their intention and decision to stay at a hotel.(Kun Shan et al., 2011)Recommendations from close friends or colleagues who had a positive impression of their stay at the hotel can also increase tourists' interest in staying there.(Kesuma, 2023).

The second factor, perceived behavioral control, refers to tourists' perceptions of the ease or difficulty of their experience. Perceived behavioral control varies greatly depending on the situation and actions, which can lead to tourists having different perceptions. The behaviors experienced by tourists who have experienced the sensation of staying at a hotel have an important contribution to other tourists, motivating them to return.(Listiwati et al., 2024). Positively, perceived behavioral control is the main key that has a positive impact on tourists' intention to revisit the hotel.(Pahrudin et al., 2021).

This study found that there were differences in the views of several previous authors (research gap). (Pahrudin et al., 2021) And (Lubis et al., 2022) said that subjective norms do not influence tourists' decisions to intend to revisit. On the other hand, research (Kun Shan et al., 2011) And (Julina et al., 2021) said that subjective norms influence tourists' decisions to revisit. Meanwhile, research (Lubis et al., 2022; Shen & Shen, 2021) stated that perceived behavioral control does not have a significant impact on tourists' intention to revisit. A different opinion was expressed. (Pahrudin et al., 2021; Pan et al., 2022) In his research, he stated that perceived behavioral control significantly increases tourists' revisit intentions. Several discrepancies were found between the impacts and study results of each of the variables studied, resulting in differences from tourists' perspectives. Therefore, the author considered conducting mediation between the subjective norm (SN) and perceived behavioral control (PBC) variables, each with the attitude variable (AT) to determine whether these variables impact revisit intention (RI).

This study is also a modification of research conducted by (Kun Shan et al., 2011) by making adjustments according to the data obtained by the author. The difference between this study and previous research is that the past behavior (PB) variable is removed and the behavioral intention (BI) variable is replaced with the revisit intention (RI) variable. Thus, this study can provide a new perspective and deepen the generation of the influence of the subjective norm (SN) and perceived behavioral control (PBC) variables on the revisit intention (RI) variable, which will be mediated by the attitude (AT) variable.

2. Research Methods

This research is a quantitative research method using a direct survey of respondents. This survey can be conducted by distributing a questionnaire containing structured questions and giving it to respondents, designed and tailored to obtain specific information (Sugiyono, 2018).

Based on the stated research objectives, this type of research is explanatory research, namely research that proves that there are causes and effects and relationships that influence and/or are influenced by two or more variables studied (Arikunto, 2018). The purpose of explanatory research is to test how the hypothesis and influence of the independent variables on the dependent variables, namely the Subjective Norm and Perceived Behavior Control variables on Revisit Intention through Attitude in 4-star hotel visitors in Belitung Regency.

3. Results and Discussion

3.1. Descriptive Analysis

According to Ghozali (2018), descriptive data is a statistic used to analyze data by describing or depicting the collected data as it is without the intention of drawing conclusions that apply to the entire population. Descriptive data provides an overview or description of data seen from the mean, median, standard deviation, maximum, minimum, kurtosis, and skewness. Descriptive data is data obtained where the data can describe the condition of respondents that needs to be considered as additional information to better understand the results of the research conducted.

Descriptive Characteristics of Research Respondents

Respondents in this study were grouped based on gender, age, and occupation.

Respondent Characteristics Based on Gender

Based on the results of data processing on 100 eligible respondents, this can be seen in Table below:

Table Respondent Characteristics Based on Gender

No.	Gender	Amount	Presentation
1	Man	67	67%
2	Woman	33	33%
Total		100	100%

Source: Primary data processed by researchers, 2026

Based on the data processing results above, the characteristics of respondents based on gender indicate that respondents are dominated by men with a percentage of 67% and women 33%. This indicates that men have a relatively more dominant role in determining responses to subjective norms, perceived behavioral control and attitudes in making decisions to make repeat visits to the same location.

Respondent Characteristics Based on Age

Respondent characteristics based on age are grouped into three age groups as shown in Table below:

Table Respondent Characteristics Based on Age

No.	Age (Years)	Amount	Presentation
1	29 - 34	50	50%
2	35 - 40	38	38%
3	41 - 46	12	12%
Total		100	100%

Source: Primary data processed by researchers, 2026

Based on the data processing results above, the characteristics of respondents by age indicate that the majority of millennial respondents, at 50%, are between the ages of 29 and 34. This indicates that millennial respondents in the 29-34 age range place a relatively higher value on experience and long-term commitment when revisiting a place or destination.

Respondent Characteristics Based on Occupation

Respondent characteristics based on occupation are grouped into six types of jobs as shown in Table 4.4 below:

Table Respondent Characteristics Based on Occupation

No.	Work	Amount	Presentation
1	ASN	29	29%
2	Self-employed	18	18%

3	Non-ASN Employees	12	12%
4	Medical personnel	10	10%
5	Private	9	9%
6	Other	22	22%
Total		100	100%

Source: Primary data processed by researchers, 2026

Based on the data processing results above, respondents with civil servant (ASN) or state civil servant (Civil Servants) occupations dominated, accounting for 29%. This is reflected in the routine or frequent travel activities undertaken by ASN to a destination, which results in repeat visits.

Respondent Characteristics Based on Last Education

Respondent characteristics based on their last education are grouped into four education groups as shown in Table 4.5 below:

Table Respondent Characteristics Based on Last Education

No.	Work	Amount	Presentation
1	SENIOR HIGH SCHOOL	7	7%
2	D3	10	10%
3	S1	76	76%
4	S2	7	7%
Total		100	100%

Source: Primary data processed by researchers, 2026

Based on their most recent educational level, the majority of respondents had a bachelor's degree (76%), followed by a diploma (10%), high school (SMA) and master's degree (7%). These results indicate that most respondents have the ability to determine their attitude toward repeat visits.

Variable Statistics

According to Sugiyono (2016), the average value is obtained from the total data then divided by the number of samples. Based on the results of data processing on 100 respondents (N=100), the average value (mean) and standard deviation for each variable are obtained, which can be seen in table 4.6 below:

Table Results of Descriptive Statistical Analysis of Variables

Variables	N	Average (Mean)	Standard Deviation	Category
<i>Subjective norm(X1)</i>	100	3,763	0.945	Good
<i>Perceived behavior control(X2)</i>	100	3,780	0.957	Good
<i>Attitude(Z)</i>	100	3,877	0.877	Good
<i>Revisit intention(Y)</i>	100	3,965	0.861	Good

Source: Primary data processed by researchers

Based on Table, the results of descriptive statistical testing on 100 millennial generation respondents show that all variables have an average value of 3.763 to 3.965 on a Likert scale of 1-5. This value indicates that respondents gave a fairly positive impression of 4-star hotels in Belitung Regency.

Table Results of Descriptive Statistical Analysis of Variable Indicators

Variables	Mean
A. Revisit Intention	

1	<i>The willingness to revisit</i>	4,040
2	<i>First choice to visit</i>	3,930
3	<i>Recommend it to others</i>	3,950
4	<i>Give confidence to others</i>	3,940
B. Subjective Norms		
1	Family Perception	3,660
2	Perception of the environment or close friends	3,800
3	Co-worker perception	3,830
C. Perceived Behavior Control		
1	Visitor behavior that does not depend on anyone	3,770
2	Completely uncontrollable visitor behavior	3,760
3	Visitor behavior to be able to return at any time	3,770
4	Visitor behavior to believe that there are no obstacles to returning	3,820
D. Attitude		
1	<i>Attitudecognitive</i>	3,870
2	<i>Attitudeaffective</i>	3,970
3	<i>Attitudeconative</i>	3,790

Source: Primary data processed by researchers

Based on Table, it can be seen that the 4 variables studied showed an average value of 3.660 – 4.040 on a scale of 1 – 5. These results indicate that respondents gave a fairly positive impression of the results of the visits that had been carried out and the indicators above can represent the respondents' assessments.

The variable of intention to revisit (Y) obtained the highest average value of the other variables, namely 3,930 - 4,040. This shows that the majority of respondents stated that they agreed. Therefore, the desire of hotel visitors to come back to stay depends on the results of the assessment and/or experience of past visits or recommendations from other visitors that can be used as a reference. From the data above, the willingness to revisit respondents obtained the highest average value of 4,040, this indicates the level of satisfaction from the feelings that arise from previous visits that are satisfying, thus increasing the interest in revisiting. Respondents also think that making it as the first choice when staying is an inappropriate decision because they are still considering other alternatives, as a result this indicator gets the lowest average value compared to other indicators, namely 3,930.

Subjective norms (X1) obtained an average value of 3,660 - 3,830. This indicates that respondents agreed with. Therefore, the perception of hotel visitors in Belitung Regency to have the intention to visit is based on the perceptions they get from the environment, close friends and/or colleagues. The perception of colleagues is the indicator with the highest average value of 3,830, this value indicates that recommendations or experiences from colleagues are often a source of relevant information to be used as a reference in the decision-making process. In contrast to family perceptions which obtained the lowest average value of 3,660. This can occur because the experience obtained from family perceptions is dominated by personal preferences or closeness which indicates that the influence of the family is considered less important in decision-making.

In behavioral control (X2) obtained an average value of 3,760 - 3,820. This shows that most respondents agreed. Therefore, the behavioral control of hotel visitors is based on completely uncontrollable behavior to be interested in revisiting a 4-star hotel in Belitung Regency. There are no obstacles to returning is an indicator with the highest average value of 3,820. This shows that respondents can make repeat visits without any risk, starting from ease of access, affordability, the right time and/or a supportive location. Meanwhile, completely uncontrollable behavior is an indicator with the lowest average value of 3,760. This shows that the decision to revisit is not entirely within their control, meaning there are reasons such as limited time, finances, distance or other external factors that can limit respondents in making repeat visits.

Attitude (Z) obtained an average value of 3,790 - 3,970. This indicates that the majority of respondents stated that they agreed. Therefore, the attitude of visitors to be interested in revisiting can be based on direct or indirect experiences of visitors, feelings after visiting and intentions arising from personal will. Affective attitude is the indicator with the highest

average value of 3,970, this indicates that respondents' attitudes are dominated by positive affirmations from the experience obtained such as feelings of happiness, comfort, satisfaction or others. However, conative attitude is the indicator with the lowest average value of 3,790. This indicates that respondents have their own assessment of the destination and there is still a tendency to reconsider the decision to revisit.

Thus, revisit intention is determined not only by personal assessments but also by social influences and environmental conditions. Differences in average scores for each indicator indicate that respondents' assessments differ based on experience, social influences, perceived control, and decision-making attitudes. The indicator with the highest average score is generally chosen by respondents because it best aligns with their circumstances and feelings. Meanwhile, the indicator with the lowest average score indicates that other considerations or influences may influence the decision to revisit.

3.2. Discussion

a. Measurement Model Analysis (Outer Model)

The analysis of the measurement model (outer model) aims to evaluate the relationship between latent variables and their constituent indicators. In this study, the latent variables tested include subjective norm (X1), behavioral control (X2), attitude (Z), and revisit intention (Y). Outer model testing is conducted to ensure that each indicator used is appropriate and capable of measuring the intended construct validly and reliably. According to Imam Ghozali (Ghozali, 2018), evaluation of the measurement model in SEM-PLS includes tests of convergent validity, discriminant validity, and construct reliability.

b. Convergent Validity Test

Convergent validity testing is conducted to determine the extent to which the indicators of each variable represent the construct being measured. This testing ensures that the indicators for each variable have a high degree of interconnectedness and consistently measure the same concept.

According to Imam Ghozali (2018), convergent validity can be evaluated through loading factor values and average variance extracted (AVE). Therefore, in this study, convergent validity testing was conducted in two stages: loading factor analysis and AVE value.

c. Loading Factor Value

This test can be performed by examining the outer loading, namely the correlation value between the indicator and its construct. In the SEM-PLS approach, according to Ghazalo (2021), an indicator with a value above 0.7 can be considered valid. However, in scale-up

studies, a loading factor value of 0.5 to 0.6 is still acceptable. Convergent validity can be met when each variable has an AVE value above 0.5. Conversely, indicators with a loading factor below 0.5 must be eliminated because they are deemed unable to adequately represent the construct.

Table Outer Loading Results of Convergenerative Validity Test

Variables	<i>Subjective norm (X1)</i>	<i>Perceived behavior control (X2)</i>	<i>Attitude (Z)</i>	<i>Revisit intention (Y)</i>	Information
SN1	0.863				Valid
SN2	0.872				Valid
SN3	0.836				Valid
PBC1		0.665			Valid
PBC2		0.785			Valid
PBC3		0.781			Valid
PBC4		0.780			Valid
AT1			0.823		Valid
AT2			0.829		Valid
AT3			0.732		Valid
RI1				0.804	Valid
RI2				0.806	Valid
RI3				0.688	Valid

RI4	0.809	Valid
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Source: Primary data processed by researchers

Based on the test results above, most indicators have met the criteria for convergent validity with outer loading values above 0.5, with values ranging from 0.665 to 0.872. Thus, all indicators can be declared valid and can represent the constructs to be measured. By fulfilling the convergent validity value, all indicators show adequate correlation with their constructs so that the research instrument is able to measure the variables accurately. This is an important reference in research, especially when testing the relationship between variables in accordance with the research objectives, namely analyzing the influence of subjective norms and perceived behavioral control on revisit intention and testing the role of attitude as a mediating variable.

d. Average Variance Extracted (AVE) Value

Convergent validity testing in this study was conducted through the evaluation of the average variance extracted (AVE) value to measure the construct's ability to explain the variance of its constituent indicators. AVE can indicate the extent to which the indicators are able to explain the construct. According to Hair et al. (2021), a construct is said to have good convergent validity if the AVE value is greater than 0.5, which means the construct is able to explain more than 50% of the variance of its indicators. Furthermore, Imam Ghozali also stated that a low AVE value reflects a weakness in the indicators' ability to optimally represent the latent construct.

Table AVE Results of Convergenerative Validity Test

Variables	AVE	√AVE	Information
<i>Subjective norm(X1)</i>	0.735	0.857	Valid
<i>Perceived behavior control(X2)</i>	0.569	0.754	Valid
<i>Attitude(Z)</i>	0.634	0.796	Valid
<i>Revisit intention(Y)</i>	0.606	0.778	Valid

Source: Primary data processed by researchers

Based on the results above, it is known that the subjective norm variable (X1) has an AVE value of 0.735 and perceived behavioral control (X2) has a value of 0.569. Therefore, both variables have met the criteria for convergent validity. The same thing was also obtained for the attitude variable (Z) which has an AVE value of 0.634 and revisit intention (Y) of 0.606 so that it can be seen that both variables have tested the criteria for convergent validity. This shows that all indicators in these variables are able to explain the construct adequately and have a good level of validity. Thus, the results of this AVE test indicate that all indicators have met the criteria for convergent validity so that construct validity can optimally test the relationship between variables.

Discriminant Validity Test

Discriminant validity testing is conducted to ensure that each research variable has distinct characteristics. In other words, this test is conducted to ensure that a construct does not have a higher correlation with other constructs than with its own indicators. In this study, discriminant validity was tested using the Fornell-Larcker criterion, namely by comparing the square root of the AVE ($\sqrt{\text{AVE}}$) value with the correlation between constructs. According to (Hair et al., 2021), a construct is declared to meet discriminant validity if the $\sqrt{\text{AVE}}$ value is greater than the correlation between other constructs.

Table Fornell-Lacker Test Results

Variables	Attitude(Z)	Perceived behavior control(X2)	Revisit intention(Y)	Subjective norm(X1)	Information
Attitude(Z)	0.796				valid
Perceived behavior control(X2)	0.457	0.754			valid
Revisit intention(Y)	0.554	0.340	0.778		valid
Subjective norm(X1)	0.422	0.402	0.687	0.857	valid

Source: Primary data processed by researchers

Based on the test results above, it is known that all constructs show a $\sqrt{\text{AVE}}$ value for each variable that is greater than the correlation value between constructs. The attitude variable (Z) has a $\sqrt{\text{AVE}}$ value of 0.796, greater than other variables, namely control of perceived

behavior control (X2) of 0.457, revisit intention (Y) of 0.554, and subjective norm (X1) of 0.422. The perceived behavior control variable (X2) has a VAVE value of 0.754 greater than the revisit intention variable (Y) of 0.340, subjective norm (X1) of 0.402, and attitude (Z) of 0.457. The revisit intention variable (Y) has a VAVE value of 0.778 greater than the subjective norm variable with a value of 0.687, attitude (Z) of 0.554 and perceived behavior control (X2) of 0.340. Meanwhile, subjective norm (X1) has an VAVE value of 0.857, which is greater than the attitude variable (Z) of 0.422, perceived behavior control (X2) of 0.402, and revisit intention of 0.687.

The results of this test indicate that all constructs in this study meet the criteria for discriminant validity, allowing for clear distinction between variables. This provides a strong foundation for structural analysis in the study, particularly in examining the direct and indirect influence of subjective norms and perceived behavioral control on revisit intention.

By fulfilling the discriminant validity criteria, the relationship between variables such as the influence of subjective norms and perceived behavioral control on revisit intention in the millennial generation of tourists, as well as the role of attitude as a mediating variable, can be analyzed more accurately without the possibility of overlapping constructs. Therefore, these results can support the achievement of all research objectives.

Reliability Test

Reliability testing is conducted to measure the level of internal consistency of indicators in forming latent variables, namely subjective norm (X1), perceived behavioral control (X2), attitude (Z), and revisit intention (Y). This testing aims to ensure that the indicators used are able to provide consistent results when repeated measurements are carried out.

In SEM-PLS, construct reliability is measured using two main indicators: Cronbach's Alpha and Composite Reliability. According to Imam Ghazali, a construct is considered reliable if its Cronbach's Alpha and Composite Reliability values are above 0.70.

Cronbach's Alpha

The reliability test in this study used the Cronbach's alpha coefficient to assess the internal consistency of each construct in the SEM-PLS model. This test aims to ensure that the indicators used to measure the research variables, namely subjective norm (X1), perceived behavioral control (X2), attitude (Z), and revisit intention (Y), have an adequate level of reliability to support the accuracy of the model analysis results.

Table Cronbach's Alpha Test Results

Variables	Cronbach's alpha	Information
<i>Subjective norm(X1)</i>	0.819	Reliable
<i>Perceived behavior control(X2)</i>	0.749	Reliable
<i>Attitude(Z)</i>	0.709	Reliable
<i>Revisit intention(Y)</i>	0.782	Reliable

Source: Primary data processed by researchers

Based on the test results above, it is known that all variables have a Cronbach's alpha value > 0.7 with details of the subjective norm variable (X1) having a value of 0.819, perceived behavior control (X2) having a value of 0.749, attitude (Z) having a value of 0.709, and revisit intention (Y) having a value of 0.782 which indicates that each construct has a good level of consistency.

The high Cronbach's alpha value for the subjective norm variable indicates that the indicator consistently represents the construct. Meanwhile, the revisit intention and perceived behavioral control variables also showed relatively high values. This indicates that both variables have relatively stable indicators. However, the attitude variable had the lowest value, but in terms of construct, this variable's indicators can still be categorized as reliable.

It can be concluded that all variables in this study are considered reliable and are considered capable of measuring the constructs of subjective norm (X1), perceived behavioral control (X2), attitude (Z), and revisit intention (Y) consistently so that they are suitable for use in analyzing and testing the relationship between variables.

Composite Reliability

The reliability test of this research construct is also strengthened through the composite reliability (CR) test which aims to assess the internal consistency of indicators in forming latent variables in the SEM-PLS model. According to Imam Ghazali, composite reliability is an appropriate measure to use in a variance-based SEM approach such as PLS, because it does not assume the equality of indicators (tau-equivalence) as in Cronbach's alpha. Therefore, composite reliability is considered more capable of describing the construct's reliability accurately. The recommended composite reliability value is greater than 0.70 to indicate that the construct has good reliability.

4. Conclusion

Based on the results of the analysis above using the SEM-PLS method, this study provides important insights and results, not only answering the objectives of the study but also providing an understanding of the relationship between variables and their contribution to increasing the interest in repeat visits to the hotel business. First, subjective norms have been shown to have a positive and significant influence on the attitudes of millennial visitors. This suggests that millennial hotel visitors' attitudes are influenced by environmental and social factors, which can influence their intention to revisit a hotel. Second, behavioral control has been shown to have a positive and significant influence on the attitudes of millennial visitors. This suggests that the attitudes of millennial visitors to a four-star hotel in Belitung Regency can be influenced by their past perceptions of behavioral control. These perceptions can then help determine their future behavior. Third, subjective norms were shown to have a positive and significant influence on the repeat visit intention of millennials at 4-star hotels in Belitung Regency. This suggests that visitors' decisions to revisit can also be influenced by environmental and social factors. These factors are considered significant enough to influence the direction of their repeat visit decisions. Fourth, behavioral control was not proven to influence the revisit intention of millennial-generation visitors to four-star hotels in Belitung Regency. This suggests that under certain conditions, visitors' perceptions of behavioral control are not always consistent and often fluctuate. This situation significantly influences visitors' decisions about whether to return. Fifth, attitudes have been shown to influence the repeat visit intention of millennial visitors to 4-star hotels in Belitung Regency. Indirectly, attitudes can also bridge visitors' sometimes inconsistent perceptions of behavioral control in determining their decisions due to other factors that frequently arise, leading to visitors initially intending to revisit but later abandoning them. Overall, the intention to revisit (Y) is most dominantly formed by the subjective norm variable (X1) where the greater the social encouragement felt by visitors, the higher their interest in revisiting, then the attitude variable (Z) where the more positive the attitude shown by visitors, the higher their interest in revisiting, while behavioral control (X2) is not strong enough to encourage visitors to be interested in revisiting and only plays a role in forming visitor attitudes rather than the intention to revisit directly. Therefore, the intention to revisit from visitors does not only depend on a person's individual belief in the ease of access to revisit, but on how visitors can assess from the experience during their visit and how the impact of the social environment can provide support for the decision-making process.

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