



The Moderating Role of Place Attachment in The Influence of Destination Image on Revisit Intention at Lawang Tourist Destination in Agam District

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Abstract This research is motivated because the tourist destination Lawang Agam Regency has a very high tourism potential due to natural factors that are very supportive for tourism. The purpose of this study is to analyze destination image, place attachment, and revisit intention in Lawang tourist destinations in Agam Regency. This study uses a type of causal associative research or cause-and-effect relationship because it uses quantitative methods. Data is obtained by dividing the survey results to research respondents. The destination image variable gets an average value of 4.19 with good criteria, a sample mean value of 0.848, a t-statistic value of 15.639 greater than 1.96 and a p-value of 0.000 less than 0.05. The place attachment variable obtained an average value of 3.81 with good criteria, a sample mean value of 0.196, a t-statistic value of 2.696 greater than 1.96 and a p-value of 0.007 smaller than 0.05. The average revisit intention variable was 4.13 with good criteria. Therefore, H1, H2, and H3 were accepted because of the positive and significant effects of destination image with revisit intention, place attachment with revisit intention, and place attachment variables moderating the relationship between destination image and revisit intention.

Keywords: Place Attachment, Destination Image, and Revisit Intention.

BACKGROUND

Tourism is the process of spending time outside the home for activities, recreation, relaxation, and pleasure by utilizing services provided by the industry. (Eddyono, 2021). In addition, the tourism sector increases income and creates new job vacancies. (Nizar, 2011). The tourism sector can encourage the development of infrastructure and the private sector, as well as increase state revenue from levies, especially indirect levies (Nizar, 2012). (Nizar, 2012). With potential such as natural, cultural, and human tourism, Indonesia can become one of the countries with extraordinary tourism potential. (Sari, 2015). Lawang tourist destination in Agam Regency has enormous tourism potential because of the various natural elements that support it. Interesting natural tourism experiences with stunning scenery and beautiful air are available at Lawang Destination. Lawang tourist destination has many different cultures and traditions in addition to its natural beauty. Through various cultural events and festivals, tourists can learn and experience local culture firsthand. With so many tourists coming, Lawang tourist destination in Agam Regency will encourage regional economic growth and job creation in the surrounding environment.

There are three popular tourist attractions in Nagari Lawang, Agam Regency, West Sumatra, some of which are Puncak Lawang, Lawang Adventure Park, and Ambun Tanai. Lawang One of the tourist destinations that offers the beauty of cool air, shady pine trees, and Maninjau Lake which is also the highest peak of Lawang Village, located at an altitude of 1,210 meters above sea level. From here, we can see the beautiful Maninjau Lake. Therefore, Lawang's destination is referred to as "Land above the clouds" because of the beautiful view of Lake Maninjau.

THEORETICAL STUDY

Revisit Intention is customer behavior (behavioral intention) or want to come back again, spread good word of mouth, stay longer than anticipated, and visit more often than anticipated. Wulanjani & Derriawan, (2017)). The overall perception formed by tourists about a destination and based on all the information presented to tourists about the destination is known as destination image. (Hyuk et al., 2018). Place Attachment explains the meaning of a place, people based on location, and how one's identity can foster a sense of belonging to a place (Aziana et al., 2016).

According to Zeithaml et al., (2009) tourist re-visit interest can be identified through indicators, Willingness to visit again, namely consumer willingness to visit again, willingness to invite, namely consumer willingness to invite, invite others to visit, willingness to positive tale, namely a person's willingness to tell the product or service of a company to others, willingness to place the visiting destination in priority, namely consumer willingness to place the visiting destination in priority. According to Lestari et al., (2022) in his research with the title "The Effect of Destination Image, Tourist Facilities on Repeat Visitor Interest (Case Study of Pacitan Klayar Beach Tourists)" that the destination image variable has a positive relationship with the revisit intention variable.

Destination image is the overall perception that tourists form and store information about a destination based on all the information presented by the destination to tourists (Hyuk et al., (2018). According to Qu et al., (2011) the indicators of destination image are, Cognitive destination image, namely, the beliefs and information that a person has about a destination, Unique image, namely, the uniqueness that is owned or contained in a tourism object, Affective destination image, namely a description of the emotions or feelings of tourists about a destination. Fawziah (2022) in his research with the title influence of destination image and experiential marketing on revisit intention with tourist satisfaction as a mediating variable in

the strawberry garden dzjikho alahan panjang, that the destination image variable has a positive relationship with the revisit intention variable.

Place Attachment is how a place can have a certain meaning, how humans depend on places, and the existence of human identity in a place can create a sense of belonging to that place (Aziana et al., 2016) According to Aziana et al., (2016). place attachment consists of 3 indicators, place identity, which is a collection of place meanings for residents and users, place dependence, namely emotional attachment to a place that is formed because a place can fulfill individual goals and desires, sense of belonging, namely a state where someone feels a sense of belonging to something. According to Huang et al., (2020) in their research entitled Effect of tourism authenticity on tourists' place attachment: the roles of destination image and risk perception. states that place attachment has a positive relationship with destination image variables and revisit intention.

RESEARCH METHODS

The associative technique used in this research is quantitative research. causal. There are two variables, both the dependent variable (the affected variable) and the independent variable (the one that affects), in "causal associative research", Sugiyono (2018). Finding the relationship between one variable and another is the purpose of this research, which has a causal relationship. Tourists visiting Lawang tourist destination are the subject of this research. Purposive sampling included 243 people who answered. The author uses a survey or questionnaire as a data collection tool. The questionnaire consists of questions addressed by the author and contains information needed by the author for further research. In this study, there are two types of validity testing trials to measure the validity and validity of the questionnaire and dependability checks to ensure the stability of the data or conclusions made. To test the hypothesis with a statistical value, the number of t statistical values is 1.96 for alpha 5%, so that H_a is accepted and H_0 is rejected as a standard for accepting or rejecting a hypothesis, then the value of $t_{statistics} > 1.96$. By using probability, which is to reject or accept the hypothesis, H_a is accepted if the p value is < 0.05 .

DISCUSSION AND RESULTS

1. Variable Description Data

The following shows the data description per variable

Table 1. Data Description

No.	Variables	Average Respondent Answer	Category
1.	Destination Image	4,19	Good
2.	Place Attachment	3,81	Good
3.	Revisit Intention	4,13	Good

Source: Processed Data (2024)

According to the data from Table 1, the average respondent's answer on the destination image variable is 4.19, which indicates that the destination image variable at the Lawang tourist destination in Agam Regency is rated well. The average respondent's answer on the place attachment variable is 3.81. This shows that the place attachment variable in the tourist destination Lawang Agam Regency is rated well by respondents. Finally, the average respondent's answer to the revisit intention variable is 4.19, which indicates that the revisit intention variable at the Lawang tourist destination in Agam Regency is rated well.

2. Partial Least Square Structural Equation Modeling (PLS SEM)

a. Evaluation of Measurement Model (outer Model)

To evaluate the measurement model, four types of tests were conducted.

1. Convergent Validity Test and Interval Consistency Test

According to Ghozali (2015) a correlation can be said if the value is more than 0.7, it meets convergent validity. The findings show that the value is higher than the recommended value of 0.7. In this study, the Cronbach's alpha value and composite reliability value are each above 0.70. As a result, the indicators used for this research variable are quite reliable. Validity is tested using the average variance Extract (AVE) value with a limit value above 0.50. Each variable in this study has an AVE greater than 0.50. This shows that each variable and indication is considered valid.

Table. 1

Latent Variable	Indicator	Outher Loading	Cronbach Alpha	Composite Reliability	AVE
Destination Image	X1	0,714	0,913	0,929	0,592
	X2	0,757			
	X3	0,820			
	X4	0,714			
	X5	0,776			
	X6	0,797			
	X7	0,865			
	X8	0,732			
	X9	0,735			
Place Attachment	Z1	0,713	0,924	0,935	0,567
	Z2	0,833			
	Z3	0,825			
	Z4	0,747			
	Z5	0,734			
	Z6	0,708			
	Z7	0,725			
	Z8	0,717			
	Z9	0,825			
	Z10	0,718			
	Z11	0,719			
Revisit Intention	Y1	0,767	0,921	0,935	0,616
	Y2	0,808			
	Y4	0,725			
	Y5	0,816			
	Y6	0,839			
	Y7	0,805			
	Y8	0,722			
	Y9	0,842			
	Y11	0,725			

2) Discriminant Validity Test

The discriminant correlation test is used to identify the relationship between structures and other structures. Constructs have a good level of validity if the correlation value between the construct and other constructs in the model is smaller than the square root value of the AVE (average square root) of the construct, the following table shows the overall test results.

Table 2. Discriminant Validity Value (Fornell Larcker)

	Destination Image	Place Attachment	Revisit Intention
Destination Image	0.769		
Place Attachment	0.693	0.753	
Revisit Intention	0.768	0.447	0.785

The table above shows the comparison For each of these figures, the root AVE value is higher than the correlation with other factors. As a result, all research latent variables show strong discriminant validity and construct validity...

3. Multicollinearity Test

Knowing whether the regression model detects a relationship between independent variables is the purpose of the multicollinearity test. As shown in the attached table, if the VIF value is less than 5 then there is no collinearity between constructs; if the VIF value is greater than 5 then there is. Table 3. Multicollinearity Test Results

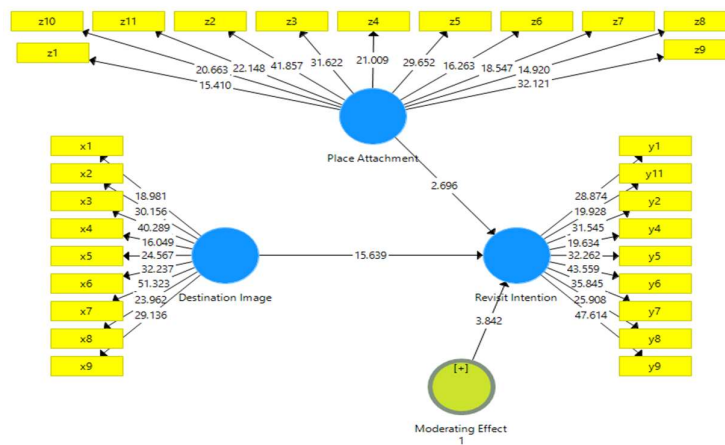
Destination Image	1,988
Place Attachment	1,939
Revisit Intention	

Based on the table above, we can know that the results of the VIF multicollinearity test are <5 , which indicates that there is no collinearity between constructs. In other words, we can conclude that, since there is no correlation among the independent variables, the results are good.

4. Structural Model Evaluation (Inner Model)

The relationship between the significant value of the research model and the dependent construct of the t test is assessed using internal model testing, sometimes referred to as structural modeling. This is achieved by utilizing the importance of the structural route parameter coefficients and r squares for the t-test dependent constructs.

Figure 1. Structural Model



The r-square value can be used to calculate the impact of the independent variable on the dependent variable. The results of research data processing are classified into three groups, according to Sarstedt et al. (2021), with a value of 0.75 meaning a strong category, a value of 0.50 meaning a medium category, and a value of 0.25 meaning a weak category. The results generated from processing research data on this element are shown in the following table:

Table 1. R-Square Value

	R-square	Adjusted R-square
Revisit Intention	0.638	0.634

It can be seen from the table above that the Revisit Intention variable has an R-square value of 0.638 which indicates that variable Y has an influence of 63.8%. While other factors have an influence of 36.2% ...

5. HYPOTHESIS TESTING

The Bootstrapping function in SmartPLS 3.0 must be used to conduct hypothesis testing to determine whether or not the proposed hypothesis is accepted. When the t value is greater than the crucial statistical value or the significance threshold is less than 0.05, the hypothesis is accepted (Sarstedt et al., 2021). 1.96 is the significance threshold at 5%. The results of the direct effect analysis are shown in the following table:

Table 2. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STADEV)	P Values	Hypothesis	Results
X -> Y	0.837	0.848	0.054	15.639	0.000	H1	Accepted
Z -> Y	0.187	0.196	0.069	2.696	0.007	H2	Accepted
X*Z -> Y	0.184	0.183	0.048	3.842	0.000	H3	Accepted

The path coefficient above shows the sample mean value, p value, or t statistical value used to determine whether the hypothesis is accepted or rejected. Hypothesis 1 destination image on revisit intention. This is shown in the table above with a mean value of 0.848 which indicates a significant effect, and a destination image t-statistic value of 15.639 greater than 1.96. The p-value also shows a significant effect, with a p-value of 0.00 less than 0.05.

Hypothesis 2 place attachment has a significant effect on the revisit intention variable. Based on the table above, the statistical t value of 2.696 is greater than 1.96, for a p value of 0.007 greater than 0.05, and a sample mean value of 0.196 indicates that the relationship between place attachment and revisit intention has a positive relationship direction.

Hypothesis 3 gets the result that place attachment significantly moderates the relationship between destination image and revisit intention, as indicated by a statistical t value of 3.842 greater than 1.96, or a p value of 0.000 greater than 0.05. The sample mean value of 0.183 indicates that the moderating role of place attachment positively moderates the relationship between destination image and revisit intention.

6. DISCUSSION

Based on the assessment results from 263 samples, it is known that the average destination image variable is 4.19 with good criteria. Thus, it can be concluded that the destination image that exists in the tourist destination Lawang Agam Regency is a factor

that encourages tourists to make revisit intention. According to Shafiee et al., (2016) Creating a positive image of a destination can influence tourists' revisit interest. In previous research, it was stated that image has an influence on revisit intention (interest in making repeat tourist visits) (Lestari et al., 2022). The results of 263 respondents show that the place attachment variable has an average of 3.80 with good criteria. Thus, it can be concluded that place attachment in the tourist destination Lawang Agam Regency as a whole is a factor that encourages tourists to return to visit. The same thing was stated by research (Nam et al., (2022) that there is a relationship between place attachment and revisit intention. Huang et al., (2020) stated that place attachment significantly affects the image and revisit intention of tourists. The results of the assessment of 263 respondents show that the revisit intention variable has an average of 4.13 and meets the good criteria. Thus, the overall revisit intention of tourists to Lawang tourist destination is in the good category. Revisit intention is an individual's subjective assessment of his own specific behavior or actions in the future which can be an attitude that will be applied in the future. (Chang et al., 2014). Fawziah. (2022) in his research which states that revisit intention will be able to retain tourists by continuing to visit these destinations and protecting them and even suggesting them to others. It can be concluded that there is a relationship between destination image and place attachment to revisit intention. With a sample mean destination image value of 0.848 place attachment 0.196, this shows positive results from the path coefficient. Furthermore, both variables show a t-statistic value of 15.639 for the destination image variable and a t-statistic value of 2.696 for the place attachment variable, each greater than the t-1.96 table value. Furthermore, the p value of 0.000 for the destination image variable and the value of 0.007 for the place attachment variable are lower than 0.05, so it can be concluded that the destination image variable has a positive impact on the revisit intention variable, place attachment has a positive effect on the revisit intention variable. and the place attachment variable positively and significantly moderates the relationship between destination image and revisit intention. This is in line with research conducted by Nam et al., (2022) about The Moderating Roles of Destination Regeneration and Place Attachment in How Destination Image Affects Revisit Intention.

CONCLUSIONS AND SUGGESTIONS

1. Conclusion

Based on the results of research and data analysis, it can be concluded that respondents' responses to destination image obtained a mean score of 4.19 which was categorized as good, and respondents' responses to place attachment obtained a mean score of 3.19 which was categorized as good. Respondents' responses to revisit intention obtained a mean score of 4.13 which is categorized as good. This study found that there is a positive and significant impact between destination image on revisit intention, place attachment on revisit intention and place attachment is proven to moderate the relationship between destination image and revisit intention at Lawang tourist destination, Agam Regency, with a coefficient value of 63.1%.

2. Advice

It is hoped that this research will help the manager of the tourist destination Lawang Agam Regency to know more about visitor satisfaction, especially about destination image, place attachment, and revisit intention. If visitors' experiences and impressions are positive, visitors will return to the tourist destination Lawang Agam Regency and recommend the place to others.

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