



A Review on the Intention to Revisit the Tourism Destination by using TPB Model

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ABSTRACT

Tourism is one of Malaysia's most important industries, contributing 12.8% of the country's gross domestic product, or RM197.9 billion. The change from a pandemic to an endemic phase offers hope for the expansion of the tourism industry. It is widely accepted that consumer intent to return to a destination is a key driver of tourism sector growth and sustainability. This study aims to determine the applicability of Theory of Planned Behavior (TPB) in revisit intention. This research determines whether any methodical literature evaluations on revisit intention using the Theory Planned Behavior have been done. The review of the literature will draw on 17 publications and journals that discuss revisiting intention studies. The journal and articles have been nominated from various databases between the year 2015 – 2022. The main objective is to identify the trends (year) and the theme used in revisit intention with the use of the Theory of Planned Behavior. The findings of the research have important implications for the future direction of research on revisit intention utilizing the Theory of Planned Behavior (TPB) model. These implications have been drawn from the findings of the study. This study can also be of use to most industry participants that desire to examine and change their business plan and reduce the amount of investment they had budgeted. To survive in the tourism industry, they can also aim to explore new markets and businesses. In addition, this report assessed the effects of various policy measures. Since it's such a crucial part of the country's economy, the Malaysian government has had to take extreme efforts to protect and boost the fishing industry.

Keywords: Revisit; intention; TPB Model

1. Introduction

Malaysia is one of the biggest tourist attractions in the Southeast Asia. It truly has some of the most fascinating tourist destinations in the world and tourists are highly encouraged to travel to Malaysia to experience the remarkable treasures and uniqueness the country has to offer. According to Free Malaysia Today (FMT) news web, even though the weakening of the Malaysian ringgit (RM) against the United States dollar has raised concerns about the state of the Malaysian economy, it has had a beneficial effect on the tourism sector.

As anticipated, the weaker ringgit has increased tourism in Malaysia. On the contrary, it can help increase the economy's growth and develop the tourism sector as a matter of national policy after the impact of the COVID-19 phase and its shift to the endemic phase. Before the disastrous effects of COVID-19 hit Malaysia, the country's tourism economy was booming. The loosening of travel restrictions in April 2022 has, without a shadow of a doubt, had a good effect on tourism in both directions, whether it be inbound or outward.

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The growth of Malaysia's economy is significantly influenced by the tourism industry. It is important not to minimise the contribution that the tourism sector makes to the national economy. This industry has many effects on the world economy, most of which can be put into two categories: direct and total contributions to the world economy. To this end, it is helpful to seek out tourist attractions that offer a wide variety of sights, activities, and entertainments.

The tourism business, encompassing domestic, incoming, and departing tourism, has grown dramatically in recent years [31]. The COVID-19 epidemic caused a significant setback for Malaysia's tourism industry. Not only would it be a lengthy road to recovery for Malaysia, but also for the worldwide tourism industry [18]. Gist of Malaysia Tourism Statistic data by Ministry of Tourism and Culture of Malaysia there is a trend of decreasing tourist arrivals to this country in last three years. In 2019, as many as 26.1 million tourists were recorded then there was a decrease in the arrival of the tourists during the pandemic which was 4.33 million in 2020 and 0.13 million in 2021. After the transition of the endemic phase, the trend of tourist arrivals to this country is seen to be recovering and increasing where the rate of tourist arrivals is recorded at around 1.07 million until July 2022.

Success in the tourism industry can be directly attributed to the satisfaction and spending of visitors, who in turn are likely to return. Taking care of all these characteristics of a tourist is not an easy chore by any means. This is since the quality of the experience frequently dictates both post-consumption behavioral satisfaction and the inclination to consume again. Consumption or tourist experience is the sum of all interactions a customer has had with a provider of goods and services throughout the course of his or her engagement with that provider [21].

In the tourist industry, return intent is recognized as a crucial component for business growth and survival [25]. Besides contributing to the profitability and sustainability of the tourism business [5], it is also considered the most important factor in effective destination marketing [6,22]. The primary reason for this is that recurrent business from tourists helps to lower overall expenditures associated with marketing and promotion [20,22]. The cost of recruiting and retaining recurring visitors is much lower than the expense of acquiring first-time visitors [8,20]. As the tourism business is a service-based industry, it is heavily influenced by the quality of tourists' experiences and their evaluations of the services and amenities offered to them [10].

2. Scope and Limitation of Study

This study's primary objective is to examine the literature review based on the Theory of Planned Behaviour (TPB), focusing on the intention to revisit a destination. This study also suggests directions for future research, which will also be valuable for the future growth of tourist studies, and the findings have been included in this study. Prior research is required to gather the information needed for this investigation as part of the procedures to finish this study. Since intention to revisit a destination is a broad intention that encompasses of destination images, halal, food, dark tourism, health, accommodation, social media, technology, and others, this study however, focuses on intention to revisit a destination with the application of TPB. During this survey study's execution, several potential shortcomings came to light. The researchers had a limited amount of time; thus, they could only obtain a small number of articles and journals. Because of this, these studies exclusively focus on publications and journals that were published between the years 2015 and 2022.

3. Problem Statement

The primary goal of this research is to conduct an analysis of the literature review based on the findings of the investigation on Theory of Planned Behaviour (TPB), specifically on the intention to revisit a destination. Future research guided by this study's conclusions would contribute to the expansion of the field of tourist studies. This study requires preliminary investigation to collect the necessary data. Since intention to revisit a destination is a broad intention that encompasses of destination images, halal, food, dark tourism, health, accommodation, social media, technology, and others, this study however, focuses on intention to revisit a destination with the application of TPB. This survey study has several flaws that have been pointed out. Research had limited access to publications and journals due to time constraints. As a result, these studies exclusively highlight publications and journals published in the year in question 2015 to 2022. Based on these grounds, this study is conducted to address the following research questions:

1. *Using the Theory of Planned Behavior, what are the trends (year) in revisit intention?*
2. *What are the themes employed in revisit intention?*

Therefore, this study concerns an availability of related works on revisit intention with the use of TPB. Thus, it will highlight on the development and evolution of revisit intention with different themes and concepts.

4. Literature review

All countries recognize tourism as a key driver of economic growth and a major pillar of wealth creation, livelihoods, and income. Without a doubt, a lot of academic attention has been paid to predicting tourists' intentions to return, particularly during the past ten years, in the context of literature on travel and tourism [22]. Knowing whether a visitor would return is one of the key problems for destination management because it might increase income and cut costs.

As it is preferable to encourage existing visitors to return than to draw in new ones, several investigations have concentrated on characteristics that influence revisit intention. According to Cronin and colleagues [12], the term "revisit intention" refers to a customer's positive behavioral intention to make a subsequent purchase of a product that they have previously purchased. Intention to revisit is based on reviewing past consumption behavior thus before making a new purchase. Therefore, a key element of tourist behavior that is utilized to forecast future consumption and boost economic sustainability is recognizing the tourists' intention to return.

The TPB sheds light on the motivations behind certain actions taken by people [3]. The theory was developed not to predict, but to understand human behavior. People make decisions through an overly complicated process. In TPB, there are three factors determining behavioral intention, namely attitude, subjective norms, and Perceived Behavioral Control (PBC). The TPB model is extended from the Theory of Reasoned Action (TRA) proposed by Ajzen and Fishbein [3]. Although TPB has been successfully applied to predict individual behaviour in the hospitality and tourist industries, experts believe that the theory must be expanded [20,23].

The TPB can still be expanded by adding new helpful variables if variations in intention or behavior can be explained by comparing them to the original TPB model [3]. A positive appraisal of the servicescape creates pleasure, which raises the likelihood that the user will return. As an illustration, Kim, and Moon's empirical study [3] showed how the servicescape strongly affects the intention to revisit.

In the context of behaviour, attitude is described as an individual's positive or negative belief about a specific behaviour [7]. According to TPB, one's attitude is the characteristic that has the most

significant impact on one's intentions and serves as the primary factor in deciding one's actions. This variable can be understood as the physical embodiment of a person's ideas about the results of their activities. The researcher should explicitly concentrate on a specific entity rather than the entire scenario while measuring attitude. The most generic concept for measuring attitude is the evaluative characteristic. This idea shows that a person will engage activities depending on whether he or she believes his or her attitude is auspicious or negative [1].

It has been established that a good attitude has a beneficial influence on the intention to return. When it comes to studies on foods and beverages, scientific evidence is presented by Meng and Choi [23] and Vesci and Botti [32]. A later study by Hasan *et al.*, [13] demonstrated a favourable attitude toward tourism retention, while a study by Rousta and Jamshidi [13] explained a good attitude toward food in tourist revisit intention. Both findings were published in 2020.

Subjective norms are another aspect that can impact a person's intention to behave in a certain way. It is a term that can be used to describe an individual's subjective belief in which they depend on the opinions or judgments of others to determine how they should or should not behave. Subjective norm is measured based on the acceptance of the family, the pressure of society, and the restrictions of the government. People can do things when they travel that they might not be able to do at home because they are "anonymous" and not around friends or family [35].

Research conducted by Glanz *et al.* [35] suggested that an individual's normative view is connected to their subjective norm. An individual who is under the influence of another person or referent and believes that he should do an action in response to that referent is motivated to meet the expectation of that referent. It is discovered that the subjective norm affects revisit intention. Quintal *et al.*, [28] and Vesci and Botti [32] both find that subjective norm revisit intention has a positive link with food and beverage studies. In the context of travel and tourism, empirical research demonstrates that tourists' perceptions of whether a loved one (family, friend, or colleague) will approve of their decision to visit or revisit a destination influence their vacation choices.

The Perceived Behavior Control (PBC) is another component of TPB. It cherishes that a person's positive attitudes or intentions do not inevitably result in that person doing action [3]. Customer perceived value has been demonstrated as a major predictor of behavioral intention and tourist revisit intention in numerous studies on customer comportment and tourism. A tourist's perception of safety and security is a primary determinant of his or her decision to visit a destination, with physical, social, and psychological dangers being recognized. Nonetheless, tourists frequently dismiss the danger of a disaster in its current state, which leads to the genuine risk. By incorporating the variable of perceived risks into TPB, one can investigate the extent to which the perception of danger influences the decisions that visitors make [28].

The PBC is a prominent topic of discussion in a variety of tourism-related industries, including backpacking, purchases of internet travel, and even the study of how COVID-19 will affect people's performance in the tourism industry. In other circumstances, where self-control is extremely low, the PBC construct can be the primary predictor of behavior [3,15]. Perceived value has a big effect on whether a tourist wants to go back to a place. This means that if a tourist thinks a place is more valuable, they are more likely to want to go back.

5. Methodology

The method of systematic literature search was employed in this study. For this study, 17 journals and papers were chosen. Emerald Insight and Science Direct databases covering the years 2015 to 2022 were used to choose the literature review's sources. To aid in the reviews of earlier studies, researchers read widely. The literature placed a greater emphasis on revisit intention using TPB in

terms of theory and practice. Additionally, secondary data from books, articles, reports, and other pertinent periodicals will be used. These are the summaries:

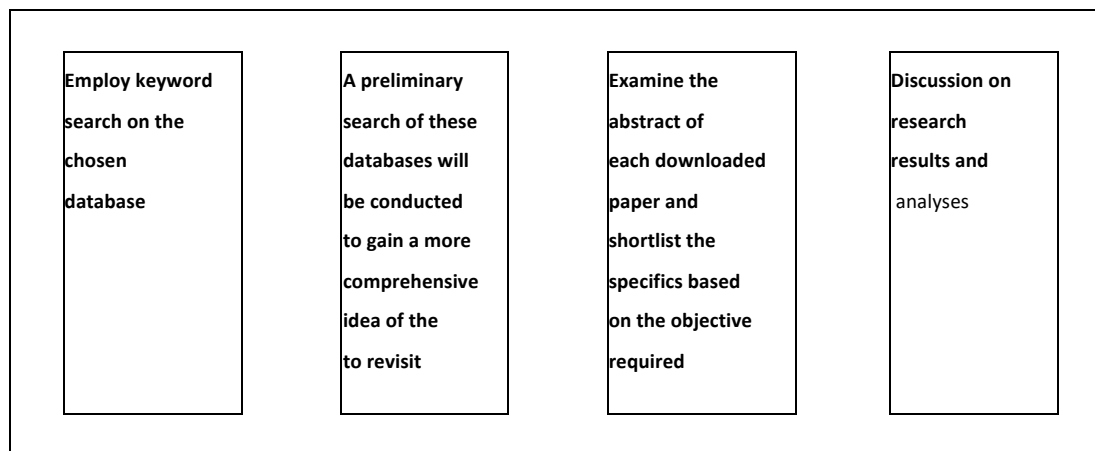


Fig. 1. Steps in data collection

6. Findings

Referring to Table 1 below, the following are the articles that were written based on the purpose to revisit and employed TPB. As was just discussed, the TPB model has shown to be a useful tool for predicting intention in the context of purchase decisions. As a result, due to the increasing demand in the tourist industry, most of the researchers preferred to develop revisit intention studies making use of the TPB model. According to Table 1, there are 17 publications and journals from various sources covering the years 2015 to 2022. It is possible to deduce that the researchers have an interest in revisit intention studies, as evidenced by the articles that have been published in accordance with the sources listed below.

Table 1
 Sources of articles published according to revisit intention with the use of the Theory of Planned Behavior

Year	Themes	Sources
2020	Role of destination image	Spanish Journal of Marketing - ESIC
2015	Role of destination image	International Journal of Contemporary Hospitality Management
2022	Role of halal destination	Journal of Hospitality and Tourism Insights
2016	General revisit intention	Tourism Review
2017	Role of food destination	International Journal of Contemporary Hospitality Management
2021	Role of dark tourism	International Hospitality Review
2017	Role of	Journal of Hospitality

2022	social media General revisit intention	and Tourism Technology Tourism Review
2022	Role of food destination	International Journal of Contemporary Hospitality Management
2021	Role of halal destination	Journal of Hospitality Islamic Marketing
2021	Role of healthcare destination	Benchmarking: An International Journal
2020	Role of accommodation on destination	Tourism Management Perspective
2019	Role of healthcare destination	International Journal of Pharmaceutical and Healthcare Marketing
2021	Role of food destination	British Food Journal
2022	General revisit intention	Tourism Review
2022	Role of technology on destination	European Journal of Innovation Management
2018	Role of destination image	International Journal of Contemporary Hospitality Management

RQ 1: Using the Theory of Planned Behavior, what are the trends (year) in revisit intention?

There was a trend toward an increase in the number of studies that used TPB, as demonstrated in the table below (Table 2). The amount of research that was carried out between the years 2015 and 2020 was extremely limited, consisting of only one or two studies at most. However, in 2021 and 2022, the number suddenly arose to four and five research. This could be due to an increasing interest in revisit intention, especially when the world shifted to the endemic phase. Hanai *et al.*, [12] corroborated this idea when they said once again that consumers' desired items and services influence their propensity to make repeat purchases, which in turn enhances their desire to return. According to Shiftman *et al.*, [30], repurchase behavior reflects consumer satisfaction with past services.

In December of 2020, Malaysia unveiled a 10-year plan for the revitalization of the tourism industry, and the country plans to begin putting its different revitalization plans into action in the year 2021. It will be beneficial for Malaysia to promote its ecotourism potential, strike a balance between conservation and development, launch institutional encodes for protecting the natural capital, and capitalize on its heritage, among other targeted areas of sustainable tourism with competitive edges. This brilliant step will support tourism revival post-COVID-19. Kanyakumari [17] estimates that it will take at least a year for the tourism industry to revive after COVID-19.

Table 2
 Number of articles according to year

Year	Number of articles
2022	5
2021	4
2020	2
2019	1
2018	1
2017	2
2016	1
2015	1

RQ 2: *What are the themes employed in revisit intention?*

Furthermore, based on Table 3 below it can be seen that at least three articles or journal researches carried out on revisit intention were on role of destination image as food destination and general intention to revisit a destination. Each theme recorded 17.65% where it contributed as much as 52.9% of the entire sample. The next common study on revisit intention was on role of halal destination (11.76%) and healthcare destination (11.76%) that contributed 23.5% from the sample. The least studied areas between time frame chosen were the roles of dark tourism, social media, accommodation on destination, and technology on destination where only one research (5.9%) was found for each area.

Table 3
 Number of articles according to themes

Themes	No of articles
Role of destination images	3
Role of food destination	3
General revisit intention	3
Role of halal destination	2
Role of healthcare destination	2
Role of dark tourism	1
Role of social media	1
Role of accommodation on destination	1
Role of technology on destination	1
Total	17

7. Conclusion

Even supposing this research only looked at an extremely limited number of previously published publications and journals, it is nevertheless hoped that it will make a significant contribution to the literature review of studies on revisit intention. Based on the findings, it can be concluded that most of the articles written on the revisit intention focused on role of destination image, food, and general revisit intention. In conclusion, it is hoped that the expanding body of study on the intention to return and the work done by academics and researchers will aid in the growth of the tourist sector, particularly in Malaysia.

Although these findings offer acumen insights, this study has several limitations, which must be acknowledged so that they may be overcome in future research. Due to this flaw in the research, there was a disparity in the demographic profile of the respondents, which is likely to be an important factor in the decision to do the study again. In addition, this research did not consider every possible variable that is relevant to tourist intention. When scrutinizing visitor intentions, it does not deliberate variables like previous experiences or word of mouth. As posited in the TPB theory, experienced with this destination may affect the study results. It is also suggested that future studies add context-related variables to the original TPB model to boost its prediction potential. In future studies, this model could be refined to better explain revisit intention by including other determinants. It might entail the addition of control variables, or it might try the extended TPB model with a different sampling strategy to prevent bias for better results. They might concentrate on a few niches travel markets with comparable sizes.

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