

# Determining Visitors' Intention to Revisit Surabaya Mangrove Forest

Revisit Intention to  
Tourist Attractions

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1311

## ABSTRACT

The background of this study is visitors who show intention to visit again. In this case, visitor intention is something that needs to be considered for the decisions that visitors must make in the future. The objectives of this study are: (1) to determine visitor intentions, (2) to determine visitor satisfaction, (3) so that visitors want to visit Surabaya mangrove forest again. Data was obtained by conducting interviews with visitors who were at the Surabaya mangrove forest location. This method was chosen because the investigation aims to describe visitors who are visiting the Surabaya mangrove forest. In addition, it is presented in a good format for easy reading. The data is then analyzed and conclusions are drawn.

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**Keywords:** Revisit Intention, Attraction, Visitor Satisfaction, Tourism

## ABSTRAK

Latar belakang studi ini adalah pengunjung yang menunjukkan niat untuk berkunjung kembali. Dalam hal ini niat pengunjung adalah hal yang perlu diperhatikan terhadap keputusan yang harus diambil pengunjung untuk kedepannya. Tujuan dari penelitian ini adalah: (1) untuk mengetahui niat pengunjung, (2) untuk mengetahui kepuasan pengunjung, (3) agar pengunjung mau untuk berkunjung kembali ke hutan mangrove Surabaya. Data didapatkan dengan cara melakukan wawancara pada pengunjung yang sedang berada di lokasi hutan mangrove Surabaya. Metode ini dipilih karena penyelidikan bertujuan untuk menggambarkan pengunjung yang sedang berkunjung di hutan mangrove Surabaya. Selain itu, disajikan dalam format yang baik agar mudah dibaca. Data tersebut kemudian dianalisis dan ditarik kesimpulan.

**Kata kunci:** Niat Berkunjung Kembali, Daya Tarik, Kepuasan Pengunjung, Pariwisata

## INTRODUCTION

Indonesia has abundant natural resources from land to water, one of which is *mangrove* forests which are spread almost throughout Indonesia. Based on the National *Mangrove* map officially released by the Ministry of Environment and Forestry in 2021, the total area of *mangrove* ecosystems in Indonesia reached 3,364,076 Ha or 20.37% of the total world area and based on the 2021 National *Mangrove* map, East Java ranks top as the province with the largest mangrove forest area on the island of Java. In total, East Java has a mangrove forest area of 27,221 Ha. The word *mangrove* itself comes from the word "mangal" which means plant community, Odum, H. T. (1983). Macnae (1971) states that the word mangrove is a combination of Portuguese "mango" and English "grove". *Mangrove* forests are coastal forests whose water rises at high tide and will fall at low tide, *Mangroves* are tropical trees that thrive in intolerable conditions, most of the wood will be salty, coastal waters, and endless tides. Thanks to their ability to store large amounts of carbon, mangroves are important in the fight against climate change, but are under threat around the world. *Mangrove* forests themselves have a very important role because they can protect the coastline as a natural barrier against storms and floods, and can protect the coastline from erosion and reduce the impact of natural disasters, *mangrove* forests are also a habitat for plants and animals such as various types of plants and animals including

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fish, birds, and crustaceans. *Mangrove* forests also have the function of storing carbon dioxide from the atmosphere and can also function as a pollutant sink. The Surabaya City Government has opened a new tourist attraction on the east coast of Surabaya, precisely in Gunung Anyar District, which is named Wisata Anyar Mangrove (WAM). As an area that is used as an alternative tourist spot in Surabaya City, of course, the potential and current conditions must be examined and developed continuously / sustainably without damaging the mangrove forest environment. This is in addition to optimizing the potential to attract tourists and increase regional income from the tourism sector. Geographically and ecologically, the Surabaya East Coast area has a very important function for the City of Heroes, one of which is to prevent the threat of seawater interference. By looking at the above problems, it is necessary to study the potential of mangroves in the ecotourism area. The purpose of the study was to identify elements that affect the potential of mangrove ecotourism in Gunung Anyar and calculate the value of elements that affect the potential of mangrove ecotourism objects. Gunung Anyar *mangrove* itself is located on Jl. Wisata Mangrove Gunung Anyar Tambak Kec. Gunung Anyar and Jl. Medokan Sawah, Kel. Medokan Ayu, Kec. Rungkut, Gunung Anyar Tambak, Gunung Anyar. Having an area of 25 hectares, there are several types of facilities such as: mangrove educational tours, 630m long jogging track, 12m high monitoring tower, photo spots, boat dock, picnic ground, boat tours to the tower, management office, toilet, and also prayer room. There are several types of plants in the Gunung Anyar mangrove forest such as: tinjang/tanjang, tanjang merah/bakau, white mangrove, putut/lindur, werus, mata crocodile, white putut, api-api, kateng, api-api ludat, api-api white, bogem, prapat, pidada, luru, mentigi, Buyuk/Nipah, keduduk, nyirih, nyireh, gedang gedangan, buta-butua/manengen, sea waru, black jeruju, jeruju, ketower, paku luat, paku laut, alur kecil, alur kebo, bidara, waru lot, ketapang, bintaro, Kangkung laut/tapak kuda, pletekan, serunen, nyamplung, kretakan, gulung -gulung, pandanus, fir udang, legundi bush, legundi, beluntas, widuri, bogem hutan, date swamp.

Customer revisit intentions have been studied in many domains, such as tourism services (Alegre and Cladera 2009), catering services (Kim and Moon 2009), hospital services (Lee 2005), retail businesses (Zboja and Voorhees 2006), banking services (Shao et al., 2008), telecommunication businesses (Wang et al. 2004), etc. A number of models of factors driving customer retention have been built and estimated using structural equation modeling or logistic regression. Factors considered in these models include satisfaction, trust, number of previous visits, perceived switching costs, customer value, etc. Among the factors that influence repeat visits, many studies support that satisfaction is a determinant of customer repeat visit intentions (Alegre & Cladera, 2009; Alegre & Garau, 2010).

## LITERATURE REVIEW

The concept of revisiting comes from behavioral intentions. Behavioral intention is identified as revisit intention, which is a form of behavioral intention to come back, give positive word of mouth, stay longer and spend more than expected (Cole & Scott, 2004). According to Baker, D. A., & Crompton, J. L. (2000) behavioral intention is the frequency of tourists to travel to a tourist destination and their intention to visit again. Therefore, in this study, revisit intention is defined as the decision-making of satisfied tourists to revisit Surakarta City based on targeted revisit behavior.

Severt et al. (2007) state that satisfaction is a feeling of pleasure felt by tourists that occurs from travel experiences related to product or service features that match the expectations and desires of tourists in traveling. Satisfaction can be measured by comparing tourists' expectations before and after traveling. (Chen, C. F., & Chen, F. S., 2010) tourists will be satisfied when their experience exceeds expectations. However, when tourists are not happy or the experience they get is not what they expected, it will be dissatisfaction.

Tourist satisfaction is an evaluative aspect where satisfied visitors will revisit the destination and vice versa, for visitors who are dissatisfied, they will never visit the

destination again (Supitchayangkool, S, 2012). Satisfied visitors will spread and recommend the destination to their family and friends to visit (Marques et al., 2021).

As proposed by the TPB and EDP, the higher the level of visitor satisfaction, the greater the likelihood of future revisit intentions (De Rojas & Camarero 2008; Kanwel et al., 2019; Rasoolimanesh et al., 2022). When a traveler experiences a service as satisfactory, there is a high likelihood that the traveler will revisit frequently in the future, and also promote the service provider through word-of-mouth marketing (Wang et al. 2017). Thapa and Lee (2017) found that the quality of staff and information created value for visitors and influenced their intention to return, and therefore the frequency of visits, was also associated with an increased sense of place (towards the campsite at KNP) (Douglas et al. 2019).

## **METHODS**

The type of research used is qualitative research with a case study approach. Yin (1984) defines the case study research method as "an empirical study that examines contemporary phenomena in a real context; conducted by interview method, the informants are Surabaya mangrove forest visitors, the informants consist of 2 visitors who are at the Surabaya mangrove forest location. These two visitors certainly have their own reasons why they have the intention to visit Surabaya mangrove forest again, it could be due to satisfaction when visiting and it could also be due to the facilities enjoyed by visitors. Data collection is done by interviewing visitors to find out the intention to visit Surabaya mangrove forest again. Interviews should be conducted in an unstructured and in-depth phenomenological manner only to people who have directly experienced the same phenomenon.

The qualitative data analysis process used in this research is narrative analysis. The narrative approach focuses on the meaning a person gives to an experience through the narrative process and takes into account the relationship between words in one or more texts as well as the relationship between texts and social reality. An important aspect of stories is that they contain events or experiences that bring about favorable changes in certain situations or conditions (Herman and Vervaeck, 2019). Narrative research can be conducted with sources, such as biographical or autoethnographic studies, or with several people who have similar experiences in using oral history (Tomaszewski et al., 2020). The source triangulation technique is used to test the accuracy of the information. Source triangulation means comparing the interview results of each informant or research data source to ensure the accuracy of the information obtained as a comparison. However, this research was limited by the very limited time of the informants. According to Olsen (2004), Triangulation is essentially a multi-method approach used by researchers to collect and analyze data.

The qualitative data analysis process used in this research is narrative analysis. The narrative approach focuses on the meaning a person attaches to experiences through the process of storytelling and takes into account the relationship between words in one or more texts, and the relationship between texts and social reality (Herman & Vervaeck, 2019). An important consideration for narratives is that the story has some sort of event or experience that has caused a change in either a situation or a particular situation (Herman & Vervaeck, 2019). A narrative study can be conducted with a single participant, as with a biography or autoethnography study, or with several people sharing a common experience, using oral histories (Tomaszewski et al., 2020).

Testing the validity of this data using source triangulation techniques. Triangulation with sources means comparing the results of interviews obtained from each source or research informant as a comparison to check the truth of the information obtained. Meanwhile, this research is limited in terms of informants due to very limited time. According to Olsen (2004), Triangulation is essentially a multi-method approach taken by researchers when collecting and analyzing data.

## RESULTS AND DISCUSSION

The research expected from this study is to find out the reasons for the intention to revisit the Surabaya mangrove forest whether caused by attraction, or satisfaction. If you already know the reasons behind the intention to revisit the Surabaya mangrove forest, the author can provide suggestions that can be concluded from the results obtained from the interviews that have been carried out. With the results of this research, it will certainly contribute to our understanding of what causes the intention to revisit the Surabaya mangrove forest. Suggestions that can be given if the intention to visit again is due to attraction or visitor satisfaction, namely implementing ideas so that visitors are interested in visiting again. Suggestions that can be given if the intention to visit again is caused by attractiveness, namely the manager must provide facilities and cleaning on a regular basis as an added attraction to attract visitors so that they intend to visit again. Visitor characteristics are very important to know to determine the form and tourist activities in accordance with the character of visitors who come and are expected to come. The character of visitors is known from the results of the interview. Visitor characters that need to be known include age, gender, origin, last education and occupation. Characteristics of Surabaya mangrove forest visitors from the results of interviews. The motives of Surabaya mangrove forest visitors mostly know information about Surabaya mangrove forest from friends. Most visitors are in the area for one day. They visit the area on holidays and weekdays. Their purpose of visiting the area varies, some are just looking at the scenery or just observing the diversity of mangrove species. Surabaya mangrove forest visitors generally come using private vehicles. Activities that are much favored are seeing the natural scenery. Visitors' perceptions of the Surabaya mangrove forest that the superior tourist attraction of the Surabaya mangrove forest is the viewing tower. Most visitors stated that they did not experience obstacles to visiting the area even though the condition of road access to the location was still bad, especially during the rainy season. The condition of facilities and infrastructure is considered still not good for the management system is considered quite good. All visitors feel happy because they have visited the Surabaya mangrove forest even though the condition of infrastructure facilities is still very lacking but with cool air, beautiful scenery, and diversity of mangrove species they are very happy and interested in visiting Surabaya mangrove forest again.

## CONCLUSION

The conclusion of this research is that the phenomenon of visiting again has a good impact on supporting the economy of a tourism. This research is expected to be a reference for evaluation materials regarding the intention to revisit the Surabaya mangrove forest and can also be a literature on understanding management science in the world of education. The practical implications of these findings in the context of management are the intention to revisit the Surabaya mangrove forest due to attractiveness and satisfaction in visiting the Surabaya mangrove forest. Attractiveness can encourage the intention to visit the Surabaya mangrove forest again and satisfaction can also encourage the intention to visit the Surabaya mangrove forest again. Therefore, the manager must at least pay attention to existing facilities and carry out routine maintenance so that visitors are satisfied when visiting and immediately the intention to visit again will be created. A clean environment also has benefits so that visitors feel comfortable when in the Surabaya mangrove forest.

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