Anatolia

An International Journal of Tourism and Hospitality Research

ISSN: (Print) (Online) Journal homepage: https://www.tandfonline.com/loi/rana20

Signal, need fulfilment and tourists' intention to revisit

Arnold Japutra & Keni Keni

To cite this article: Arnold Japutra & Keni Keni (2020) Signal, need fulfilment and tourists' intention to revisit, Anatolia, 31:4, 605-619, DOI: 10.1080/13032917.2020.1806889

To link to this article: https://doi.org/10.1080/13032917.2020.1806889

Published online: 12 Aug 2020.

Submit your article to this journal

Article views: 60

View related articles

View Crossmark data

Full Terms & Conditions of access and use can be found at
https://www.tandfonline.com/action/journalInformation?journalCode=rana20

ANATOLIA
2020, VOL. 31, NO. 4, 605–619
https://doi.org/10.1080/13032917.2020.1806889

Routledge
Taylor & Francis Group

Check for updates

Signal, need fulfilment and tourists' intention to revisit

Arnold Japutra[a] and Keni Keni[b]

[a]Department of Marketing, Business School, University of Western Australia, Perth, Australia; [b]Department of Management, Faculty of Economics and Business, Universitas Tarumanagara, Jakarta Barat, Indonesia

ABSTRACT
Self-determination theory (SDT) asserts that satisfying individuals' basic psychological needs – autonomy, relatedness, competence (ARC) – would affect their behavioural intentions. However, the application of SDT in the tourism context is very limited. This study applies SDT to develop a model to understand individuals' intention to revisit a holiday destination. The model was tested using data collected from 725 respondents. The results show that destination source credibility and destination image foster tourists' ARC need fulfilment. This need fulfilment influences their positive emotions and attachment towards the destination, which ultimately increases revisit intention. This study highlights the importance of including SDT in examining tourists' behaviours. In addition, destination credibility and image could serve as signals to bolster ARC need fulfilment.

ARTICLE HISTORY
Received 21 January 2020
Accepted 4 August 2020

KEYWORDS
Positive emotions; destination attachment; intention to revisit; self-determination theory; signalling theory

Introduction

Self-determination theory (SDT) contends that fulfiling basic psychological needs of autonomy, relatedness and competence (ARC) can result in varied procedures and outcomes of decision-making, performance and psychological well-being (Ryan & Deci, 2000; Sheldon et al., 2016). Although the merit of SDT has been tested in various different contexts, only a few studies have applied SDT in the context of tourism and hospitality. For example, demonstrating that SDT provides marketers with behavioural support for creating tailored marketing tactics to attract spa customers (Cain et al., 2016).

Studies that employed SDT are divided into two research streams. In the first research stream, the application of SDT is based on the different types of motivation. Shavanddasht and Schänzel (2017) examined the association between perceived parenting styles and different types of tourism motivation (i.e., intrinsic, extrinsic and amotivation). Recently, Cole et al. (2019) differentiated travel motivation into intrinsic motivation, identified motivation, introjected/external motivation and amotivation. Similarly, another study attempted to explain the intrinsic and extrinsic motivation for suicide travel (Yu et al., 2019).

In the second research stream, the application of SDT is based on the fulfilment of ARC. White and Thompson (2009) investigated the role of autonomy and competence on consumers' preferences for wine club attributes. Meanwhile, Zhang et al. (2019) proposed that the perceived satisfaction of ARC influences trip purchase intention and trip persistence for people with mobility challenges. In the context of integrated resort brands in the USA, Ahn and Back (2019) examined the role of ARC need fulfilment in building brand attachment and brand compatibility that positively affect behavioural intention. Such research has predominantly focussed on the *outcomes*

CONTACT Keni Keni keni@fe.untar.ac.id Universitas Tarumanagara Faculty of Economics and Business, Jakarta Barat 11440, Indonesia

This article has been republished with minor changes. These changes do not impact the academic content of the article.

© 2020 Informa UK Limited, trading as Taylor & Francis Group

of ARC need fulfilment but neglected its antecedents. The present study attempts to address this research gap by examining the potential factors that lead to higher ARC need fulfilment. Based on signalling theory, destination source credibility and destination image are proposed as extrinsic cues that could serve as signals in driving ARC need fulfilment.

In addition, these previous studies have also overlooked how satisfying these three psychological needs could influence intention to revisit a destination. Intention to revisit a destination refers to the individual's readiness or willingness to arrange a repeat visit to the same destination (Stylos et al., 2016). The focal point of revisit intention is the effort directed towards individuals who have previously encountered the actual delivery of the service from the destination (Abubakar et al., 2017). Many researchers have focussed on the factors that contribute to revisit intention (e.g., Abubakar et al., 2017; Loi et al., 2017; Loureiro & Jesus, 2019; Stylos et al., 2016) since it is better to attract visitors to return to the destination rather than attract new visitors to the destination due to the cost being less expensive (Um et al., 2006).

Responding to the importance of attracting visitors to revisit a destination, this study offers a conceptual framework to demonstrate the SDT mechanism that leads to higher revisit intention. Moreover, Zhang et al. (2019) indicated the need for future studies to examine the effectiveness of psychological need support in facilitating travel pursuits with the presence of affective regulatory effects. Thus, this study includes positive emotions and attachment as the affective components to understand the mechanism on how ARC need fulfilment leads to intention to revisit.

Indonesia is chosen to test the conceptual framework since the international tourism industry is increasingly receiving more inbound travellers from Asia (Reisinger & Turner, 2002). Indonesia has also been considered as the next country, following China, to contribute to outbound travellers for the tourism industry. In 2012, Indonesia experienced a growth of wealthy consumers by 20% and the number of domestic travellers were 115 million (Gore, 2013). The number of Indonesians who travelled abroad keeps increasing and in 2014 as many as 8.7 million Indonesians travelled abroad (U.S. Commercial Service, 2015). The United States of America Department of Commerce also noted that as many as 96,273 Indonesians travelled to the US in 2014 and expected to rise to more than 137,000 Indonesian in 2017. More recent statistics show that, in 2017, Indonesians made around 8.86 million outbound departures and spent around USD8.3 billion during their outbound travels (Hirschmann, 2019).

Likewise, Indonesia offers enormous potential for tourism development as tourism is expected to continuously contribute to the country's economy in the future (Purwomarwanto & Ramachandran, 2015; Situmorang et al., 2019). By investigating Indonesians' preference to revisit holiday destinations not only outside but also within Indonesia, this study will provide fruitful insights for managers and policymakers in Indonesia. Moreover, previous studies that applied SDT in the tourism and hospitality context have not looked at developing countries and focused more on developed countries (e.g., USA, Australia). The markets in developing countries are known as emerging markets. Emerging markets are bounded by five core characteristics (i.e., market heterogeneity, socio-political governance, chronic shortage of resources, unbranded competition and inadequate structure) that are very different from developed markets (Sheth, 2011). Studies that focus on emerging markets will provide important theoretical and practical advances to various fields (Burgess & Steenkamp, 2013; Roberts et al., 2015), particularly for the tourism field.

The contribution of this study is threefold. First, this study responds to the recent calls to investigate the antecedents of tourists' emotional responses and examine their relationship with behavioural intentions (e.g., Hosany et al., 2015, 2017). Following Hosany et al. (2017), this study argues that positive emotion and destination attachment are two distinct constructs where positive emotions act as predictor of destination attachment. Additionally, based on SDT, this study proposes that fulfiling ARC needs regulates tourists' emotions and creates stronger attachment with the destination, in turn, increasing revisit intention.

Second, this research contributes to the body of knowledge in examining the predictors of the fulfilment of the three basic psychological needs. The merit of SDT in explaining travel decision-making is evident (e.g., Ahn & Back, 2019). It can be used as a basis for developing an effective travel motivational programme (Zhang et al., 2019). However, research has neglected investigating the

drivers of these ARC need fulfilment. Veasna et al. (2013) proposed a model for building stronger destination attachment through destination source credibility and destination image. This study proposes that these two constructs do not build attachment directly but through a mechanism that fulfils the tourists' motivation and regulates their emotional states. Thus, this study unravels the mechanism of how destination source credibility and destination image are able to build stronger bonds with the tourists and increase revisit intention to the destinations.

Third, this study tests the conceptual framework in a novel context. Previous research employing SDT in understanding tourists' behavioural intentions mostly gathered samples from developed countries (e.g., Ahn & Back, 2019; Zhang et al., 2019). Thus, this study fills the void in modelling tourists' behavioural intentions from the lens of tourists from a developing country (i.e., Indonesia).

Literature review

Signalling theory and self-determination theory (SDT)

The notion of signalling theory advocates utilizing signals to minimize uncertainty and assist stakeholders (the signal receivers) to create inferences about the quality and value of the offering (Spence, 1973). Kirmani and Rao (2000) contended that a signal serves as an extrinsic cue of the offering that conveys information about the quality and value of the offering. Signalling theory is derived from information asymmetry due to access to imperfect information that could influence how individuals perceive the offering – creating uncertainties in the individuals' minds (Baek et al., 2010; Connelly et al., 2011; Loureiro et al., 2019). Credibility and image of a destination provide representative values and bestow confidence about the destination (Loureiro et al., 2019). Destination source credibility refers to "the believability that the destination management is willing and capable of delivering on its promises related to a specific destination" (Veasna et al., 2013, p. 512). On the other hand, destination image refers to the individual's overall perception of a destination (Veasna et al., 2013). These two constructs play a prominent role in presenting extrinsic cues that shape an individual's perception about the destination.

According to Williams et al. (2007), the core of SDT is fulfiling three basic psychological needs, which are autonomy, relatedness and competence. Autonomy reflects the individuals' need for volitional control and the desire to self-organize experience and behaviour to be consistent with one's self, whereas relatedness reflects the individuals' need for the desire to feel related to significant others, to feel cared for and to care for others (Deci & Ryan, 2000). Competence reflects the individuals' need for the desire to feel competent and efficient in achieving the desired outcomes while interacting with one's environment (Vallerand & Ratelle, 2002). A destination would be able to provide an individual with feelings of fulfiling ARC. For example, an individual visits a destination that offers experiences in the mountain. Through these mountain experiences, one could show his/her ability or self-efficacy in hiking – fulfiling his/her need for competency.

Conceptual framework

Figure 1 presents the conceptual framework of this study. Based on signalling and self-determination theory, the model offers a mechanism for building higher intention to revisit a destination. Destination source credibility and destination image serve as signals that could help with the destination's efforts in increasing the individual's three basic psychological needs (i.e., ARC). Loureiro et al. (2019) argued that reputation and credibility of a luxury cruise act as underlying and unobservable extrinsic cues that fulfil the needs or demands of the travellers. Similarly, the present study argues that credibility and image provide signals to the individuals that the destination is able to help them in fulfiling their ARC needs. When the destination is able to provide the individuals with a sense of ARC fulfilment, the individuals will develop positive emotions and strong attachment to the

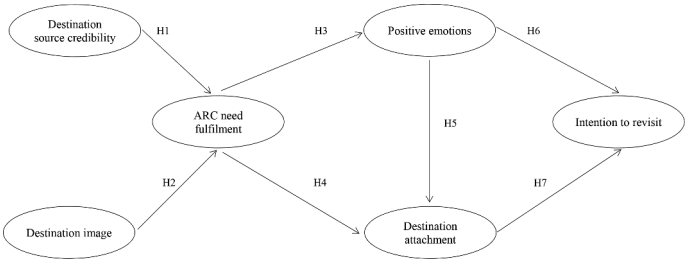


Figure 1. Conceptual model.

destination. Ultimately, these affective components increase the individuals' intention to revisit the destination.

Hypotheses development

Rajagopal (2006) found that brand credibility could influence individuals' feelings and attitudes towards the brand. Due to the destination's reputation (i.e., its reliability and credibility), tourists build attachment with the destination (Japutra et al., 2014; Veasna et al., 2013). Similarly, it has been argued that destination image is a predictor of destination attachment (Prayag & Ryan, 2012; Veasna et al., 2013). The present study argues that the effects of destination source credibility and destination image do not directly build strong attachment.

Loureiro (2017) found that credibility and image of a hospital positively increase the perception of service quality, in turn increasing pleasurable feelings. She noted that a patient who believes that the claims of the hospital are credible end up developing positive feelings towards the hospital. Similarly, in the context of luxury cruises, Loureiro et al. (2019) found that cruise reputation and credibility positively affect travellers' pride. The present study argues that credibility and image of a destination help in fostering the tourists' sense of ARC from the destination (Deci & Ryan, 2000; La Guardia & Patrick, 2008). For example, the Maldives is quite well known to hold an image as one of the most romantic destinations in the world. Having such a strong image as a romantic destination would help tourists to obtain a sense of relatedness. Due to this reputation, tourists believe that if they take someone special to the Maldives, they will gain feelings of love and care from that person and therefore, the destination provides the opportunity to foster closeness and intimacy. Moreover, if the Maldives is perceived as a credible destination, then tourists would trust that it is able to provide experiences that foster their ARC fulfilment. For example, if the employees of a hotel in the Maldives can deliver its promises in providing the best honeymoon experience, the honeymoon couple would consider the destination able to fulfil their need for relatedness. Similarly, the Everest has a reputation and image of being one of the hardest climbs in the world. This reputation helps the tourist climbers gain a sense of efficacy that they are good in climbing after conquering the Everest. The credibility and image of the destination reinforce the fulfilment of competence. Thus, the following hypotheses are proposed:

H1: Destination source credibility positively affects ARC need fulfilment.

H2: Destination image positively affects ARC need fulfilment.

La Guardia and Patrick (2008) argued that when a significant other is able to fulfil the individual's need for ARC, he/she would be portrayed as a responsive partner. These authors also argued that fulfiling these needs would make the relationship work. The power of fulfiling ARC on relationships

has been shown not only within interpersonal context but also within consumer–brand relationships (e.g., Japutra et al., 2018; Thomson, 2006).

Reis et al. (2000) argued that satisfying the three basic psychological needs (i.e., ARC) is directly related to individuals' well-being. Particularly these authors showed that fulfiling the need of ARC is positively associated with positive mood and positive affect. Thus, the present study argues that fulfiling these three basic psychological needs would also influence individuals' positive emotions. Following Hosany et al. (2017), in this study, positive emotions refer to the extent to which a destination is able to provide a range of positive feelings (e.g., caring, inspiration, joy) for the individuals. If a destination provides a sense of fulfilment towards the individuals' ARC needs, the individuals would induce positive feelings. When a destination provides a sense of relatedness to an individual, that person is more likely to induce positive feelings such as caring, joy and love. Recall the example above about the Maldives. The honeymoon couple who obtained a sense of relatedness from the Maldives will induce feelings of joy and love towards the Maldives. They exert these positive feelings because they think that the Maldives has helped them in creating a stronger couple relationship.

A previous study has shown that being familiar and responsive is a foundation of strong attachment (Hazan & Shaver, 1994). La Guardia et al. (2000) showed that the fulfilment of ARC results in stronger attachment between the individuals. Within the context of consumer–brand relationships, Thomson (2006) found that ARC positively affected attachment strength. When ARC needs are being fulfilled, the consumers have higher separation anxiety towards the brand. Subsequently, Japutra et al. (2018) found that if the brand is able to provide the sense of ARC for the consumers, the connection between the consumers and the brand increases. The present study argues that if a destination is able to provide a sense of ARC fulfilment of the individuals, the attachment between the individual and the destination will be stronger. Recall the example of conquering the Everest. If a climber managed to fulfil his/her sense of competence (i.e., achievement) by conquering the Everest, which is known as the hardest mountain to climb, he/she will become attached to the Everest. The climber will feel that the Everest means a lot to him/her and will include the Everest in his/her daily life stories. Thus, the following hypotheses are proposed:

H3: ARC need fulfilment positively affects positive emotions.

H4: ARC need fulfilment positively affects destination attachment.

Emotions and attachment are different. Park et al. (2010) argued that attachment exceeds emotions due to its mental representations, which include brand-self cognitions, thoughts and autobiographical brand memories. These authors contended that attachment (i.e., brand-self connection and brand prominence) captures the emotions that accompany attachment. Previous studies also noted that emotions are components of attachment (Ferraro et al., 2011; Japutra et al., 2014). However, emotions alone are not enough to describe attachment.

Orth et al. (2010) found that pleasure and arousal are positively related to brand attachment. Pleasure and arousal are elements of positive emotions. Park et al. (2010) argued that emotions lead to the development of the connection of brand and one's self. Similarly, Park and MacInnis (2018) proposed that strong and positive emotions evoked by self-relevant brands elicit brand attachment. When a destination is able to evoke positive emotions of the individuals, the individuals develop a strong attachment with the destination. This is because the positive feelings (e.g., joy) about the destination will linger on the individuals' feelings and thoughts making them keep reminiscing about the destination. As a result, the bond between the individual and the destination will be stronger. Thus, the following hypothesis is proposed:

H5: Positive emotions positively affects destination attachment.

Having positive emotions towards a destination could directly influence intention to revisit. Fredrickson and Branigan (2005) argued that positive emotions have long-term consequences because these emotions are able to broaden the scope of attention and thought-action repertoires. Previous studies have shown that positive emotions trigger intention to visit, positive word of mouth and intention to return (e.g., Han & Back, 2007; Nawijn & Fricke, 2015). Positive emotions predict intention to return because these emotions are related to memorable tourism experiences (Tung & Ritchie, 2011). Tourists would like to relive the positive memorable experiences by revisiting that particular destination in order to generate more positive emotions.

Individuals who are strongly attached to a destination exhibit strong loyalty towards the destination. This is because individuals think of the destination as part of who they are (Muniz & Hamer, 2001). Previous studies have displayed that stronger attachment leads to favourable behavioural intentions (e.g., Japutra et al., 2018; Park et al., 2010). Prayag and Ryan (2012) found that place identity and dependence lead to a higher intention to recommend. Subsequently, Hosany et al. (2017) showed that place attachment not only positively affected intention to recommend but also lead to a higher intention to visit. Similarly, Brown et al. (2016) found that venue attachment positively affects visitation intention. Based on these studies, the present study argues that strong attachment will also increase individuals' intention to come back to the destination. For example, the couple who spent their honeymoon in the Maldives may wish to revisit the Maldives during their wedding anniversary because they already have a strong attachment to the destination. Revisiting the Maldives would embrace their sense of belonging to that destination. Thus, the following hypotheses are proposed:

H6: Positive emotions positively affects intention to revisit.

H7: Destination attachment positively affects intention to revisit.

Methodology

The data were collected from Indonesians using a questionnaire, which was developed in English and translated to Indonesian. A back-translation method (English-Indonesian-English) was employed to ensure the accuracy of the translation. Prior to distributing the questionnaires, two pilot tests (with 70 Indonesians) were conducted to verify that the questions were well understood by the participants (e.g., no ambiguity).

The questionnaires were distributed between September 2018 and October 2018 to Indonesians through an intercept method. The participants were gathered from several public places (e.g., shopping malls, university libraries, etc.) in Jakarta, Indonesia. At first, the participants were asked to think of several destinations that they had visited for holiday and put the destinations in a list. Then, the participants were directed to select a holiday destination that they had visited within the last 12 months. Subsequently, they were asked to answer a series of questions concerning their chosen holiday destination. The questionnaire ended with several demographic questions. All participants were approached under the same conditions where the nature and purpose of the research study were disclosed to the participants, to minimize the coverage error (Fotiadis & Stylos, 2017).

All of the measurements of the constructs (see Table 1) were adapted from previous studies and used reflective measurement models. Destination source credibility and destination image were assessed using six and seven items adapted from Veasna et al. (2013), each. ARC needs fulfilment was assessed using six items adapted from La Guardia et al. (2000). The positive emotions construct was measured using six items adapted from Hosany et al. (2017), whereas destination attachment was measured using three items adapted from Yuksel et al. (2010). Finally, intention to revisit was measured using three items adapted from Stylos et al. (2016). These items were measured on a 7-point Likert scale ranging from 1 = "Strongly Disagree" to 7 = "Strongly Agree", except for destination image (i.e., from 1 = "Strongly Dissatisfied" to 7 = "Strongly

Table 1. Measurement items and the path coefficients (PC).

Constructs and items	FL	M	SD	CA	CR
Destination source credibility		**5.14**	**1.02**	**.93**	**.94**
This destination delivers (or would deliver) what it promises.	.79				
This destination has the ability to deliver what it promises.	.84				
This destination has a name you can trust.	.88				
This destination is committed to delivering on its claims.	.84				
Over time, my experiences with this destination led me to expect it to keep its promises.	.91				
Information claims from this destination are believable.	.88				
Destination image		**5.59**	**0.91**	**.88**	**.91**
Reputation of this destination.	.77				
Accessibility of this destination.	.77				
Variety and quality of accommodations of this destination.	.80				
Cultural diversity of this destination.	.78				
Cultural and historical attractions of this destination.	.75				
Exoticness of this destination.	.68				
General level of service of this destination.	.77				
ARC need fulfilment		**5.08**	**1.01**	**.90**	**.92**
This destination makes me feel free to be who I am.	.75				
This destination makes me feel I have a say in what happens and can voice my opinion.	.81				
This destination makes me feel loved and cared about.	.83				
This destination makes me feel a lot of closeness and intimacy.	.80				
This destination makes me feel like a competent person.	.85				
This destination makes me feel very capable and effective.	.82				
Positive emotions		**5.71**	**0.91**	**.90**	**.92**
I feel a sense of amazement from this destination.	.78				
I feel a sense of caring from this destination.	.79				
I feel a sense of inspiration from this destination.	.82				
I feel a sense of joy from this destination.	.82				
I feel a sense of love from this destination.	.83				
I feel a sense of pleasure from this destination.	.84				
Destination attachment		**5.11**	**1.24**	**.88**	**.92**
This destination means a lot to me.	.89				
I am very attached to this destination.	.93				
I feel strong sense of belonging to this destination.	.87				
Intention to revisit		**5.76**	**1.00**	**.79**	**.88**
There is a high possibility for me to travel again to this destination in the future.	.93				
I intend to travel again to this destination sometimes in the future.	.94				
I want to visit this destination again within the next 12 months.	.62				

FL = Factor Loading; M = Mean; SD = Standard Deviation; CA = Cronbach's Alpha; CR = Composite Reliability

Satisfied"). Using a balanced formulation of scale categories (i.e., 7-point Likert scales) reduces the possibility of measurement errors (Fotiadis & Stylos, 2017).

In order to randomize the sampling process, the questionnaire was distributed not only in different locations but also on different days and times. According to Zikmund and Babin (2007), an increased sample size is also helpful in minimizing the random sampling error. Thus, this study aimed to approach at least 500 participants. As many as 795 participants responded to the survey. However, after eliminating questionnaires with numerous missing values as well as extreme outliers, only 725 questionnaires were left for analysis.

Of these, 59% were women, 42.9% were in the age group of 17–24, 39.6% were in the age group of 25–34 and the rest were 35 years old or above. About 65.5% of these respondents had obtained a bachelor degree. Around 30.9% of the respondents had a monthly income of IDR 5 million – 9.99 million and 15.9% of the respondents had a monthly income of IDR 10 million or above. As many as 60.6% of the respondents worked full time, 18.2% of the respondents were students, 8.4% of the respondents were entrepreneurs, 5.1% of the respondents worked part-time, 5% of the respondents were housewives or retiree and 2.3% of the respondents were unemployed.

Several people rejected the invitation to participate in the survey after the nature and purpose of the study were explained to them. Most rejected to participate in the study either due to not being a frequent traveller or due to time inconvenience. Unfortunately, the information on these non-respondents were

not available; thus, this non-sampling error cannot be controlled. The destinations that were chosen varied from destinations within Indonesia (e.g., Manado, Gili Trawangan – Lombok, Yogyakarta, etc.) and outside of Indonesia (e.g., Hongkong, Bangkok – Thailand, Singapore, etc.).

Results

A partial least squares structural equation modelling (PLS-SEM) approach was employed to measure and estimate the relationships between latent constructs. PLS-SEM was chosen as the main approach of the data analysis for several reasons (Hair et al., 2019): (1) the complexity of the structural model, which includes many constructs, indicators and/or model relationships; and (2) the objective of this study, which is to explore theoretical extensions (i.e., self-determination theory) to understand the increasing complexity of revisit intention.

Although PLS-SEM does not require normality assumption to be fulfilled, following Priporas et al. (2017), the normality of the data was checked in order to draw safe conclusions about it. Both skewness and kurtosis values of the items (see Appendix) were found below the limits posed in the literature (Kline, 1998), indicating univariate normality of the dataset was not an issue. An assessment to test for outliers, using Cook's Distance (CD) analysis, shows that multivariate normality was not an issue since in all cases the $CD_i < 1$ (Stevens, 1984).

Using Smart PLS 3.0., we tested the model following a two-stage approach. The two-stage approach consists of building and evaluating the outer model and the inner model (Hair et al., 2011, 2014). Through the PLS-SEM algorithm, the outer model was evaluated in order to assess the reliability and validity of the measures. The results show that the Cronbach's alpha and composite reliability scores exceeded. 70 (see Table 1); indicating reliability was achieved (Hair et al., 2010). The AVE scores were above the threshold of .50 and the AVE scores were also greater than the squared correlations (see Table 2), indicating convergent and discriminant validity was achieved (Fornell & Larcker, 1981).

The discriminant validity was further checked using Heterotrait-Monotrait (HTMT) ratio as suggested by Henseler et al. (2015). The results show that the HTMT ratio values were below the threshold (see Table 3); indicating discriminant validity was achieved. Before continuing to test the hypotheses by creating the inner model, we checked for common-method variance problem. Common-method

Table 2. Correlations and validities.

	1	2	3	4	5	6
1. Destination source credibility	**.74**	.38	.44	.38	.25	.26
2. Destination image	.62	**.58**	.26	.34	.16	.32
3. ARC need fulfilment	.66	.51	**.66**	.48	.41	.27
4. Positive emotions	.62	.58	.69	**.67**	.35	.37
5. Destination attachment	.50	.40	.64	.59	**.80**	.19
6. Intention to revisit	.51	.57	.52	.61	.44	**.71**

The diagonal values in bold indicate the average variances extracted (AVE). The scores in the lower diagonal indicate inter-construct correlations (IC) and the scores in the upper diagonal indicate squared inter-construct correlations (SIC).

Table 3. HTMT ratio.

	1	2	3	4	5	6
1. Destination source credibility						
2. Destination image	.69					
3. ARC need fulfilment	.72	.56				
4. Positive emotions	.68	.65	.76			
5. Destination attachment	.55	.45	.72	.66		
6. Intention to revisit	.60	.66	.63	.70	.55	

HTMT ratio refers to Heterotrait-Monotrait ratio

variance was examined through Harman's single-factor test (Podsakoff et al., 2003). The results of the EFA test revealed six factors with Eigenvalues greater than 1. The six factors accounted for 70.56% of the total variance, where the first factor accounted for 44.24% of the total variance. These results suggest that common-method variance did not pose a significant problem.

According to Hair et al. (2019), squared multiple correlation – R^2 values of 0.25, 0.50 and 0.75 indicate weak, moderate and substantial predictive power, respectively. In the current study, the model explained 0.445% or 44.5% of the variance in ARC need fulfilment, 0.472% or 47.2% in positive emotions, 0.455% or 45.5% of the variance in destination attachment and 0.378% or 37.8% of the variance in intention to revisit. Thus, the predictive power of the proposed model was relatively good. The predictive capabilities of the structural model could also be displayed through the effect size (f^2). Researchers note that f^2 values higher than 0.02, 0.15 and 0.35 indicate small, medium and large f^2 effect sizes (Cohen, 1988; Hair et al., 2019). The f^2 values in this study were in the range of 0.017 to 0.896 (see Table 4); indicating substantial effect sizes.

Another means to assess the predictive capabilities of the structural model is to calculate the Q^2 values. Through a blindfolding procedure of the Stone–Geisser test, the Q^2 values were 0.291, 0.311, 0.360 and 0.266 for ARC need fulfilment, positive emotions, destination attachment and intention to revisit, respectively. Q^2 values higher than 0, 0.25 and 0.50 indicate small, medium and large predictive relevance (Hair et al., 2019). Thus, the proposed model suggested high predictive relevance.

The proposed research hypotheses were examined from the path coefficient and t-value scores (see Table 4). The results support H1 (PC = .56, t = 15.60, $p < 0.001$), which states that destination source credibility positively affects ARC need fulfilment. The results also support H2 (PC = .16, t = 4.32, $p < 0.001$), which states that destination image positively affects ARC need fulfilment. Both H3 (PC = .69, t = 31.44, $p < 0.001$) and H4 (PC = .45, t = 10.10, $p < 0.001$) are supported; ARC needs fulfilment positively affects positive emotions and destination attachment. H5 (PC = .28, t = 6.25, $p < 0.001$), which states that positive emotions positively affect destination attachment is supported. Finally, H6 (PC = .53, t = 14.41, $p < 0.001$) and H7 (PC = .13, t = 3.52, $p < 0.001$) are also supported. Positive emotions and destination attachment positively affect intention to revisit.

Conclusion and implications

This research extends prior studies on signalling and self-determination theory. This study contributes to the tourism literature in examining the antecedents of ARC need fulfilment. Particularly, this study applies signalling theory to the tourism field by using credibility and image as signals. Signalling strategies using these two prominent constructs will therefore effectively help in building individuals' intention to revisit the destination. Moreover, credibility and image could also act as extrinsic cues that help in building a sense of fulfiling the individuals' ARC needs. Out of the two, destination source credibility is the stronger predictor of ARC need fulfilment. Thus, destinations

Table 4. Results of structural equation analysis.

	Relationships	f^2	PC	t-value
H1	Destination source credibility → ARC need fulfilment	.342	.556	15.477***
H2	Destination image → ARC need fulfilment	.028	.161	4.264***
H3	ARC need fulfilment → Positive emotions	.896	.688	31.336***
H4	ARC need fulfilment → Destination attachment	.194	.446	10.132***
H5	Positive emotions → Destination attachment	.078	.285	6.210***
H6	Positive emotions → Intention to revisit	.294	.530	14.259***
H7	Destination attachment → Intention to revisit	.017	.129	3.514***
Variance explained (R^2)				
ARC need fulfilment		.445		
Positive emotions		.472		
Destination attachment		.455		
Intention to revisit		.378		

PC: Path Coefficient; ***p <.001; **p <.01; *p <.05; ns Not Significant.

should prioritize increasing their source credibility in their strategies. The present study also highlights the importance of fulfiling the three basic psychological needs. By fulfiling these three needs, individuals will end up with more positive emotions and stronger attachment towards the destination. These positive emotions and affective bond increase their intention to revisit the destination.

Prayag et al. (2013) noted that modelling behavioural intentions remains an important area of research in tourism. Employing self-determination theory, the present research offers a model explaining individuals' intention to revisit a destination. Prior studies in various fields have displayed the power of SDT. However, limited application of SDT is evident in the tourism context. Thus, this study employs SDT in the tourism context, particularly whether tourism destinations could fulfil the three basic psychological needs (i.e., ARC needs).

In their study, Ahn and Back (2019) contended that fulfiling ARC needs would result in stronger brand attachment and brand compatibility. However, they did not examine the antecedents of satisfying these ARC needs. Based on signalling theory, two constructs (i.e., destination source credibility and destination image) are proposed as the antecedents of ARC need fulfilment. The findings show that these two constructs play an important role in fulfiling tourists' sense of ARC. Thus, it is evident that destinations are able to help the individuals in fulfiling their ARC needs. Fulfiling these needs would result in favourable behaviours towards the destination (e.g., Ahn & Back, 2019; White & Thompson, 2009; Zhang et al., 2019).

Destination Management Organizations (DMOs) should focus more on fulfiling the basic psychological needs of their visitors. They should start creating strategies that would foster the fulfilment of these three basic psychological needs. For example, they could foster the satisfaction of relatedness by encouraging more interaction between visitors and the local community. They could create a programme that allows the visitors to live with the locals for a certain period of time. Another example would be involving visitors in the development of the local community. DMOs could create voluntary programmes that allow the visitors to feel competent (e.g., teaching other languages). Communities, who are part of the individuals' lives, can help in meeting some basic psychological needs (Wang et al., 2002).

Out of the two antecedents, destination source credibility serves as a stronger signal to foster ARC need fulfilment. DMOs should always try to increase their destinations' credibility. They should make sure that all of the related parties in their destinations (e.g., tour guide, vendors, etc.) deliver the promises that they have communicated to the visitors (Veasna et al., 2013). Likewise, DMOs should not neglect managing the destination's image. Culture (e.g., cultural diversity, cultural attractions) is an integral part of destination image (Veasna et al., 2013). In a previous study, it was shown that involvement to the destination's culture could help in building the image of destination that leads to visit intention (Whang, Yong, & Ko, 2016). Thus, DMOs should try to increase the visitors' involvement to the destination's culture. They could start introducing the culture and embed it within their tourism offerings.

The findings also show that fulfilment of ARC needs lead to stronger positive emotions and destination attachment, which in turn lead to higher revisit intention. Through this, the present study confirms that positive emotions and destination attachment are two distinct constructs, confirming Hosany et al.'s (2017) proposition. The present study also extends previous studies (e.g., Loi et al., 2017; Loureiro & Jesus, 2019; Stylos et al., 2016) by explicating the path between destination image and revisit intention. Destination image helps in fulfiling the visitors' ARC needs, which evokes positive emotions that support the creation of strong destination attachment (Ahn & Back, 2019; Veasna et al., 2013). The strong attachment to the destination increases revisit intention (Kim et al., 2016; Song et al., 2017).

DMOs should understand that building these affective bonds would help to increase the visitors' loyalty to their destinations (Wang et al., 2002, Whang et al., 2016). Rather than focusing much on utilitarian benefits, DMOs should start focusing more on the affective benefits of their destinations. For example, they could start fostering the sense of caring, inspiration and belongingness experienced through visiting the destinations. This could be achieved through involving the visitors with the

destination culture and the local community. For example, Flanders in Belgium is quite well known for its personal stories from its passionate community, going so far as to create a social media campaign called the "Flanders Fields 1914–18" to discuss the history and legacy of the First World War.

Similar with any study, the present study has some limitations that must be considered before generalizing its results. First, this study obtained single cross-sectional data at one point in time, which could potentially bear common bias effects. Future studies could design a longitudinal study to address this issue. Second, this study obtained data from a single country (i.e., Indonesia). Although Indonesia offers interesting insights from the perspective of a growing country, the results should still be inferred with caution. It would be interesting to replicate and test the conceptual framework on different developing countries. It would also be interesting to test the framework in developed countries to understand the differences between developed and developing countries.

Third, in this study, ARC need fulfilment is measured as a unidimensional construct. Previous studies have argued that ARC need fulfilment includes three distinct dimensions. It would also be interesting to find out which ARC need fulfilment dimension has the highest power in explaining various tourism behaviours. Thus, future studies in the tourism context should measure ARC need fulfilment on a dimensional basis. Future studies should also investigate other drivers of ARC need fulfilment. Research has shown that brand experience influences behavioural intentions towards the destination (e.g., Jiménez-Barreto et al., 2020). These authors found that brand experience positively influences the perceived destination brand credibility – an important predictor of ARC need fulfilment. Similarly, brand experience itself might also help in fulfiling the three basic psychological needs.

Finally, another research avenue that should be considered is to explore the mediators and moderators of the relationships. One recent study found that self-transcendence values act as important mediators to positive emotions and affective commitment (Japutra & Loureiro, 2020). Thus, personal values could be another mediator of the relationships in our model. Loureiro et al. (2019) found that past experiences moderate the relationships between cruise signal and symbolic status. It would be interesting to see whether past experiences will moderate the link between positive emotions, destination attachment and revisit intention.

Disclosure statement

No potential conflict of interest was reported by the authors.

Notes on contributors

Arnold Japutra is a senior lecturer in marketing in the Business School at the University of Western Australia. His research interests include brand management, relationship marketing, consumer psychology and consumer behaviour. His work has been published in many journals such as International Journal of Hospitality Management, International Journal of Tourism Research, Journal of Destination Marketing and Management, Current Issues in Tourism and Tourism Management Perspectives, among others.

Keni Keni is a senior lecturer in marketing research and research methodology in the Faculty of Economics and Business at Universitas Tarumanagara, Indonesia. His research focuses on the topic of consumer behaviour, general marketing, and green marketing. His works has been published in various journals, such as Journal of Brand Management, Asia-Pacific Journal of Business Administration, Gadjah Mada International Journal of Business, DeReMa and Jurnal Manajemen.

ORCID

Arnold Japutra http://orcid.org/0000-0002-0513-8792

References

Abubakar, A. M., Ilkan, M., Al-Tal, R. M., & Eluwole, K. K. (2017). eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, *31*, 220–227. https://doi.org/10.1016/j.jhtm.2016.12.005

Ahn, J., & Back, K. J. (2019). The role of autonomy, competence and relatedness: Applying self-determination theory to the integrated resort setting. *International Journal of Contemporary Hospitality Management*, *31*(1), 87–104. https://doi.org/10.1108/IJCHM-01-2018-0088

Baek, T. H., Kim, J., & Yu, J. H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychology & Marketing*, *27*(7), 662–678. https://doi.org/10.1002/mar.20350

Brown, G., Smith, A., & Assaker, G. (2016). Revisiting the host city: An empirical examination of sport involvement, place attachment, event satisfaction and spectator intentions at the London Olympics. *Tourism Management*, *55*, 160–172. https://doi.org/10.1016/j.tourman.2016.02.010

Burgess, S. M., & Steenkamp, J. B. E. (2013). Editorial: Introduction to the special issue on marketing in emerging markets. *International Journal of Research in Marketing*, *30*(1), 1–3. https://doi.org/10.1016/j.ijresmar.2013.01.001

Cain, L. N., Busser, J., & Baloglu, S. (2016). Profiling the motivations and experiences of spa customers. *Anatolia: An International Journal of Tourism and Hospitality Research*, *27*(2), 262–264. https://doi.org/10.1080/13032917.2015.1076729

Cohen, J. (1988). *Statistical power analysis for the behavioral sciences*. Lawrence Erlbaum Associates.

Cole, S., Zhang, Y., Wang, W., & Hu, C. M. (2019). The influence of accessibility and motivation on leisure travel participation of people with disabilities. *Journal of Travel & Tourism Marketing*, *36*(1), 119–130. https://doi.org/10.1080/10548408.2018.1496218

Connelly, B. L., Certo, S. T., Ireland, R. D., & Reutzel, C. R. (2011). Signaling theory: A review and assessment. *Journal of Management*, *37*(1), 39–67. https://doi.org/10.1177/0149206310388419

Deci, E. L., & Ryan, R. M. (2000). The "what" and" why" of goal pursuits: Human needs and the self-determination of behavior. *Psychological Inquiry*, *11*(4), 227–268. https://doi.org/10.1207/S15327965PLI1104_01

Ferraro, R., Escalas, J. E., & Bettman, J. R. (2011). Our possessions, our selves: Domains of self-worth and the possession–self link. *Journal of Consumer Psychology*, *21*(2), 169–177. https://doi.org/10.1016/j.jcps.2010.08.007

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39–50. https://doi.org/10.1177/002224378101800104

Fotiadis, A. K., & Stylos, N. (2017). The effects of online social networking on retail consumer dynamics in the attractions industry: The case of 'E-da' theme park, Taiwan. *Technological Forecasting and Social Change*, *124*, 283–294. https://doi.org/10.1016/j.techfore.2016.06.033

Fredrickson, B. L., & Branigan, C. (2005). Positive emotions broaden the scope of attention and thought-action repertoires. *Cognition & Emotion*, *19*(3), 313–332. https://doi.org/10.1080/02699930441000238

Gore, W. M. (2013). *Indonesia – Outbound tourism rising*. Retrieved from https://www.tourism-review.com/travel-tourism-magazine-indonesias-outbound-tourism-has-great-potential-article2032

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis: A global perspective*. Pearson Education.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, *19*(2), 139–152. https://doi.org/10.2753/MTP1069-6679190202

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM) an emerging tool in business research. *European Business Review*, *26*(2), 106–121. https://doi.org/10.1108/EBR-10-2013-0128

Han, H., & Back, K. J. (2007). Investigating the effects of consumption emotions on customer satisfaction and repeat visit intentions in the lodging industry. *Journal of Hospitality & Leisure Marketing*, *15*(3), 5–30. https://doi.org/10.1300/J150v15n03_02

Hazan, C., & Shaver, P. R. (1994). Attachment as an organizational framework for research on close relationships. *Psychological Inquiry*, *5*(1), 1–22. https://doi.org/10.1207/s15327965pli0501_1

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Hirschmann, R. (2019). *Number of outbound travelers from Indonesia from 2013 to 2017*. Retrieved from https://www.statista.com/statistics/726892/number-of-outbound-travelers-indonesia/

Hosany, S., Prayag, G., Deesilatham, S., Cauševic, S., & Odeh, K. (2015). Measuring tourists' emotional experiences: Further validation of the destination emotion scale. *Journal of Travel Research*, *54*(4), 482–495. https://doi.org/10.1177/0047287514522878

Hosany, S., Prayag, G., Van Der Veen, R., Huang, S., & Deesilatham, S. (2017). Mediating effects of place attachment and satisfaction on the relationship between tourists' emotions and intention to recommend. *Journal of Travel Research*, *56*(8), 1079–1093. https://doi.org/10.1177/0047287516678088

Japutra, A., Ekinci, Y., & Simkin, L. (2014). Exploring brand attachment, its determinants and outcomes. *Journal of Strategic Marketing*, *22*(7), 616–630. https://doi.org/10.1080/0965254X.2014.914062

Japutra, A., Ekinci, Y., & Simkin, L. (2018). Tie the knot: Building stronger consumers' attachment toward a brand. *Journal of Strategic Marketing*, *26*(3), 223–240. https://doi.org/10.1080/0965254X.2016.1195862

Japutra, A., & Loureiro, S. M. C. (2020). Destination's efforts and commitment towards recycling. *Current Issues in Tourism*, 1–12. https://doi.org/10.1080/13683500.2020.1734549

Jiménez-Barreto, J., Rubio, N., Campo, S., & Molinillo, S. (2020). Linking the online destination brand experience and brand credibility with tourists' behavioral intentions toward a destination. *Tourism Management*, *79*, 104101. https://doi.org/10.1016/j.tourman.2020.104101

Kim, M. J., Lee, C. K., & Bonn, M. (2016). The effect of social capital and altruism on seniors' revisit intention to social network sites for tourism-related purposes. *Tourism Management*, *53*, 96–107. https://doi.org/10.1016/j.tourman.2015.09.007

Kirmani, A., & Rao, A. R. (2000). No pain, no gain: A critical review of the literature on signaling unobservable product quality. *Journal of Marketing*, *64*(2), 66–79. https://doi.org/10.1509/jmkg.64.2.66.18000

Kline, R. B. (1998). *Principles and practice of structural equation modeling*. Guilford.

La Guardia, J. G., & Patrick, H. (2008). Self-determination theory as a fundamental theory of close relationships. Canadian Psychology, *49*(3), 201–209. doi:10.1037/a0012760

La Guardia, J. G., Ryan, R. M., Couchman, C. E., & Deci, E. L. (2000). Within-person variation in security of attachment: A self-determination theory perspective on attachment, need fulfillment, and well-being. *Journal of Personality and Social Psychology*, *79*(3), 367. https://doi.org/10.1037/0022-3514.79.3.367

Loi, L. T. I., So, A. S. I., Lo, I. S., & Fong, L. H. N. (2017). Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management*, *32*, 115–123. https://doi.org/10.1016/j.jhtm.2017.06.002

Loureiro, S. M. C. (2017). Medical tourists' emotional and cognitive response to credibility and Servicescape. *Current Issues in Tourism*, *20*(15), 1633–1652. https://doi.org/10.1080/13683500.2015.1050363

Loureiro, S. M. C., Japutra, A., & Kwun, D. (2019). Signalling effects on symbolic status and travellers' well-being in the luxury cruise industry. *International Journal of Tourism Research*, *21*(5), 639–654. https://doi.org/10.1002/jtr.2287

Loureiro, S. M. C., & Jesus, S. (2019). How perceived risk and animosity towards a destination may influence destination image and intention to revisit: The case of Rio de Janeiro. *Anatolia: An International Journal of Tourism and Hospitality Research*, *30*(4), 497–512. https://doi.org/10.1080/13032917.2019.1632910

Muniz, A. M., & Hamer, L. O. (2001). Us versus them: Oppositional Brand loyalty and the cola wars. *Advances in Consumer Research*, *28*, 355–361. https://www.acrwebsite.org/volumes/8512

Nawijn, J., & Fricke, M. C. (2015). Visitor emotions and behavioral intentions: The case of concentration camp memorial Neuengamme. *International Journal of Tourism Research*, *17*(3), 221–228. https://doi.org/10.1002/jtr.1977

Orth, U. R., Limon, Y., & Rose, G. (2010). Store-evoked affect, personalities, and consumer emotional attachments to brands. *Journal of Business Research*, *63*(11), 1202–1208. https://doi.org/10.1016/j.jbusres.2009.10.018

Park, C. W., & MacInnis, D. J. (2018). Introduction to the special issue: Brand relationships, emotions, and the self. *Journal of the Association for Consumer Research*, *3*(2), 123–129. https://doi.org/10.1086/696969

Park, C. W., MacInnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand attachment and Brand attitude strength: Conceptual and empirical differentiation of two critical Brand equity drivers. *Journal of Marketing*, *74*(6), 1–17. https://doi.org/10.1509/jmkg.74.6.1

Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, *88*(5), 879. https://doi.org/10.1037/0021-9010.88.5.879

Prayag, G., Hosany, S., & Odeh, K. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing & Management*, *2*(2), 118–127. https://doi.org/10.1016/j.jdmm.2013.05.001

Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, *51*(3), 342–356. https://doi.org/10.1177/0047287511410321

Priporas, C. V., Stylos, N., Rahimi, R., & Vedanthachari, L. N. (2017). Unraveling the diverse nature of service quality in a sharing economy. *International Journal of Contemporary Hospitality Management*, *29*(9), 2279–2301. https://doi.org/10.1108/IJCHM-08-2016-0420

Purwomarwanto, Y. L., & Ramachandran, J. (2015). Performance of tourism sector with regard to the global crisis - a comparative study between Indonesia, Malaysia and Singapore. *The Journal of Developing Areas*, *49*(4), 325–339. https://doi.org/10.1353/jda.2015.0149

Rajagopal, R. (2006). Brand excellence: Measuring the impact of advertising and brand personality on buying decisions. *Measuring Business Excellence*, *10*(3), 56–65. https://doi.org/10.1108/13683040610685793

Reis, H. T., Sheldon, K. M., Gable, S. L., Roscoe, J., & Ryan, R. M. (2000). Daily well-being: The role of autonomy, competence, and relatedness. *Personality and Social Psychology Bulletin*, *26*(4), 419–435. https://doi.org/10.1177/0146167200266002

Reisinger, Y., & Turner, L. W. (2002). Cultural differences between Asian tourist markets and Australian hosts, Part 1. *Journal of Travel Research*, *40*(3), 295–315. https://doi.org/10.1177/0047287502040003008

Roberts, J., Kayande, U., & Srivastava, R. K. (2015). What's different about emerging markets, and what does it mean for theory and practice? *Customer Needs and Solutions*, *2*(4), 245–250. https://doi.org/10.1007/s40547-015-0056-x

Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, *55*(1), 68–78. https://doi.org/10.1037/0003-066X.55.1.68

Shavanddasht, M., & Schänzel, H. A. (2017). Effects of perceived parental style on adolescents' motivations in a tourism context. *Anatolia: An International Journal of Tourism and Hospitality Research*, *28*(2), 263–275. https://doi.org/10.1080/13032917.2017.1298528

Sheldon, K. M., Wineland, A., Venhoeven, L., & Osin, E. (2016). Understanding the motivation of environmental activists: A comparison of self-determination theory and functional motives theory. *Ecopsychology*, *8*(4), 228–238. https://doi.org/10.1089/eco.2016.0017

Sheth, J. N. (2011). Impact of emerging markets on marketing: Rethinking existing perspectives and practices. *Journal of Marketing*, *75*(4), 166–182. https://doi.org/10.1509/jmkg.75.4.166

Situmorang, R., Trilaksono, T., & Japutra, A. (2019). Friend or Foe? The complex relationship between indigenous people and policymakers regarding rural tourism in Indonesia. *Journal of Hospitality and Tourism Management*, *39*, 20–29. https://doi.org/10.1016/j.jhtm.2019.02.001

Song, H. M., Kim, K. S., & Yim, B. H. (2017). The mediating effect of place attachment on the relationship between golf tourism destination image and revisit intention. *Asia Pacific Journal of Tourism Research*, *22*(11), 1182–1193. https://doi.org/10.1080/10941665.2017.1377740

Spence, M. (1973). Job market signaling. *The Quarterly Journal of Economics*, *87*(3), 355–374. https://doi.org/10.2307/1882010

Stevens, J. P. (1984). Outliers and influential data points in regression analysis. *Psychological Bulletin*, *95*(2), 334–344. https://doi.org/10.1037/0033-2909.95.2.334

Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, *53*, 40–60. https://doi.org/10.1016/j.tourman.2015.09.006

Thomson, M. (2006). Human brands: Investigating antecedents to consumers' strong attachments to celebrities. *Journal of Marketing*, *70*(3), 104–119. https://doi.org/10.1509/jmkg.70.3.104

Tung, V. W. S., & Ritchie, J. R. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, *38*(4), 1367–1386. https://doi.org/10.1016/j.annals.2011.03.009

U.S. Commercial Service. (2015). *Indonesia: Travel & tourism*. Retrieved from https://2016.export.gov/indonesia/build/groups/public/@eg_id/documents/webcontent/eg_id_093727.pdf

Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, *33*(4), 1141–1158. https://doi.org/10.1016/j.annals.2006.06.003

Vallerand, R. J., & Ratelle, C. F. (2002). Intrinsic and extrinsic motivation: A hierarchical model. In E. L. Deci & R. M. Ryan (Eds.), *Handbook of self-determination research* (pp. 37–64). The University of Rochester Press.

Veasna, S., Wu, W. Y., & Huang, C. H. (2013). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management*, *36*, 511–526. https://doi.org/10.1016/j.tourman.2012.09.007

Wang, Y., Yu, Q., & Fesenmaier, D. R. (2002). Defining the virtual tourist community: Implications for tourism marketing. *Tourism Management*, *23*(4), 407–417. https://doi.org/10.1016/S0261-5177(01)00093-0

Whang, H., Yong, S., & Ko, E. (2016). Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists. *Journal of Business Research*, *69*(2), 631–641. https://doi.org/10.1016/j.jbusres.2015.06.020

White, C. J., & Thompson, M. (2009). Self determination theory and the wine club attribute formation process. *Annals of Tourism Research*, *36*(4), 561–586. https://doi.org/10.1016/j.annals.2009.04.001

Williams, G. C., Lynch, M., & Glasgow, R. E. (2007). Computer assisted intervention improves patient-centered diabetes care by increasing autonomous support. *Health Psychology*, *26*(6), 728–734. https://doi.org/10.1037/0278-6133.26.6.728

Yu, C. E., Wen, J., Goh, E., & Aston, J. (2019). "Please help me die": Applying self-determination theory to understand suicide travel. *Anatolia: An International Journal of Tourism and Hospitality Research*, *30*(3), 450–453. https://doi.org/10.1080/13032917.2019.1642923

Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, *31*(2), 274–284. https://doi.org/10.1016/j.tourman.2009.03.007

Zhang, Y., Cole, S., Ricci, P., & Gao, J. (2019). Context-based leisure travel facilitation among people with mobility challenges: A self-determination theory approach. *Journal of Travel Research*, *58*(1), 42–62. https://doi.org/10.1177/0047287517741004

Zikmund, W. G., & Babin, B. J. (2007). *Exploring marketing research* (9th ed.). Thomson South-Western.

Appendix

	N	Skewness		Kurtosis	
		Statistic	Std. error	Statistic	Std. error
DSC1	725	−0.124	0.091	−0.706	0.181
DSC2	725	−0.097	0.091	−0.473	0.181
DSC3	725	−0.152	0.091	−0.273	0.181
DSC4	725	−0.377	0.091	−0.340	0.181
DSC5	725	−0.195	0.091	−0.390	0.181
DSC6	725	−0.080	0.091	−0.360	0.181
DI1	725	−0.645	0.091	−0.313	0.181
DI2	725	−0.685	0.091	0.192	0.181
DI3	725	−0.799	0.091	0.615	0.181
DI4	725	−0.551	0.091	−0.349	0.181
DI5	725	−0.648	0.091	−0.224	0.181
DI6	725	−0.920	0.091	0.529	0.181
DI7	725	−0.717	0.091	0.705	0.181
ARC1	725	−0.546	0.091	−0.657	0.181
ARC2	725	0.060	0.091	−0.533	0.181
ARC3	725	−0.085	0.091	−0.559	0.181
ARC4	725	−0.196	0.091	−0.642	0.181
ARC5	725	−0.105	0.091	−0.582	0.181
ARC6	725	−0.158	0.091	−0.405	0.181
PE1	725	−0.809	0.091	0.519	0.181
PE2	725	−0.450	0.091	−0.057	0.181
PE3	725	−0.671	0.091	0.441	0.181
PE4	725	−0.798	0.091	−0.001	0.181
PE5	725	−0.742	0.091	0.303	0.181
PE6	725	−0.899	0.091	0.714	0.181
DA1	725	−0.320	0.091	−0.381	0.181
DA2	725	−0.329	0.091	−0.502	0.181
DA3	725	−0.586	0.091	−0.127	0.181
IR1	725	−0.924	0.091	0.074	0.181
IR2	725	−1.013	0.091	0.200	0.181
IR3	725	−0.588	0.091	−0.383	0.181

Source details

Anatolia

Scopus coverage years: from 1999 to Present

Publisher: Taylor & Francis

ISSN: 1303-2917 E-ISSN: 2156-6909

Subject area: Social Sciences: Geography, Planning and Development | Earth and Planetary Sciences: Earth-Surface Processes

View all documents > | Set document alert | Save to source list

CiteScore 2019
1.7

SJR 2019
0.354

SNIP 2019
0.485

CiteScore | CiteScore rank & trend | Scopus content coverage

Improved CiteScore methodology

CiteScore 2019 counts the citations received in 2016-2019 to articles, reviews, conference papers, book chapters and data papers published in 2016-2019, and divides this by the number of publications published in 2016-2019. Learn more >

CiteScore 2019

$$1.7 = \frac{\text{386 Citations 2016 - 2019}}{\text{232 Documents 2016 - 2019}}$$

Calculated on 06 May, 2020

CiteScoreTracker 2020

$$1.8 = \frac{\text{377 Citations to date}}{\text{215 Documents to date}}$$

Last updated on 07 September, 2020 • Updated monthly

CiteScore rank 2019

Category	Rank	Percentile
Social Sciences — Geography, Planning and Development	#283/679	58th
Earth and Planetary Sciences — Earth-Surface Processes	#67/142	53rd

View CiteScore methodology > | CiteScore FAQ > | Add CiteScore to your site

About Scopus

What is Scopus
Content coverage
Scopus blog
Scopus API
Privacy matters

Language

日本語に切り替える
切换到简体中文
切換到繁體中文
Русский язык

Customer Service

Help
Contact us

ELSEVIER

Terms and conditions ↗ Privacy policy ↗

Copyright © Elsevier B.V ↗. All rights reserved. Scopus® is a registered trademark of Elsevier B.V.
We use cookies to help provide and enhance our service and tailor content. By continuing, you agree to the use of cookies.

RELX

also developed by scimago: SCIMAGO INSTITUTIONS RANKINGS

SJR Scimago Journal & Country Rank

Enter Journal Title, ISSN or Publisher Name

Home Journal Rankings Country Rankings Viz Tools Help About Us

Ads by Google
Report this ad Why this ad?

Anatolia

25

H Index

Country	United Kingdom - SIR Ranking of United Kingdom
Subject Area and Category	Earth and Planetary Sciences Earth-Surface Processes Social Sciences Geography, Planning and Development
Publisher	Taylor and Francis Ltd.
Publication type	Journals
ISSN	13004220, 13032917, 21566909
Coverage	1999-2020
Scope	Anatolia is a truly international tourism and hospitality research journal with considerable interest worldwide. It aims to provide an international platform for innovative studies that make a significant contribution to the understanding, practice, and education of tourism and hospitality operations. It does so through the publication of high-quality, up-to-date and timely research papers. The Journal also serves as a unique forum for the publication of case studies for instructional use in local, national and global settings. Anatolia seeks to widen the limits of tourism and hospitality research by stimulating the submission of papers from both inter- and multi-disciplinary perspectives. The Journal invites contributions related to the following subjects and their applications in tourism and hospitality: marketing; management; economics; consumer behavior; culture; methodology; sustainability; IT applications; food operations; planning and development; financial management; gender issues; ethics; entrepreneurship; education; and future trends. The Journal seeks high-quality submissions and welcomes original scientific research, reviews, research notes, case studies, conference notes, book reviews, portraits, editorials, and commentaries.

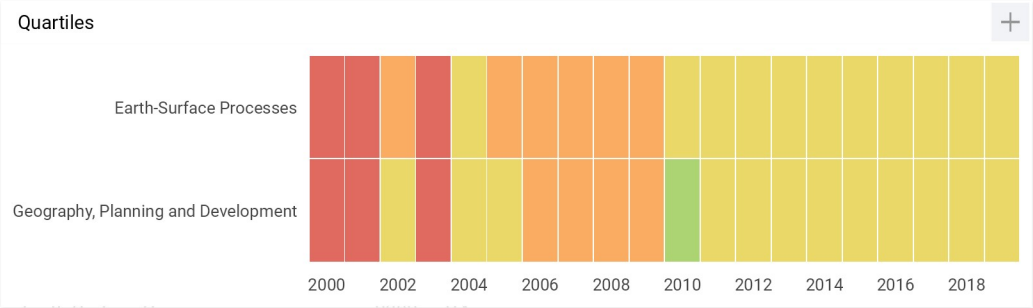
Homepage

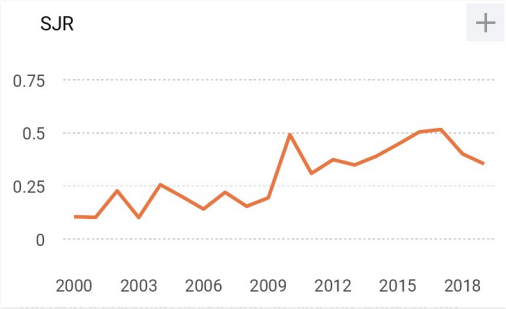
How to publish in this journal

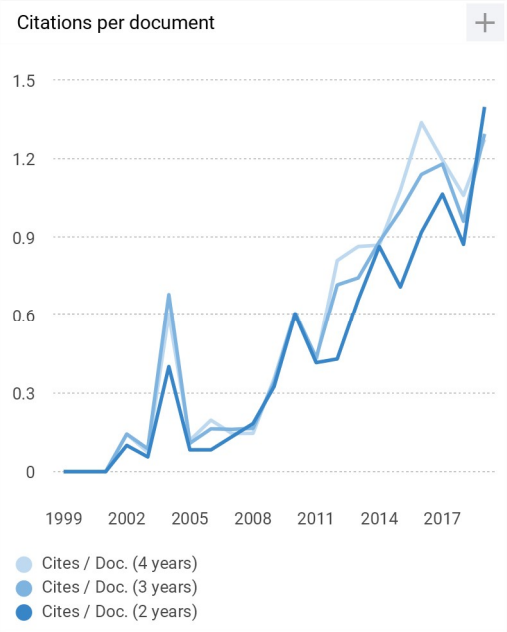
Contact

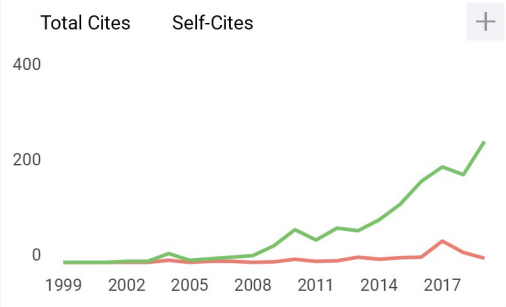
Join the conversation about this journal

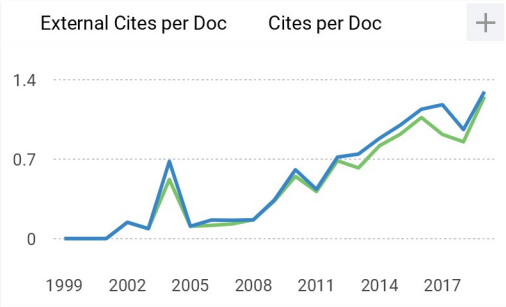
Ads by Google
Report this ad Why this ad?

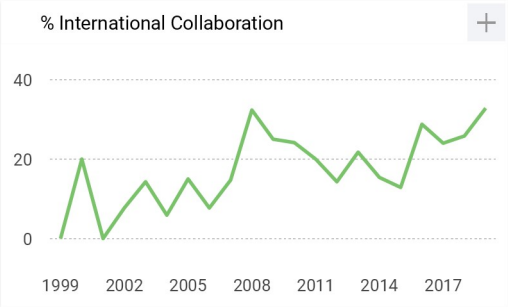

Quartiles
Earth-Surface Processes
Geography, Planning and Development
2000 2002 2004 2006 2008 2010 2012 2014 2016 2018

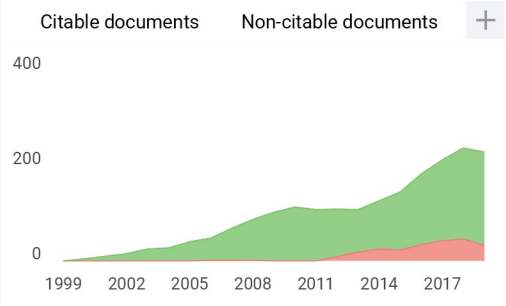

SJR
0.75
0.5
0.25
0
2000 2003 2006 2009 2012 2015 2018

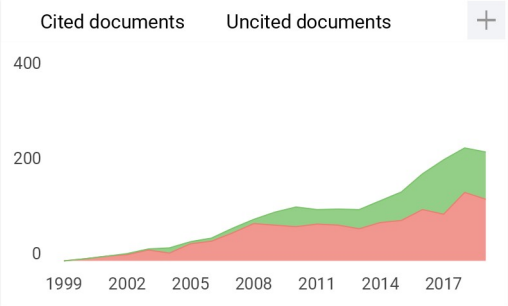

Citations per document
1.5
1.2
0.9
0.6
0.3
0
1999 2002 2005 2008 2011 2014 2017
Cites / Doc. (4 years)
Cites / Doc. (3 years)
Cites / Doc. (2 years)


Total Cites
Self-Cites
400
200
0
1999 2002 2005 2008 2011 2014 2017


External Cites per Doc
Cites per Doc
1.4
0.7
0
1999 2002 2005 2008 2011 2014 2017


% International Collaboration
40
20
0
1999 2002 2005 2008 2011 2014 2017


Citable documents
Non-citable documents
400
200
0
1999 2002 2005 2008 2011 2014 2017


Cited documents
Uncited documents
400
200
0
1999 2002 2005 2008 2011 2014 2017

Anatolia
Q2
Earth-Surface Processes
best quartile
SJR 2019
0.35
powered by scimagojr.com
Show this widget in your own website
Just copy the code below and paste within your html code:
<a href="https://www.scim

powered by scimagojr.com

Ads by Google

Report this ad Why this ad?

Leave a comment

Name

Email
(will not be published)

I'm not a robot
reCAPTCHA
Privacy - Terms

Submit

The users of Scimago Journal & Country Rank have the possibility to dialogue through comments linked to a specific journal. The purpose is to have a forum in which general doubts about the processes of publication in the journal, experiences and other issues derived from the publication of papers are resolved. For topics on particular articles, maintain the dialogue through the usual channels with your editor.

Developed by: Powered by:

Follow us on @ScimagoJR

Scimago Lab, Copyright 2007-2020. Data Source: Scopus®

EST MODUS IN REBUS
Horatio (Satire 1,1,106)

PUBLISHING AGREEMENT

This is an agreement under which you, the author, assign copyright in your article to Informa UK Limited registered in England under no. 1072954 trading as Taylor & Francis Group, Registered Office: 5 Howick Place, London, SW1P 1WG (hereinafter 'Taylor & Francis') to allow us to publish your article, including abstract, tables, figures, data, and supplemental material hosted by us, as the Version of Record (VoR) in the Journal for the full period of copyright throughout the world, in all forms and all media, subject to the Terms & Conditions below.

Article (the "Article") entitled:	Signal, need fulfilment and tourists' intention to revisit
Article DOI:	10.1080/13032917.2020.1806889
Author(s):	Arnold Japutra, Keni Keni
To publish in the Journal:	Anatolia
Journal ISSN:	2156-6909

STATEMENT OF ORIGINAL COPYRIGHT OWNERSHIP / CONDITIONS

In consideration of the publication of the Article, you hereby grant with full title guarantee all rights of copyright and related rights in the above specified Article as the Version of Scholarly Record which is intended for publication in all forms and all media (whether known at this time or developed at any time in the future) throughout the world, in all languages, for the full term of copyright, to take effect if and when the Article is accepted for publication in the Journal.

ASSIGNMENT OF PUBLISHING RIGHTS

I hereby assign Taylor & Francis with full title guarantee all rights of copyright and related publishing rights in my article, in all forms and all media (whether known at this time or developed at any time in the future) throughout the world, in all languages, where our rights include but are not limited to the right to translate, create adaptations, extracts, or derivative works and to sub-license such rights, for the full term of copyright (including all renewals and extensions of that term), to take effect if and when the article is accepted for publication. If a statement of government or corporate ownership appears above, that statement modifies this assignment as described.

I confirm that I have read and accept the full Terms & Conditions below including my author warranties, and have read and agree to comply with the Journal's policies on peer review and publishing ethics.

Signed and dated: **Keni Keni, 05 August 2020 12:15 (UTC Europe/London)**

Taylor & Francis, 05 August 2020 12:15 (UTC Europe/London)

THIS FORM WILL BE RETAINED BY THE PUBLISHER.

ASSIGNMENT OF COPYRIGHT: TERMS & CONDITIONS

DEFINITION

1. Your article is defined as comprising (a) your Accepted Manuscript (AM) in its final form; (b) the final, definitive, and citable Version of Record (VoR) including the abstract, text, bibliography, and all accompanying tables, illustrations, data, and media; and (c) any supplemental material hosted by Taylor & Francis. This assignment and these Terms & Conditions constitute the entire agreement and the sole understanding between you and us ('agreement'); no amendment, addendum, or other communication will be taken into account when interpreting your and our rights and obligations under this agreement, unless amended by a written document signed by both of us.

TAYLOR &FRANCIS' RESPONSIBILITIES

2. If deemed acceptable by the Editors of the Journal, we shall prepare and publish your article in the Journal. We may post your accepted manuscript in advance of the formal publication of the VoR. We reserve the right to make such editorial changes as may be necessary to make the article suitable for publication, or as we reasonably consider necessary to avoid infringing third-party rights or breaching any laws; and we reserve the right not to proceed with publication for whatever reason.
3. Taylor & Francis will deposit your Accepted Manuscript (AM) to any designated institutional repository including PubMedCentral (PMC) with which Taylor & Francis has an article deposit agreement; see 4 iv (a) below.

RIGHTS RETAINED BY YOU AS AUTHOR

4. These rights are personal to you, and your co-authors, and cannot be transferred by you to anyone else. Without prejudice to your rights as author set out below, you undertake that the fully reference-linked Version of Record (VOR) will not be published elsewhere without our prior written consent. You assert and retain the following rights as author(s):
    i. The right to be identified as the author of your article, whenever and wherever the article is published, such rights including moral rights arising under § 77, Copyright, Designs & Patents Act 1988, and, so far as is legally possible, any corresponding rights we may have in any territory of the world.
    ii. The right to retain patent rights, trademark rights, or rights to any process, product or procedure described in your article.
    iii. The right to post and maintain at any time the Author's Original Manuscript (AOM; your manuscript in its original and unrefereed form; a 'preprint').
    iv. The right to post at any time after publication of the VoR your AM (your manuscript in its revised after peer review and accepted for publication form; a 'postprint') as a digital file on your own personal or departmental website, provided that you do not use the VoR published by us, and that you include any amendments or deletions or warnings relating to the article issued or published by us; and with the acknowledgement: 'The Version of Record of this manuscript has been published and is available in <JOURNAL TITLE> <date of publication> http://www.tandfonline.com/<Article DOI>.'
        a. Please note that embargoes apply with respect to posting the AM to an institutional or subject repository. For further information, please see our list of journals with applicable embargo periods. For the avoidance of doubt, you are not permitted to post the final published paper, the VoR published by us, to any site, unless it has been published as Open Access on our website.
        b. If, following publication, you or your funder pay an Article Publishing Charge for retrospective Open Access publication, you may then opt for one of three licenses: CC BY, CC BY-NC, or CC BY-NC-ND; if you do not respond, we shall assign a CC BY licence. All rights in the article will revert to you as author.
    v. The right to share with colleagues copies of the article in its published form as supplied to you by Taylor & Francis as a digital eprint or printed reprint on a non-commercial basis.
    vi. The right to make printed copies of all or part of the article on a non-commercial basis for use by you for lecture or classroom purposes provided that such copies are not offered for sale or distributed in any systematic way, and provided that acknowledgement to prior publication in the Journal is given.
    vii. The right, if the article has been produced within the scope of your employment, for your employer to use all or part of the article internally within the institution or company on a non-commercial basis provided that acknowledgement to prior publication in the Journal is given.
    viii. The right to include the article in a thesis or dissertation that is not to be published commercially, provided that acknowledgement to prior publication in the Journal is given.
    ix. The right to present the article at a meeting or conference and to distribute printed copies of the article to the delegates attending the meeting provided that this is not for commercial purposes and provided that acknowledgement to prior publication in the Journal is given.
    x. The right to use the article in its published form in whole or in part without revision or modification in personal compilations, or other publications of your own work, provided that acknowledgement to prior publication in the Journal is given.
    xi. The right to expand your article into book-length form for publication provided that acknowledgement to prior publication in the Journal is made explicit (see below). Where permission is sought to re-use an article in a book chapter or edited collection on a commercial basis a fee will be due, payable by the publisher of the new work. Where you as the author of the article have had the lead role in the new work (i.e., you are the author of the new work or the editor of the edited collection), fees will be waived. Acknowledgement to prior publication in the Journal should be made explicit (see below):

        Acknowledgement: This <chapter or book> is derived in part from an article published in <JOURNAL TITLE> <date of publication> <copyright Taylor & Francis>, available online: http://www.tandfonline.com/<Article DOI>

If you wish to use your article in a way that is not permitted by this agreement, please contact permissionrequest@tandf.co.uk

WARRANTIES MADE BY YOU AS AUTHOR

5. You warrant that:
    i. All persons who have a reasonable claim to authorship are named in the article as co-authors including yourself, and you have not

fabricated or misappropriated anyone's identity, including your own.

ii. You have been authorized by all such co-authors to sign this agreement as agent on their behalf, and to agree on their behalf the priority of the assertion of copyright and the order of names in the publication of the article.
iii. The article is your original work, apart from any permitted third-party copyright material you include, and does not infringe any intellectual property rights of any other person or entity and cannot be construed as plagiarizing any other published work, including your own published work.
iv. The article is not currently under submission to, nor is under consideration by, nor has been accepted by any other journal or publication, nor has been previously published by any other journal or publication, nor has been assigned or licensed by you to any third party.
v. The article contains no content that is abusive, defamatory, libelous, obscene, fraudulent, nor in any way infringes the rights of others, nor is in any other way unlawful or in violation of applicable laws.
vi. Research reported in the article has been conducted in an ethical and responsible manner, in full compliance with all relevant codes of experimentation and legislation. All articles which report in vivo experiments or clinical trials on humans or animals must include a written statement in the Methods section that such work was conducted with the formal approval of the local human subject or animal care committees, and that clinical trials have been registered as applicable legislation requires.
vii. Any patient, service user, or participant (or that person's parent or legal guardian) in any research or clinical experiment or study who is described in the article has given written consent to the inclusion of material, text or image, pertaining to themselves, and that they acknowledge that they cannot be identified via the article and that you have anonymized them and that you do not identify them in any way. Where such a person is deceased, you warrant you have obtained the written consent of the deceased person's family or estate.
viii. You have complied with all mandatory laboratory health and safety procedures in the course of conducting any experimental work reported in your article; your article contains all appropriate warnings concerning any specific and particular hazards that may be involved in carrying out experiments or procedures described in the article or involved in instructions, materials, or formulae in the article; your article includes explicitly relevant safety precautions; and cites, if an accepted Standard or Code of Practice is relevant, a reference to the relevant Standard or Code.
ix. You have acknowledged all sources of research funding, as required by your research funder, and disclosed any financial interest or benefit you have arising from the direct applications of your research.
x. You have obtained the necessary written permission to include material in your article that is owned and held in copyright by a third party, which shall include but is not limited to any proprietary text, illustration, table, or other material, including data, audio, video, film stills, screenshots, musical notation and any supplemental material.
xi. You have read and complied with our policy on publishing ethics.
xii. You have read and complied with the Journal's Instructions for Authors.
xiii. You have read and complied with our guide on peer review.
xiv. You will keep us and our affiliates indemnified in full against all loss, damages, injury, costs and expenses (including legal and other professional fees and expenses) awarded against or incurred or paid by us as a result of your breach of the warranties given in this agreement.
xv. You consent to allowing us to use your article for marketing and promotional purposes.

GOVERNING LAW

6. This agreement (and any dispute, proceeding, claim or controversy in relation to it) is subject to English law and the parties hereby submit to the exclusive jurisdiction of the Courts of England and Wales.