




## Desire to visit again cultural tourism: Role of destination attractiveness, perceived risk, cultural contact in encouraging tourist satisfaction

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### ABSTRACT

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Silokek Geopark's tourism is a natural site that attracts visitors due to its diverse historical relics and its geological, biological, and cultural variety. This study aims to identify the factors influencing tourist satisfaction with attractions in the Silokek Geopark and to explore how satisfaction with perceived risks and cultural contact affects their intention to revisit. The research involved 250 respondents who had previously visited the area conducted in 2021. A purposive sampling method was employed with a survey-based approach. Data were analyzed using Structural Equation Modeling (SEM) through Smart PLS 3. The findings reveal that facilities, services, and interpersonal interactions are key elements that enhance visitor satisfaction. A higher level of satisfaction is positively correlated with a stronger intention to return. Conversely, perceived risks related to time, cost, performance, physical, and socio-psychological factors can negatively impact revisit intentions. Cultural contact also emerged as an important variable although further refinement through more specific indicators is necessary for accurate measurement. The study concludes that positive tourist experiences significantly increase satisfaction and diminish negative perceptions of travel-related sacrifices. Therefore, policymakers and destination managers should strategically manage and promote the destination's unique values while effectively mitigating perceived risks to sustain and enhance tourism attractiveness.

**Contribution/Originality:** This study reveals that cultural contact does not significantly influence tourist satisfaction or revisit intention in Silokek Geopark unlike previous findings. This is due to poorly organized cultural elements, highlighting the need for better integration of local culture to enhance the destination's cultural tourism appeal.

## 1. INTRODUCTION

Tourism is one of the largest industrial sectors today (Mohammed Abubakar, 2016). Recently, it has been considered a commercial sector with significant impact and potential in many developing countries and needs to be taken into account as a sector of the economy (Nguyen Viet, Dang, & Nguyen, 2020) through the development of related employment, improving the standard of living of local communities, including supporting the growth of other industries (Brătucu et al., 2017) including being able to increase the additional economic benefits felt by tourists who consumed tourism products (Mai, Nguyen, & Nguyen, 2019). This provides an excellent opportunity

for Indonesia, considering that the tourism sector in Indonesia has also become one of the priority development programs by the local and central governments. For example, West Sumatra is one of Indonesia's provinces with a beautiful geographical area, natural tourism potential, and various existing tourist attractions. The tourism potential is like that of Sijunjung Regency. Geographically, the astronomical position of Sijunjung Regency is at 0°18'- 43" South latitude (LS) to 1° 41'- 46" South latitude and from 100 ° 37'- 40 East longitude (BT) to 101 ° 30'- 52 East longitude, with the position of Sijunjung Regency in the eastern part of West Sumatra Province, on the main route connecting Riau Province and Jambi Province (Public Info, 2019).

Sijunjung Regency has a tourist attraction area consisting of a variety of natural attractions, cultural attractions, and sports attractions scattered in various sub-districts. One of the tourist attractions of this area is Silokek village. The tourism potential in the Silokek area is in the form of natural attractions with diversity and historical relics and natural panoramic beauty, such as the beautiful white sand atmosphere on the banks of the Kuantan River, cave tourism (Ngalau), Ngalau Basurek, Ngalau Talago, Ngalau Cigak, Andam Dewi Island as well as special interest tourism, namely, rafting, rock climbing and historical relics, namely, Japanese relics of steam locomotives (Central Bureau of Statistics of Sijunjung Regency, 2022).

The high potential of existing tourism does not show a positive direction towards the level of visits. According to the Central Bureau of Statistics, the percentage of tourist visits in 2019 was only 0.1522%. In 2020, it was 1.864%, and in 2021, it was 1.265%. This proves that the number of tourist visits to Sijunjung Regency is still low. When compared to the number of tourist visits in 19 regencies/cities in West Sumatra Province, the number of tourist visits to Sijunjung Regency in 2019 was 17th; in 2020, it was 10th, and in 2021, it was 15th (Badan Pusat Statistik Kabupaten Sijunjung, 2022). Based on this sequence, Sijunjung Regency is still not one of the favorite tourist attractions in West Sumatra Province with few destination visits.

The level of tourism visits is an important thing to consider as well as the factors of tourist satisfaction and return visit intentions are considered essential elements to ensure the success of a tourist destination (Mai et al., 2019; Nguyen Viet et al., 2020) including the friendliness of residents towards tourists that can increase overall tourist satisfaction (Raimkulov, Juraturgunov, & Ahn, 2021) as well as the number of previous visits is also considered one of the factors that influence revisit intentions (Court & Lupton, 1997; Mazursky, 1989; Petrick, Morais, & Norman, 2001; Sampol, 1996; Um, Chon, & Ro, 2006). Previous tourism research has identified various important antecedents, including the number of destinations visited, satisfaction, maturity of destinations, familiarity with the destination, novelty seeking, and aspects that indicate the value derived from the destinations. (Li, Cai, Lehto, & Huang, 2010).

This research analyzes related to revisiting intention which refers to tourist self-evaluation based on tourist perceptions, including images and attitudes which are reviewed by referring to the consumer behavior model (Assael, 1998). This is based on destination attractiveness influencing visiting intentions (Yacob, Johannes, & Qomariyah, 2019). Destination attractiveness is essential for visitors because it can assess tangible things, such as diversity (natural and cultural wealth) which has unique and distinctive values (Li et al., 2010). In addition, perceived risk can encourage tourists' desire to revisit a destination (Nguyen Viet et al., 2020) which refers to consumers' perceptions of possible risks. Perceived risk has been said to be multi-dimensional. Many researchers have previously classified risk in various ways. Nonetheless, everyone is aware that engaging in tourism brings risks to one's physical and mental health, which can be caused by various things, such as personal experiences (illness or injury) and external circumstances (war, weather, etc.), including social interactions (culture shock and cultural differences) (Sohn, Lee, & Yoon, 2016).

Destination attractiveness and perceived risk will also have a direct impact on the level of tourist satisfaction. Satisfaction is the feeling tourists have after comparing the experience they felt while visiting with their expectations (Chotimah & Wahyudi, 2019). When a tourist feels satisfied with a destination, they can make a return visit (Chin, Law, Lo, & Ramayah, 2018). However, satisfaction alone may not be enough to make tourists revisit a

destination. Memories and remembered experiences must be studied to understand tourists' behavioral intentions (Chen & Rahman, 2018). This is the reason for the importance of memorable tourism experiences and their influence on tourist retention. In addition, depth of knowledge and visitor engagement are essential to cultural tourism (McKercher, 2002). It is necessary to analyze the cultural contact in tourists' satisfaction and desire to visit again. Many studies have focused on cultural relations. However, not many studies analyze tourist behavior from the perspective of the culture in tourist destinations (Lai, Zhang, Zhang, Tseng, & Shiau, 2021). Cultural tourism experiences involve close contact between tourists and the local culture and participation in local cultural activities. These may influence tourists' desire to engage in local cultural activities in tourist attractions (Nguyen Viet et al., 2020). Therefore, studying how cultural contact plays an essential role in creating tourists' emotional bonds is interesting. Existing cultures can influence the way people perceive, value, and interpret the society and tourist environment visited.

According to Al-Goaib (2003) cultural contact is vital in attracting and satisfying tourists, which can impact their satisfaction and desire to return. In cultural tourism, aspects like cultural contact and visitor engagement have not been thoroughly explored (Chen & Rahman, 2018) and intensively. This shows the importance of the fantastic tourism experience and how it affects traveler retention. Visitor engagement and the perceived depth of expertise which may take the form of a sense of satisfaction are essential components of cultural tourism (McKercher, 2002).

This study investigates the factors influencing tourist revisit intentions, focusing on satisfaction, culture, perceived risk, and destination attractiveness. It aims to contribute to existing literature by addressing inconsistencies in research findings regarding how culture, perceived risk, and various aspects of destination image specifically destination attractiveness affect tourist satisfaction and the likelihood of revisiting. This research provides a comprehensive overview of previous tourism marketing literature related to potential research topics. The iconic cultural elements of West Sumatra, particularly the Minangkabau culture with the province's significant tourism sector, especially in the Siloek Geopark area make this an intriguing focus for study. This research also emphasizes practical applications within tourism studies.

## 2. LITERATURE REVIEW

### 2.1. *Revisit Intention*

Interest is a psychological activity that arises because of feelings and thoughts about a desired good or service, either consciously or unconsciously (Ranjbarian & Pool, 2015) which causes some determined future behavior so that a sense of wanting to own, feel, or visit (Zhang, Wu, & Buhalis, 2018). A form of behavioral intention or customer desire to return has a positive impact, stays longer than expected, and spends more than anticipated (Farrukh, Shahzad, Sajid, Sheikh, & Alam, 2022). The destination's performance can influence forms of interest, such as the intention to revisit a particular destination, such as promotional efforts and news spread about new attractions (Zhang et al., 2018). It can be described as a strong possibility to revisit a place with or without a positive attitude towards the service provider (Mahdzar, Shuib, Ramachandran, & Afandi, 2015) which can be determined by what makes them interested compared to their satisfaction with a tourism object (Um et al., 2006).

### 2.2. *Destination Attractiveness*

Destination attractiveness is a key motivating factor that drives individuals to visit a particular tourist destination, primarily due to the distinct values the destination offers (Basiya & Rozak, 2012). According to Smith and Warburton (2012) tourists' thoughts and emotional responses toward a destination's ability to fulfill their needs are reflected in its perceived attractiveness. This concept relates to how well the destination's resources align with tourist expectations in terms of availability, affordability, and time efficiency (Thio, Jokom, & Widjaja, 2024). These resources encompass natural, cultural, and anthropogenic (man-made) features (Nasir, Mohamad, Ghani, & Afthanorhan, 2020) which are crucial considerations for tourists when planning a visit (Pompurová, Šimočková, &

Rialti, 2024). The attractiveness of a destination can be further influenced by infrastructure and environmental factors, including weather conditions, temperature, rainfall, sunshine duration, beach characteristics, water quality, rural landscapes, nature reserves, lakes, mountains, deserts, and the uniqueness of local flora and fauna (Moularde & Weaver, 2016; Beerli & Martin, 2004). According to Formica and Uysal (2006) destination attractiveness is shaped by the quality of tourism resources and the demand from interested visitors. Thus, the perceived attractiveness is closely linked to tourists' perceived benefits (Mayo & Jarvis, 1981) and is considered a key predictor of revisit intention as a sub dimension of performance quality (Fakeye & Crompton, 1991; Um & Crompton, 1990; Woodside & Lysonski, 1989). Moreover, appealing tourist attractions significantly contribute to visitor satisfaction (Ćulić et al., 2021; Nguyen Viet et al., 2020).

*H<sub>1</sub>: Destination attractiveness has a positive and significant effect on revisit intention.*

*H<sub>2</sub>: Destination attractiveness has a positive and significant effect on satisfaction.*

### 2.3. Cultural Contact

Cultural contact denotes complex interactions between disparate cultural groups, spanning short-term exchanges to centuries-long engagements and encompassing diverse forms of social, economic, and political relationships (Silliman, 2005). Meanwhile, cultural contact is not an isolated cultural event. Cultural contact stems from archaeology and involves a cultural value experienced through a particular group at a specific time (Lai et al., 2021). Cultural contact is a human trait not an isolated phenomenon (Rehman et al., 2022). Cultural contact is a direct exchange over a long period among different social unit members who do not share a common identity (Schortman & Urban, 1998). In addition to habits, behaviors, rites, and customs, cultural relations include cultural celebrations and how people use natural and economic resources (Steiner & Reisinger, 2004).

Zeng (2017) found that the culture of a destination appears more alluring and fascinating to long- distance travelers. Therefore, they will feel happy as they gain new experiences and excitement, increasing their satisfaction. Cultural exchange through tourist-local interactions facilitates increased cultural competency and contextual understanding (Chen & Rahman, 2018). Therefore, the cultural contact of a tourist destination has a meaningful impact on tourist satisfaction (Nguyen Viet et al., 2020).

*H<sub>3</sub>: Cultural contact has a positive and significant effect on tourist satisfaction.*

Travelers are expected to gain better knowledge and a deeper understanding of the culture of the tourist destination through interaction with the culture and local people (Chen & Rahman, 2018). As a result, there may be a relationship between higher levels of cultural contact and the desire to visit again (Romão, Neuts, Nijkamp, & Van Leeuwen, 2015). The cultural contact received will have an impact on the emotions of tourists causing the desire to visit again (Nguyen Viet et al., 2020).

*H<sub>4</sub>: Cultural contact has a positive and significant effect on revisit intention.*

### 2.4. Perceived Risk

According to Khan, Chelliah, and Ahmed (2017) risk is the possibility of unwanted events that harm consumer actions. Various disciplines, including business management, sociology, and psychology have discussed the concept of risk perception. Many studies focus on this concept (Chaudhary & Islam, 2021). The impact can be loss of money, time costs, psychological suffering or other problems caused by unpleasant events (Tian, Zhang, Jiang, & Yang, 2022). These risks can be seen in physical, financial, performance, socio-psychological, and time (Khan, Chelliah, Khan, & Amin, 2019). Therefore, the perceived risks associated with tourism services are higher than the consumption of other commodity goods (Sánchez-Cañizares, Cabeza-Ramírez, Muñoz-Fernández, & Fuentes-García, 2021) leading to tourist dissatisfaction (Sohn et al., 2016). Tsaur, Tzeng, and Wang (1997) described tourism risk as the possibility of an accident happening to a group of visitors during the trip or at the destination. They divided physical risks into two categories which are as follows: equipment-related and physical risks. Adverse

impacts as a form of risk will discourage tourists from visiting a tourist destination (Sohn et al., 2016). All risks can be defined in different ways. Risks are referred to as shocks, threats, and disasters that can jeopardize the resilience and stability of the tourism industry (Çetinsöz & Ege, 2013). This will have an impact on the safety and security of visitors so that it can have a significant effect on the low desire to visit again by tourists (Nguyen Viet et al., 2020). Risks arising from a travel activity will cause various responses of disappointment by visitors (Nasir et al., 2020) and discourage repeat visits (Rini, Absah, Sembiring, & Nasution, 2021).

*H<sub>3</sub>: Perceived risk has a negative and significant effect on revisit intention.*

*H<sub>4</sub>: Perceived risk has a negative and significant effect on satisfaction.*

## 2.5. Tourist Satisfaction

Satisfaction is a fundamental construct in marketing and consumer behavior literature. It is commonly defined as a consumer's response to the fulfillment of their expectations (Oliver, 1997) or as an evaluation of how well a product or service meets their needs (Bitner & Zeithaml, 2003). According to Spreng, MacKenzie, and Olshavsky (1996) overall satisfaction arises from two key antecedents: satisfaction with specific attributes (based on performance evaluations) and satisfaction with information received. In the context of tourism, satisfaction occurs when the travel experience aligns with or exceeds tourists' needs, expectations, and desires (Ćulić et al., 2021). Tourists are likely to feel satisfied when the actual experience surpasses their expectations, and conversely, dissatisfied when it falls short (Chen & Chen, 2010). Tourist satisfaction can be assessed by analyzing emotional and cognitive reactions to the travel experience (Vu et al., 2020). Satisfaction results from comparing prior expectations with the outcomes of the trip. If the experience is perceived as pleasant, satisfaction follows, whereas an unpleasant outcome leads to dissatisfaction (Chen & Chen, 2010; Le Chi Cong, 2016).

Satisfaction from a tourist visit will impact the desire to return to visit (Nguyen Viet et al., 2020). This shows that satisfaction is a factor that will influence the willingness to see again by tourists (Abbasi, Kumaravelu, Goh, & Dara Singh, 2021; An, Suh, & Eck, 2019; Chaudhary & Islam, 2021; Le Chi Cong, 2016). Tourist satisfaction also provides a mediating impact for perceived risk (Hasan, Ismail, & Islam, 2017) cultural contact (Nguyen Huu et al., 2024) and destination attractiveness (Nguyen Viet et al., 2020) on revisit intention (Rehman et al., 2022).

*H<sub>5</sub>: Tourist satisfaction has a positive and significant effect on revisit intention.*

*H<sub>6</sub>: Satisfaction mediates cultural Contact on revisit intention.*

*H<sub>7</sub>: Satisfaction mediates destination attractiveness on revisit intention.*

*H<sub>8</sub>: Satisfaction mediates perceived risk on revisit intention.*

The research hypothesis model of destination attractiveness, cultural contact, perceived risk, satisfaction on revisit intention is depicted in Figure 1.

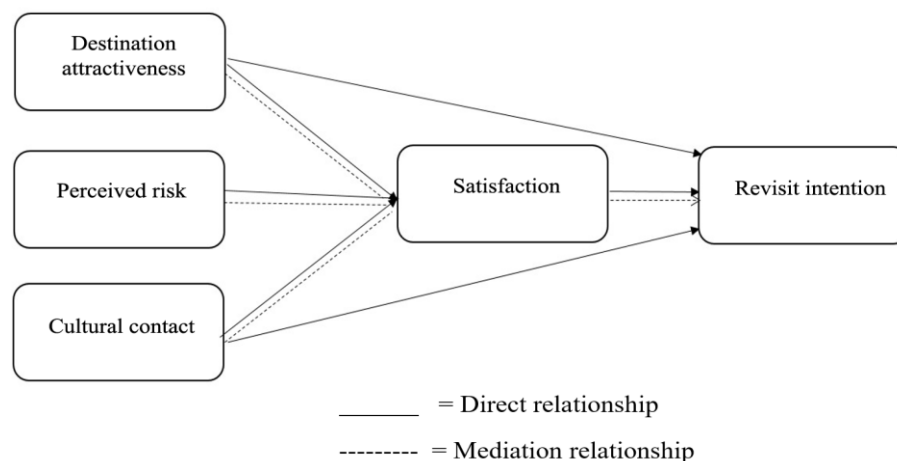


Figure 1. Research framework model.

The research hypothesis model shows that the correlation of destination attractiveness, cultural contact, perceived risk, and satisfaction with revisit intention is depicted in [Figure 1](#).

### 3. RESEARCH DESIGN AND METHODOLOGY

#### 3.1. Data Collection

##### 3.1.1. Research Model

This research is a type of quantitative survey research based on close-ended questions. This research was conducted on tourists who visited Silokek Geopark. The population of this research is tourist visitors to the Silokek geopark, Sijunjung Regency, Indonesia whose exact number cannot be identified. The research sample consists of individuals who have visited the Silokek geopark area, which was determined by non-probability sampling techniques because no visit data clearly describes the tourists' background. The respondent is willing to be used as a research sample which is indicated by the willingness of the individual concerned to be used as a respondent by filling out the research questionnaire until completion.

This research design identifies the variable of cultural contact, intended as a pivotal variable in this study in an area rich in culture, namely the Minangkabau customs in West Sumatra Province, particularly in Sijunjung Regency with its values and uniqueness. Therefore, it is expected that the results of this research can reveal the importance of distinctive cultural values in a tourist area.

##### 3.1.2. Participants and Data Collection

Each enumerator was given a basic understanding of the questionnaire, including instructions for completing and interpreting each measurement item. Although enumerators were provided with clear guidelines, there was still a possibility that the data obtained was not completely accurate. As a validation measure, reverse questions were used to ensure consistency of answers. Prior to the main research, a preliminary study was conducted to evaluate the accuracy of the instruments and the effectiveness of the data collection techniques. The results of this study were used to make the necessary adjustments before the data acquisition process continued.

The sample was determined by purposive sampling using the criteria that tourists had visited the Silokek Geopark tourist area in the last 6 months. This study has submitted 264 questionnaires to visit tourists, 14 were ineligible questionnaires, and 250 were eligible questionnaires. The sample size has met the statistical sample requirements. According to [Hair, Hult, Ringle, and Sarstedt \(2014\)](#) the sample should have a minimum size of five to twenty observations per item and have a power of 0.8 with alpha 0.05. This study evaluates the conceptual framework and hypotheses using the partial least square-structural equation modeling (PLS-SEM) method. Since this study assessed the mediation hypothesis, the PLS-SEM approach was considered relevant to identify the relationships of the research framework. Microsoft Excel 2016 software was used to analyze the respondents' demographic data, including calculating the Respondent Achievement Rate (TAR) and the percentage of answers. The research questionnaire distributed consisted of 57 questions adopted from previous research. Before getting into the main research questions, the questionnaire asked tracer questions in the last section as well as by the last section to ensure that the research sample can truly represent the population of the research objectives. The questions are as follows: Have you visited Silokek Geopark within 6 months? How many times have you visited Silokek Geopark? Furthermore, on what day did you come to Silokek Geopark? Moreover, questions related to the identity of respondents include demographics: gender, age, marital status, education level, and monthly income.

#### 3.2. Measurement

The measurement of this study uses a Likert scale with a range of 1-5 which states strongly disagree (1) and strongly agree (5). This scale is intended to make it easier for respondents to respond to the questionnaire statement items submitted so that it takes less time to complete than open-ended questions ([Churchill Jr, 1979](#)). All



statement items in this study were adopted from the same relevant research as previous studies that have been tested in various countries to ensure the validity and reliability of the instrument. Revisit intention, cultural contact and destination attractiveness are adopted (Nguyen Viet et al., 2020). Perceived risk from research (Khan et al., 2019) and tourist satisfaction (Lu & Weng, 2020).

#### 4. RESULT AND DISCUSSION

This research instrument was first tested on 30 tourists to test readability, sentence structure, language, and words before being distributed as a research instrument. According to Nunnally and Bernstein (1994) and Hertzog (2007) the minimum number of respondents for a pilot study is 30 people, so the number of respondents in this pilot study was sufficient.

Table 1 in this study illustrates explicitly the demographic data of the respondents. Based on gender, 59.2% of respondents were male while the rest were female. In this study, respondents were dominated by individuals aged 15-25 years with a percentage of 65.2%. More than half of the respondents' education was at the senior high school level. 42% of respondents' jobs were students, 32% were university students, private employees were 7.6%, housewives were 19.2%, civil servants were 7.2% and self-employees were 16.8%. Based on income, 53.2% of respondents are individuals with 53.2% income. The most frequent number of visits by respondents is 1-2 visits with a proportion of 58.8%. Respondents' visiting days were 21.2% on weekdays while holidays were 53.6% and on national holidays 25.2%. Of the origin of respondents, 45 % are native people of Sijunjung, 46 % are tourists domiciled in West Sumatra, and 9% are tourists outside the province.

Table 1. Respondent overview.

Characteristics	Frequency	%	Characteristics	Frequency	%
Gender			Revenue		
Male	148	59.2	< Rp.2,000,000	133	53.2
Female	102	40.8	> Rp. 2,000,000 - Rp. 4,000,000	86	34.4
Age			< Rp. 4,000,000 - Rp. 6,000,000	22	8.8
15-25	163	65.2	< Rp. 6,000,000 - Rp. 8,000,000	6	2.4
26-35	69	27.6	> Rp. 8,000,000 - Rp.10.000.000	1	0.4
36-45	14	5.6	> Rp.10,000,000	2	0.8
>45	4	1.6	Number of visits		
Education			1- 2 times	147	58.8
Senior high school	158	63.2	3- 5 times	64	25.6
Associate degree.	23	9.2	3 > 5 times	0	0
Bachelor	67	0.8	Day of visit		
Master degree	2	0.8	Monday - Friday	53	21.2
Jobs			Saturday - Sunday	134	53.6
Students	42	16.8	National holiday	63	25.2
University student	81	32.4	Home region		
Private employee	19	7.6	Sijunjung regency	112	45
Housewife	48	19.2	In West Sumatra	116	46
Civil servant	18	7.2	Outside Sumatra	22	9
Self-employed	42	16.8			

The study made some basic measurements or assumptions in model assessment. Table 2 shows the item factor loadings, composite reliabilities (CR), AVE values, Cronbach alpha values, and suggested R<sup>2</sup> values.

**Table 2.** Outer loading value.

No. of item	Measurement items	No. of item	Measurement of items	No. of item	Measurement of items
CC1	0.079	DA8	0.817	PR5	0.705
CC10	0.726	DA9	0.875	PR6	0.733
CC11	0.638	INT1	0.777	PR7	0.787
CC2	0.447	INT2	0.852	PR8	0.726
CC3	0.604	INT3	0.848	PR9	0.696
CC4	0.635	INT4	0.846	SAT1	0.821
CC5	0.500	INT5	0.814	SAT10	0.809
CC6	0.730	PR1	0.668	SAT11	0.768
CC7	0.660	PR10	0.817	SAT12	0.824
CC8	0.719	PR11	0.733	SAT13	0.802
CC9	0.723	PR12	0.681	SAT14	0.785
DA1	0.814	PR13	0.655	SAT2	0.816
DA10	0.771	PR14	0.679	SAT3	0.850
DA2	0.821	PR15	0.749	SAT4	0.777
DA3	0.867	PR16	0.723	SAT5	0.817
DA4	0.861	PR17	0.746	SAT6	0.732
DA5	0.891	PR2	0.736	SAT7	0.716
DA6	0.845	PR3	0.705	SAT8	0.679
DA7	0.844	PR4	0.733	SAT9	0.736

**Note:** CC = Cultural contact, DA = Destination attractiveness, INT = Revisit intention, PR = Perceived risk, SAT = Satisfaction.

Table 2 shows the outer loading value with the factor loading value criteria above 0.60. Table 1 shows three invalid questionnaire items with a value smaller than 0.60, namely items CC1, CC2, and CC5. Hence, the item can be removed for the next stage of analysis.

**Table 3.** Measurement of model assessment.

Construct	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)	R <sup>2</sup>
Cultural contact	0.934	0.859	0.779	-
Destination attractiveness	0.954	0.960	0.708	
Perceived risk	0.943	0.949	0.523	
Revisit intention	0.885	0.916	0.686	0.682
Satisfaction	0.951	0.957	0.612	0.863

Table 3 shows the variance value of the endogenous variables is indicated by R<sup>2</sup>, which means a minor influence (R<sup>2</sup> = 2%), a medium influence (R<sup>2</sup> = 13%) or a significant impact (R<sup>2</sup> = 26%). Customer revisit intention increases (0.682 or 68.2%), and customer satisfaction increases (0.863 or 86.3%) with the independent variables. In addition, Table 2 shows that the AVE value of each variable is more than 0.50, the CR value and Cronbach's alpha value are more than 0.70 and all of them are within the acceptable or standard range.

#### 4.1. Measurement Validation: The Fornell-Larcker Criterion

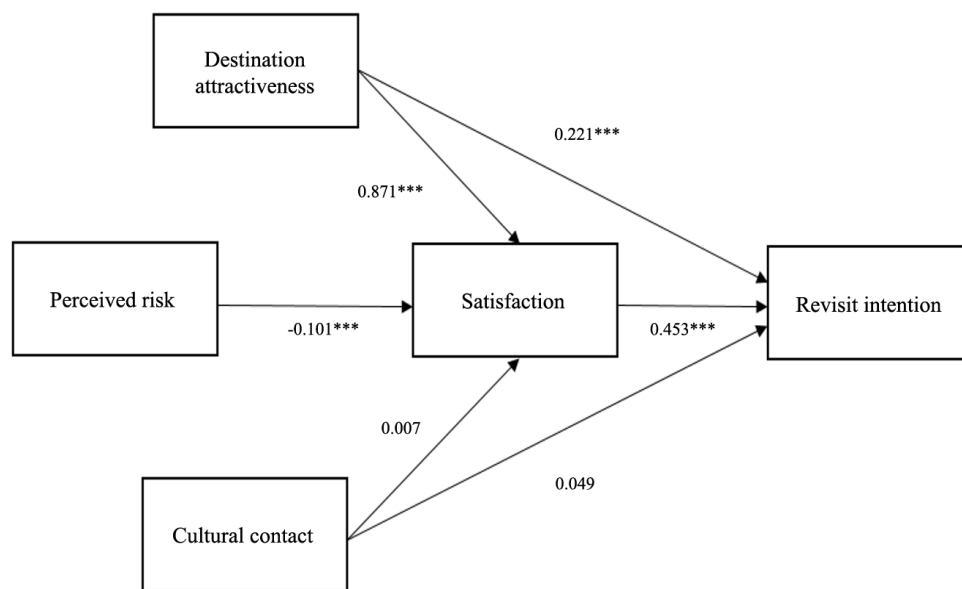
The results from the analysis of determinants test (see Table 4) show that the square root of the mean value of the extracted variance (AVE) meets the requirements.



**Table 4.** Discriminant validity: The Fornell-Larcker criterion.

Constructs	Cultural contact	Destination attractiveness	Perceived risk	Revisit intention	Satisfaction
Cultural contact	0.615				
Destination attractiveness	-0.121	0.841			
Perceived risk	0.134	-0.540	0.723		
Revisit intention	-0.072	0.770	-0.62	0.828	
Satisfaction	-0.136	0.925	-0.571	0.795	0.782

The correlation values between the AVE values on the main diagonal of the SEM and the lower values are shown in Table 3. The Fornell and Larcker (1981) shown in Table 4 indicates model criteria were used to evaluate discriminant validity. In addition, the square roots of the AVE (bolded) of all variables were at the highest level between 0.615 and 0.828. Therefore, the discriminant validity among the variables can be maintained, and the validity of this model can be used.

**Figure 2.** Structural model assessment.

Note: \*\*\* : Key constructs.

The bootstrapping process used 250 resamples with Figure 2 showing SEM performance with Smart PLS 3.0 with items sorted by item and coefficients between variables.

**Table 4.** Results of direct and indirect relationships.

Hypothesis constructs	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T- statistics ( O/STDEV )	P-values	Note
Cultural contact -> Revisit intention	0.049	0.047	0.042	1.18	0.238 <sup>ns</sup>	Rejected
Cultural contact -> Satisfaction	0.007	0.006	.029	.257	0.797 <sup>ns</sup>	Rejected
Destination attractiveness -> Revisit intention	0.221	0.195	0.107	2.068	0.039	Supported
Destination attractiveness -> Satisfaction	0.871	0.870	0.025	34.343	0.000 <sup>***</sup>	Supported
Perceived risk -> Revisit intention	-0.248	-0.247	0.055	4.517	0.000 <sup>***</sup>	Supported
Perceived risk -> Satisfaction	-0.101	-0.101	0.024	4.215	0.000 <sup>***</sup>	Supported
Satisfaction -> Revisit intention	0.453	0.476	0.113	4.018	0.000 <sup>***</sup>	Supported
Cultural contact -> Satisfaction -> Revisit intention	0.003	0.002	0.014	.249	0.803 <sup>ns</sup>	Rejected
Destination attractiveness -> Satisfaction -> Revisit intention	0.394	0.415	0.102	3.871	0.000 <sup>***</sup>	Supported
Perceived risk -> Satisfaction -> Revisit intention	-0.046	-0.048	0.018	2.566	0.011	Supported

Note: \*\*\*:  $p < 0.001$ ; ns: not significant.

This study outlines the relationships between research constructs designed to generate analytical results as presented in Table 4. The findings indicate that hypothesis 1 (H1)—destination attractiveness has a positive and significant effect on revisit intention is supported, with a p-value of 0.039 ( $P < 0.05$ ) and a t-statistic of 2.068 ( $> 1.96$  and the standard t-table value). This suggests that the attractiveness of tourist destinations can significantly increase tourists' intention to revisit, reflecting loyalty to the destination (Nasir et al., 2020). In the case of Silokek Geopark, when visitors perceive the site as attractive, they are more likely to return. Similarly, hypothesis 2 (H2) destination attractiveness has a positive and significant effect on satisfaction is also supported. The analysis shows a p-value of 0.000 ( $< 0.05$ ) and a t-statistic of 34.343 ( $> 1.96$ ). This indicates that tourists feel satisfied when the destination has appealing features, both in terms of physical and non-physical tourism infrastructure (Nguyen Viet et al., 2020). However, hypothesis 3 (H3) cultural contact has a positive effect on satisfaction is rejected. The p-value of 0.797 ( $> 0.05$ ) and t-statistic of 0.257 ( $< 1.96$ ) suggest that cultural contact does not significantly influence tourist satisfaction. This may be due to insufficient cultural infrastructure in the Silokek Geopark area to meet tourist expectations.

The hypothesis on the relationship between cultural contact at Silokek Geopark and revisit intention is also rejected (H4). Existing culture cannot shape and bind tourists' desire to visit. This is stated based on the results of the analysis of p-value  $> 0.05$  (0.238) and the value of t-statistic  $< t$ -table ( $1.18 < 1.96$ ). Existing cultural contact that has been felt is likely to encourage tourists to visit (Elfiondri, Zaitul, & Rina, 2021). In the study of cultural contact, tourists stay in specific cultural tourist sites to make cultural contact for several days or more and interact with the local culture there (Chen & Rahman, 2018). In this location, they also communicate and interact with people from various places (Chen & Rahman, 2018; Ćulić et al., 2021). This difference in results is suspected because most respondents do not live in and stay in tourist areas, and the study results do not align with previous research.

In hypothesis five (H5), with a p-value  $< 0.05$  (0.000) and a t-statistic value  $> t$ -table ( $4.517 > 1.96$ ), the perceived risk relationship has a negative and significant effect on revisit intention; this indicates that this hypothesis is accepted. Risk is translated as a lousy impact that might occur. The higher the risk, the more the intention of tourists to visit a tourist spot will be discouraged (Çetinsöz & Ege, 2013; Hasan et al., 2017). This relationship is characterized by the original sample value with a negative value (-0.248) showing a negative direction. The lower the perceived risk, the higher the revisit intention and vice versa (Chaudhary & Islam, 2021). This shows the same condition in hypothesis six (H6), a negative perceived risk relationship to tourist satisfaction. This condition can be seen based on the p-value  $< 0.05$  (0.000), the t-statistic value  $> t$ -table ( $4.215 > 1.96$ ), and the original sample value (-0.101). Perceived risk in tourists will reduce their sense of satisfaction (Chaudhary & Islam, 2021). Various risks considered to threaten themselves are certainly not desirable (Hasan et al., 2017) resulting in low or decreased satisfaction for tourists.

This research also identifies the effect of satisfaction on tourist revisit intention in the Silokek Geopark tourist area. This hypothesis (H7) in this study is accepted based on the results of the analysis, which shows a p-value  $< 0.05$  (0.000) and the value of t-statistics  $> t$ -table ( $4.018 > 1.96$ ). Tourists who feel satisfied with their tourist visits are likely to increase their desire to visit again (Kozak, 2001). In other words, it can be assessed as tourist loyalty (Chiu, Zeng, & Cheng, 2016; Yuksel & Yuksel, 2008). Satisfaction in this study is used as a mediating variable that allows it to have an essential impact on exogenous and endogenous variables. The results of this analysis show that satisfaction does not significantly mediate cultural contact on revisit intention with a p-value  $> 0.005$  (0.803), so (H8) is rejected. Furthermore, satisfaction can significantly mediate destination attractiveness on revisit intention (H9) is accepted based on the p-value  $< 0.05$  (0.000). This allows the satisfaction created by the tourist attraction in the Silokek Geopark tourist area to increase tourists' desire to visit again. Likewise, on the contrary, the poor satisfaction tourists feel as a result of the tourist attractions will also impact the receding desire to visit again. Finally, the satisfaction tourists feel from the perceived risk in a tourist area will increase the desire to visit again. In this case, satisfaction mediates the relationship between perceived risk and revisit intention with p-value  $< 0.05$ .

(0.11). This hypothesis (H10) is accepted so that an increase in satisfaction from a tourist area with minimal risk will also increase the desire of tourists to visit the Silokek Geopark tourism. In H9 and H10, satisfaction can strengthen the influence relationship between destination attractiveness and perceived risk (Nguyen Viet et al., 2020).

This research has revealed the importance of tourist attractions, attention to risk, and satisfaction for tourists. This aspect will encourage the desire to act again and make the same decision if this variable is used as a focus that is considered in building impressions for tourists. Recommendations that need to be rearranged by the tourism manager, namely the existing cultural aspects, so that cultural contact is well developed; this allows it to give its impression to tourists. Local culture appeals to some tourists who can influence their desires, allowing them to engage with local cultural activities at the tourist attractions they visit (Nguyen Viet et al., 2020).

## 5. CONCLUSION

This study re-evaluates the intricate relationship among destination attractiveness, perceived risk, contractual contact, and tourist satisfaction while also examining their combined influence on tourists' intentions to revisit a destination. The mediating role of tourist satisfaction is analyzed in depth providing comprehensive insights into these dynamics. The primary findings are as follows:

1. Destination attractiveness, perceived risk, and tourist satisfaction exhibit positive and significant influences on the intention to revisit a destination.
2. Conversely, perceived risk demonstrates a negative and significant effect on revisit intentions.
3. Satisfaction serves as a significant mediator in the relationship between destination attractiveness, perceived risk, and the intention to revisit.
4. Cultural contact shows a positive yet statistically insignificant effect on revisit intentions.
5. The mediating role of satisfaction between cultural contact and revisit intentions is also found to be insignificant.

The significance of destination attractiveness in drawing visitors to a location has been well documented in the literature (Beerli & Martin, 2004). It not only motivates tourists but also encourages them to prolong their stay and consider repeat visits. This research underscores the vital role of destination attractiveness in tourism marketing and its substantial impact on tourists' intentions to return to a destination. The findings contribute to the ongoing discourse in tourism studies, providing essential implications for stakeholders aiming to enhance visitor loyalty. This research has confirmed the important role of destination attractiveness in tourism marketing research studies and its noteworthy impact on tourists' repeat visit intentions. Tourism attractiveness is an aspect that needs to be reorganized by policymakers and managers of tourist destinations, especially in the Silokek geopark area. It can be seen specifically through the aspects that support destination attractiveness which is considered the main factor, including destination support facilities and services, and factors related to humans, which may be another factor determining tourist attractiveness (Vengesai, Mavondo, & Reisinger, 2009). Different research studies look at it in two aspects: the attractiveness of money facilities owned and the experience of traveling or sightseeing (Ting, Liao, Law, & Zhang, 2023).

Perceived risk assessment is fundamental to the decision-making process of travelers as it encapsulates a spectrum of potential threats and negative experiences. These risks encompass a variety of concerns, including security issues, criminal activity, traffic accidents, price surges during peak seasons, food safety, and other possible dangers (Ting et al., 2023). This research delineates several dimensions of perceived risk, namely time risk, financial risk, performance risk, socio-psychological risk, and physical risk that can significantly deter tourists from revisiting specific destinations.

## 6. PRACTICAL IMPLICATIONS

The findings reveal a compelling relationship between tourist satisfaction and the intention to return. When travelers enjoy a fulfilling experience, their overall contentment can effectively diminish apprehensions regarding the associated costs and time commitments, making these concerns less daunting. Consequently, satisfaction emerges as a critical driver of repeat visitation, compelling decision-makers in the tourism industry to prioritize the enhancement of visitor experiences. This insight underscores the necessity for stakeholders to not only understand and mitigate perceived risks but also to unwaveringly commit to elevating the quality of the tourist experience. This can exist sustained by existing tourist attractions, especially natural attractions and local culture such as the Minangkabau culture that inhabits the West Sumatra region and natural landscapes ranging from mountains, forests and natural heritage reserves in the Silokek geopark. They can cultivate a loyal customer base, ensuring the sustainable growth and prosperity of their destinations.

## 7. LIMITATIONS AND FUTURE RESEARCH

Some of the gaps in this study are due to various limitations in carrying out research. Therefore, any weaknesses in the research study should be further identified in future research. This study involved research respondents with a variety of different backgrounds in terms of gender, occupation, education, income, visit duration and even visit time and was taken randomly based on criteria.

Differences in research results may occur but this is normal as this study was conducted in Indonesia by duplicating previous research models that were considered valid and feasible to identify which were carried out in more developed countries and with different respondent backgrounds so that various important issues studied previously are not important in this research. As with the cultural contact variable, which in principle can increase tourism growth (Manyara & Jones, 2007). Cultural contact can help meet the needs and desires of tourists in a tourism setting. Thus, it can be important in the identification of future research, especially tourism research such as the Silokek geopark by further identifying based on relevant indicators with a more comprehensive model to be developed.

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**Transparency:** The authors state that the manuscript is honest, truthful, and transparent, that no key aspects of the investigation have been omitted, and that any differences from the study as planned have been clarified. This study followed all writing ethics.

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