

The Effect of Products and Services on The Intention to Revisit Coastal Tourism Destinations in Madura Island

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ABSTRACT

Tourism is a strategic sector that has a multiplier effect on other sectors, including reducing poverty and increasing the income of residents around the destination. This is evidenced by the increase in the country's foreign exchange. Its potential must be maximized by making destinations friendly and comfortable for tourists, to create satisfaction and good experiences that lead to revisit. There is a strong hypothesis about the role of tourist destination products and services in increasing tourist satisfaction. Therefore, this research aims to explore the effect of destination products and services on tourists' intention to revisit. Using convenience sampling techniques, 89 tourists from Batu Kerbuy Beach, Pamekasan and Telaga Biru Beach, Bangkalan were interviewed. We found that tourists were dissatisfied with 4 types of products and services, namely service; cleanliness of service employees; courtesy of service employees; and availability of public transportation. Meanwhile, perception of accommodation and food and drink quality varied (there was no dominant perception). This needs to be resolved because ordered probit regression analysis shows that products and services (facilities) were found to have a positive effect on tourists' intention to revisit. In addition, age, income, fulfillment of needs, and assessment of destinations that are worth it have a positive effect on tourist intentions. This study can be a scientific consideration for local governments to make policies.

ABSTRAK

Pariwisata adalah sektor strategis yang memberikan *multiplier* efek pada sektor lainnya, diantaranya mengurangi kemiskinan dan meningkatkan pendapatan penduduk sekitar destinasi. Hal itu dibuktikan oleh peningkatan devisa negara. Potensinya harus dimaksimalkan dengan cara membuat destinasi yang ramah dan nyaman bagi wisatawan, supaya menciptakan kepuasan dan pengalaman yang baik sehingga berujung pada kunjungan kembali. Ada hipotesis yang kuat terhadap peran produk dan jasa destinasi wisata terhadap peningkatan kepuasan wisatawan. Oleh karena itu, penelitian ini bertujuan untuk mengeksplorasi efek produk dan jasa destinasi terhadap niat wisatawan untuk berkunjung kembali. Wawancara dengan teknik *convenience sampling* dilakukan kepada 89 wisatawan Pantai Batu Kerbuy, Pamekasan dan Pantai Telaga Biru, dan Bangkalan. Kami menemukan bahwa wisatawan tidak puas terhadap 4 jenis produk dan jasa, yakni pelayanan; kerapian petugas pelayanan; kesopanan petugas pelayanan; dan transportasi umum. Sedangkan persepsi terhadap akomodasi dan kualitas makanan dan minuman bervariasi (tidak ada persepsi yang dominan). Hal ini perlu diselesaikan karena analisis regresi *ordered probit* menunjukkan bahwa produk dan jasa (fasilitas) ditemukan memiliki efek positif terhadap niat wisatawan untuk berkunjung kembali. Selain itu, usia, pendapatan, pemenuhan kebutuhan, dan penilaian destinasi yang *worth it* ditemukan memiliki efek positif terhadap niat wisatawan. studi ini bisa menjadi pertimbangan ilmiah bagi pemerintah daerah untuk membuat kebijakan.

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INTRODUCTION

The tourism sector is one of the strategic service-based sectors and has the potential to be developed. This sector is able to have a positive impact on the national and regional economies. Increased investment in the tourism sector will have a multiplier effect on other sectors, namely agriculture, food, beverages, construction, transportation, creative industries, and other services (Metin, 2019). This will increase income because job opportunities for affected communities have increased, thereby reducing poverty (Suprptini & Supriyadi, 2020). In addition, Adinugroho (2017) found that an increase in tourist destinations was followed by an increase in visitors, which then affected an increase in the income of the trade and entertainment services sector. This will have an impact on increasing the welfare of the community around the tourist sites, even the regional economy in a wider scope. Indonesia has benefited greatly from the tourism sector because it has an advantage in natural beauty. Evidenced by an increase in the amount of foreign exchange amounting to 1,892.8 billion US\$ every year (data for 2015-2018). Revenue from foreign tourists from 2001-2014 has also increased by US\$ 438.87 million annually (Badan Pusat Statistik, 2022).

Marine and coastal tourism is one of the fastest growing sectors in the world's largest industry and makes a large economic contribution (Botero et al., 2014). The attractiveness of beaches has encouraged destinations to actively seek opportunities in the marine recreation market. Initially, coastal tourism was enjoyed by aristocrats. But this changed after World War II where beach holidays began to be seen as a refreshing and relaxing holiday for the wider community (Onofri & Nunes, 2013). Tourists want beach tourist attractions to satisfy their

desires. Therefore, it is important for beach managers to understand the important elements that influence the beach environment to ensure consistent and sustainable tourist influx. Beaches should not only be seen in terms of their physical appearance, but must represent a complex social-ecological system where physical, ecological, social and economic aspects are interconnected, offering various functions and services that improve human welfare (Chen & Bau, 2016).

Tourism products mostly consist of tangible products (natural resources and artificial attractions) and intangibles (destination image and reputation) which make a significant contribution to the development of tourism destinations (Schaar, 2013). Destination attractiveness and tourism infrastructure are considered tangible products, as both provide physical satisfaction to visitors. Some argue that tangible elements have a greater impact on tourism than intangible elements (Albayrak et al., 2010). Therefore, the tourism industry is basically built in a strategic location.

There is a growing understanding that tourist destinations must design and provide extraordinary travel experiences to consumers to be competitive in an increasingly fierce competition (Neuhofner et al., 2015). Consumers often draw on previous experience at tourist locations when deciding to travel to potential destinations. Consumer behavior studies show that satisfaction is influenced by previous experience (Licata et al., 2001). Improving customer experience and satisfaction has long been considered an important business objective. In the last few decades, customer satisfaction has become one of the main factors in marketing because satisfied customers can provide business benefits such as consumer loyalty and sustainable profitability (Osman & Sentosa, 2013). Consumer loyalty is shown by the willingness to return to tourist sites.

So far, much research has explored the factors that influence the decision to return, including perceived quality, perceived value, visitor satisfaction, image of a tourist destination, and perceived risk. However, to the best of the author's knowledge, not many have explored the influence of tourist location products and services on respondents' decisions to return to visiting tourist sites in Indonesia. This research is important to do because these variables are found to have a positive effect on consumer satisfaction (Vasić et al., 2019). Positive satisfaction will result in repeated purchases/decisions to revisit (loyalty) and word-of-mouth promotions (Della Corte et al., 2015).

The main objective of this study is to determine the effect of products and services on the willingness to revisit coastal tourism destinations. This paper begins with an introduction, literature review, methods, results and discussion, conclusions, and bibliography.

LITERATURE REVIEW

Coastal Tourism Development

According to Law No. 10 of 2009, tourism activities include facilities and services provided by the community, businessmen, government and local governments. Tourism requires an important resource to be more developed, namely natural resources. Consumer interest in natural resource tourism has increased dramatically in recent years. Nature-based tourism (Nature-based tourism) is a type of tourism that includes various activities such as swimming, diving, hiking, bonfires, picnics, taking pictures, studying, vacationing with friends, spending time with family, and so on (Metin, 2019).

The development of the tourism sector has the potential to increase people's income. Socio-politically, the growth of

marine or coastal tourism can grow and strengthen a sense of attachment to the homeland, unity and integrity of the nation. Regionally, Indonesian tourism is multi-sectoral and cross-regional, which will concretely encourage the development of tourism infrastructure and facilities, as well as the creative economy, which will encourage investment flows and regional growth (Abdillah, 2016).

Tatali et al. (2018) studied the development of beach tourism in Benteng Village using an observational, qualitative, and qualitative approach to. This study uses descriptive analysis and SWOT. The results show that tourism development to encourage economic growth can be achieved by enacting regulations namely improving the quality of tourism services and preserving the tourism environment; managing tourism by involving local communities; promotional action; the central government fosters cooperation with the private sector and local governments with an honest, open and fair system; carry out equal distribution of tourist flows to all tourist destination areas; invite the community around the tourist destination area to know the role, function, and benefits of tourism; and ensure that the necessary facilities and infrastructure have been properly prepared. A tourism destination must fulfill three conditions: provide something to see, namely special tourist objects and attractions that are different from other regional tourist objects; providing something to do, namely facilities at tourist sites that can make tourists feel at home; and providing something to buy, namely facilities for shopping, especially souvenirs and traditional goods that can be brought home by tourists.

Tourist Destination Attributes

Spending time at tourist attractions is a refreshing and relaxing vacation from the

daily workload of workers (Onofri & Nunes, 2013) one of which is coastal tourism which offers tourist attractions and views that can impress visitors. In terms of management, it is known as sustainable coastal tourism. It refers to the management of all resources in such a way that economic, social, and aesthetic requirements are addressed while cultural integrity, vital ecological processes of biodiversity, and life support systems are maintained. Sustainable coastal tourism is tourism that meets the demands of the present generation without endangering the interests of future generations (Fajriah & Mussadun, 2014). One of the main goals of marketing is to find and grow loyal customers for future purchases. The fundamental reason from a tourism point of view is that repeat visitors account for more than half of all tourists to tourist destinations. As a result, retaining current tourists and encouraging them to remain loyal are important issues that must be addressed by destination marketers to make destinations profitable (Kozak & Martin, 2012). Tourism facilities and infrastructure are needed to meet the demands of visitors when traveling. Tourism facilities as a tourism business center can be interpreted as a company that directly or indirectly offers services to visitors in a tourist destination, and its survival is highly dependent on the existence of tourism travel activities (Fajriah & Mussadun, 2014).

Fajriah & Mussadun (2014) studied beach tourism facilities and infrastructure in the Wonokerto Coastal Area, Pekalongan Regency. Respondents are tourists who vacation at beach resorts on the Wonokerto Coast. The results show that the facilities they need are accommodation, places to eat and drink, places to shop, and other public facilities. Complete, safe and comfortable accommodation will make tourists make

longer visits and increase their intention to make return visits. Shopping places are needed by tourists to shop for food, drinks, or goods typical of tourist sites as souvenirs. In planning for making a shopping area, comfort and safety of the place need to be considered to create a sustainable business.

Then, public facilities at the location of tourist attractions are a consideration for tourists to choose a tourist location such as a large parking area; toilets and bathrooms that are comfortable, safe, clean, and easy to reach; facilities for worship; information facilities and signboards; recreational facilities and playgrounds; electricity and telecommunications networks; hygiene facilities such as trash bins should be available at multiple points; and drainage and sanitation networks to prevent waterlogging.

RESEARCH METHOD

The objects of tourist destinations in this study are Batu Kerbuy Beach, Pamekasan Regency and Telaga Biru Beach, Bangkalan Regency (Figure 1). This location was chosen because it is a potential coastal tourist attraction on Madura Island. Apart from that, the significant increase in the number of tourists after COVID19 shows their enthusiasm for visiting beach destinations. Pamekasan Regency is located on the island of Madura where the topographic conditions are partly located along the coastline and partly located in the highland hilly areas. Meanwhile, Bangkalan Regency is known to have various tourism potentials, including nature tourism, religious tourism, cultural tourism and what is no less interesting is culinary tourism. According to data on the number of visits, tourist visitors during 2021 in Pamekasan Regency increased by 53.5% compared to the number of visitors in 2019,

while the increase in visitors Bangkalan Regency was 33.7% (Badan Pusat

Convenience sampling was used to determine research respondents. Convenience/haphazard/accidental sampling is a type of nonprobability sampling in which members of the target population meet certain practical requirements, such as easy accessibility, geographical proximity, availability at a certain time, or willingness to participate. Convenience Sampling is inexpensive, simple, and the subjects are readily available (Etikan et al., 2016). Respondents in this research were 89 people consisting of 60 visitors to Batu Kerbuy Beach and 29 visitors to Telaga

Statistik Bangkalan dan Pamekasan, 2022).

Biru Beach. This amount takes into consideration the time to complete the research. An ordered probit regression model is a suitable framework for statistical analysis when survey responses are ordinal. The Likert scale is a psychometric scale that produces data in the form of ordinal answers, often used to assess attitude and perception surveys. Ordinal answers are difficult to handle statistically for various reasons. The main concept is that behind the ordinal response there is a distributed latent random variable that reflects the tendency to agree.



Figure 1. Tourist Destination Study Area

Source: Badan Informasi Geospasial (Ina-Geoportal), 2023

The distribution characteristics of these latent variables are calculated using maximum likelihood, and are expected to provide valuable insights for researchers (Daykin & Moffatt, 2002). The two variables with ordinal answers in this study are the intention to revisit a tourist destination and recommend a tourist destination to relatives, where 5 categories are used, namely 1: Strongly disagree, 2: Disagree, 3: Doubt, 4: Agree, and 5: Strongly agree. The ordered probit model is shown by equation 1:

$$Y_i^* = X_i\beta + \varepsilon_i \quad \dots (1)$$

where Y_i^* is the latent variable for revisiting a destination and recommending a tourist destination to relatives; X_i is an explanatory variable, namely product and service facilities, age, high school education, income, fulfillment of needs, and worth it; β is the explanatory coefficient of the variable; ε_i is the error term; and i are ordinal answer categories ($i = 1, 2, 3, 4, 5$).

RESULTS AND DISCUSSION

Motivation for Visits to Beach Tourism

Figure 2 shows the motivation of tourist visits to beach tourism destinations.

We use 5 indicators, namely tourists visiting tourist destinations to enjoy the beauty of nature; socializing with friends/family; walk; bicycle; and take photos. The results show that the motivations of tourists visiting beach tourism are socializing with friends/family (1B), enjoying the beauty of nature (1A), and taking photos (1E). This is shown by the percentage of tourists who stated that this motivation was "important", where the percentage levels were 71.67%, 70% and 61.67% respectively. Meanwhile, walking (1C) and cycling (1D) on the beach are not important motivations according to tourists. This is proven by the percentage of tourists who stated that motivation was "not important" when they visited the tourist attraction.

We have several reasons for this finding. The beach is a destination that presents attractive natural scenery and can be a good place for meditation (Putra et al.,

2021). Meditation is very popular, especially among tourists who value spiritual experiences. The demand for meditation trips has increased significantly in recent years (Endi & Prasetyo, 2020). In addition, the beach can also be a suitable place to socialize with family/friends. Khamung & Hsu (2022) stated that visitors come to the beach primarily to relax by the sea, with the main motivation being to socialize and spend quality time with friends and loved ones, which could be family members, friends, or romantic partners. The open beach space was established offering ample space to sit, rest, relax, or take a leisurely stroll. Lastly, the rise of social media is an important motivation for tourists to visit beach destinations. They will capture natural beauty as appreciation to be uploaded on social media and or groups of friends (Lieskovský et al., 2017).

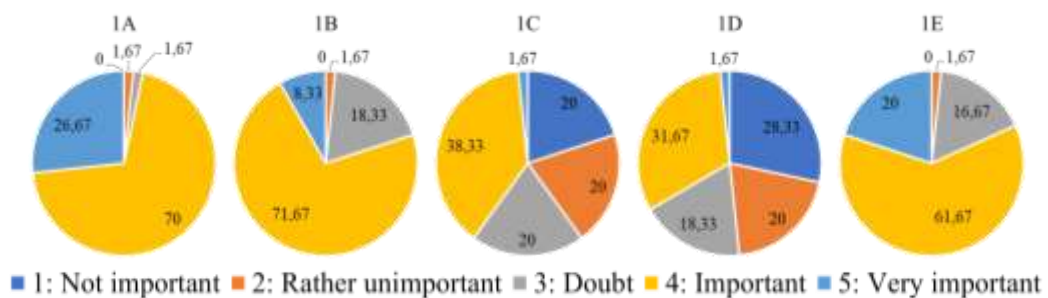


Figure 2. Motivation For Visits to Tourist Destinations

Source: Primary data, 2022

Visitor Intensity to Visit Tourist Destinations

Figure 3 shows the respondents' intensity in visiting certain tourist destinations. This aims to compare how often they visit beach and non-beach destinations. There are 9 destinations asked about in this research, namely sports that require special infrastructure (for example football, tennis, golf, swimming, aerobics, yoga); open sports that do not require special infrastructure (e.g. walking, cycling, jogging); natural sports (e.g. mountain climbing, surfing,

canoeing, BTT, rappel); hunting and fishing; cinemas, exhibitions and museums; music concert; historical places; picnic; and a beach, river, or lake.

We found that beaches, rivers or lakes (2I) were the tourist destinations most frequently visited by respondents, where 43.82% of respondents "often", while 16.85% of respondents "very often" visited the beach. Meanwhile, other destinations such as sports tourism require special infrastructure (2A); open sports that do not require special infrastructure (2B); nature sports (2C); hunting and fishing (2D);

cinema, visiting exhibitions and museums (2E); and attend a music concert (2F) are dominated by respondents who “once” and “never” visited these tourist destinations.

There are 3 tourist destinations which are dominated by respondents who have "once" and "sometimes", namely picnic (2H) and visits to historical sites (2G).

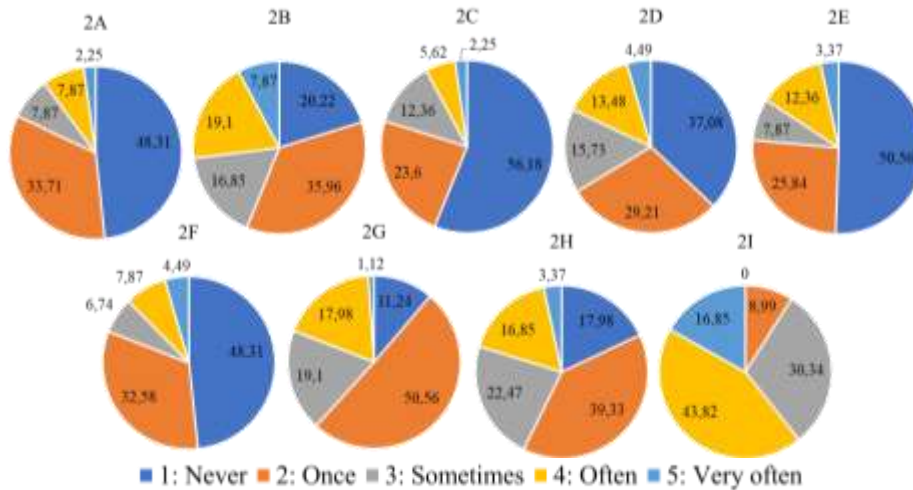


Figure 3. Respondents' Intensity of Visiting Certain Tourist Destinations

Source: Primary data, 2022

This finding shows that the beach is a tourist destination visited by respondents repeatedly. There are two possible reasons, first, tourists may have a pleasant experience visiting beach tourism in Pamekasan. Previous travel experiences can influence tourists' interest in revisiting a tourist spot (Huang & Hsu, 2009). Apart from that, satisfaction with aspects of service, accessibility, and condition of facilities also can be one of the factors that raises the intention to visit (Syafitri et al., 2021). Osman & Sentosa (2013) states that memorable experiences when consuming or visiting a destination make them consume it repeatedly. Second, beach tourism is the most popular because it is suitable for relaxation and relaxation, making it the most sought-after tourism. Many people choose a beach holiday to unwind, escape from routine, and engage in recreational activities (Dodds & Holmes, 2019). There are many things to do on the beach, namely sunbathing,

swimming, beachcombing, building sandcastles, beach picnics, bodyboarding and surfing, beach yoga, fishing, jet skiing and water sports, watching sunsets and bonfires. The beach is also a tourist destination that is prioritized by the government to be developed so that the GRDP increases while reducing its economic challenges (Kobra et al., 2018).

Perception of Tourism Destination Products and Services

Figure 4 shows tourists' perceptions of the products and services of Batu Kerbuy Beach and Telaga Biru Beach destinations. There are seven indicators, namely perception of the cleanliness of the beach and its surroundings; accommodation quality; food and beverage quality; service; neatness and cleanliness of service employees; courtesy and respect for service employees; and available public transportation.

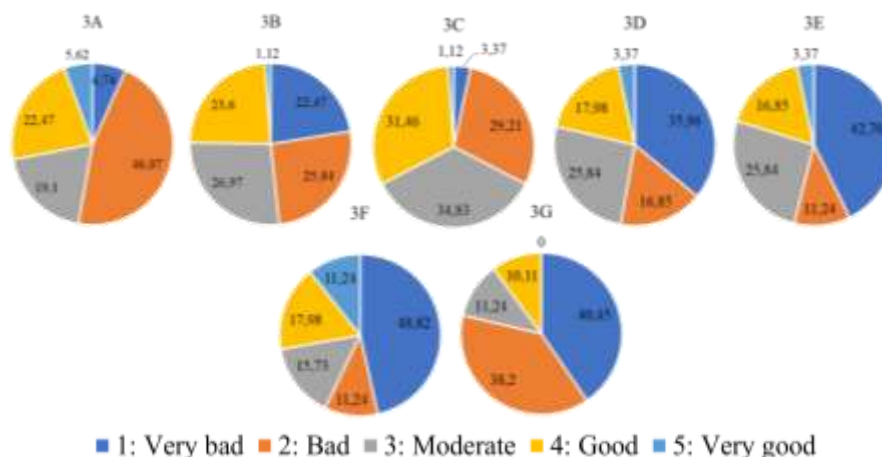


Figure 4. Perceptions of Tourist Destination Products and Services
 Source: Primary data, 2022

We found variations in respondents' answers to the products and services of the research location destinations. There are 4 types of products and services which according to tourists are "very not good", namely the opinion that service (3D), neatness and cleanliness of service employees (3E), courtesy and respect of service employees (3F), and available public transportation (3G). Even so, many tourists think that these products and services are classified as "good" and "moderate", except for transportation access facilities dominated by respondents who think "very bad" and "bad" with percentages of 40.45% and 38.2 % respectively. Meanwhile, the majority of respondents thought that the cleanliness of the beach and its surroundings (3A) was "bad". Accommodation quality products (3B) and food and beverage quality (3C) are varied and there are no significant answers that dominate. The quality of food and beverages may be better than other products and services at the research location. Only a few respondents answered "very bad" for the tourism product. In fact, 31.46% of tourists stated that the product was "good", the highest compared to other products and services.

These findings show that tourist destination products and services must be improved. It is important to evaluate

outdated products and services because tourist destination facilities have the potential to improve tourist experience and satisfaction. According to (Andreu et al., 2021), cooperation is needed between local governments, tourism intermediaries (hotels and restaurants), and local authorities to provide memorable experiences (meditation, holistic well-being, and therapy) for tourists.

The Effect of Products and Services on Revisit Intention

Table 1 shows descriptive statistics for the variables used. There are two dependent variables used, namely the intention to revisit and recommend the beach to the closest relatives. The survey results show that the average respondent perception scores for the dependent variable are respectively 3.752 and 3.798. This means that the majority of respondents feel doubtful (3) and agree (4). We used 7 independent variables for this research. The variable interest in product and service facilities shows that respondents' perceptions of beach facilities are in the middle (moderate). The average age of visitors to Batu Kerbuy Beach and Telaga Biru Beach is 20.6 years, where the youngest and oldest visitors are respectively 12 and 50 years. The majority of beach visitors have at least a high school

education (66.7%) and have an income of less than IDR 500,000 per month (64.1%). Three-quarters of respondents use motorbikes to go to destinations. Similar to the response to the facilities, their satisfaction after traveling to Batu Kerbuy Beach and Telaga Biru Beach tends to be closer to a good perception. Respondents' perceptions were between doubt (3) and

agree (4) regarding the existence of beaches to meet their needs. Likewise with the worth it variable, where the respondents' answers were between doubt (3) and agree (4) regarding their satisfaction after spending funds for trips to Batu Kerbuy Beach and Telaga Biru Beach.

Table 1. Descriptive Statistical Research Variables

Variable	Description	Mean	Std. dev.	Min	Max
Intention to revisit	Intention to revisit this beach	3,752	0,816	1	5
Recommend relatives	Recommend relatives to visit this beach	3,798	0,801	1	5
Facility	Perception of products and services at the beach	17,224	5,220	9	28
Age	Age of respondent (years)	20,607	6,185	12	50
Senio High School	Dummy 1 if education is at least high school level, 0 otherwise	0,667	0,475	0	1
Motorcycle	Dummy 1 if driving a motorbike to a tourist destination, 0 otherwise	0,820	0,386	0	1
Income	Dummy 1 if monthly income <IDR 500,000/month, 0 otherwise	0,641	0,482	0	1
Fulfill needs	This beach meets my needs	3,607	0,860	2	5
worth it	Satisfied spending money on a trip to this beach (worth it)	3,449	1,001	1	5

Source: Primary data processing, 2022

Product and service facilities were found to influence tourists' intention to revisit and recommend tourist destinations to relatives. Improving the quality of product and service facilities will increase the intention of tourists to revisit and recommend them to their closest relatives. In developing tourist destinations, several tourist attributes and facilities must be fulfilled to develop tourist destinations, because they are related to meeting consumer needs and satisfaction which is then followed by a decision to revisit. Consumer satisfaction is the consumer's response in evaluating the perceived gap between their initial expectations and the actual performance of the product or service after consumption. Customer satisfaction can be a valuable guide for monitoring and improving the current and potential business performance. In addition, consumer satisfaction leads to loyalty, repeated consumption, and providing recommendations to others (Meesala & Paul, 2018). Thus, the development of tourist destinations needs

to be done to find out how far they contribute to the planning and development of tourist destinations (Gnanapala, 2016). In addition, the perception of risk is recognized as a concept that has a significant impact on the choices made by consumers. Therefore, it is very important for managers to consider the risks of every product and service offered by tourist destinations, because these risks have a direct impact on customer trust, satisfaction and loyalty (Olya & Al-Ansi, 2018). For example, managers must supervise underage visitors who swim. Loyalty to a tourist destination is manifested through various patterns of behavior, including tendencies and/or intentions to re-consume the product and recommend it to others. Antón et al. (2017) stated that positive experiences with the products, services, and resources offered by a tourist destination increase tourists' intention to revisit and, just as importantly, facilitate the spread of positive word of mouth recommendations.

Table 2. Output Ordered Probit Regression

Variable	Intention to revisit		Recommend relatives	
	Coefficient	Std err	Coefficient	Std err
Facility	0,480*** 5,78	0,083	0,662*** 4,56	0,145
Age	0,124*** 3,21	0,039	0,180*** 3,24	0,055
Senior High School	-0,299 0,66	0,452	1,377** 2,38	0,579
Motorcycle	1,049** 2,15	0,487	0,385 0,69	0,561
Income	-0,036 0,08	0,428	-0,272 0,55	0,496
Fulfill needs	0,699*** 3,13	0,223	0,565** 2,13	0,265
Worth it	0,094 0,57	0,165	0,609*** 3,00	0,203
/cut1	8,743	1,898	12,447	3,254
/cut2	10,435	1,961	14,199	3,289
/cut3	12,351	2,129	17,382	3,863
/cut4	17,689	2,855	24,715	5,164
Prob>chi2	0,000		0,000	
PseudoR2	0,558		0,682	
Log likelihood	-44,077		-31,079	

Note: *** significant at 99% level and ** significant at 90% level

Source: Primary data processing, 2022

The increase in the likelihood of revisiting is influenced by the age of the tourist. Increasingly older travelers will increase this possibility. This is likely because older people tend to be more stressed than younger people. Older employees experience greater job insecurity, increased family responsibilities, and increased sensitivity to economic instability. Making them need intense holidays to tourist destinations. In addition, older tourists tend to recommend tourist destinations to relatives. Older travelers also have the possibility to provide recommendations to relatives. This relates to their maturity in conveying their experiences to others, as well as having better quality information. According to [Luong et al. \(2011\)](#), although the quantity of social networks tends to decrease with age, the quality of interactions is more satisfying. Older adults show greater levels of positive emotions during social interactions compared to younger adults, as well as telling stories of experiences. Then, we found that tourists with at least high school education had the opportunity to recommend tourist destinations to

relatives. Tourists who use motorized vehicles have a greater opportunity to revisit tourist destinations. This may be because road access is easier than using a car.

Finally, tourist destinations that meet respondents' needs will provide a sense of satisfaction with the tourist destination, with the satisfaction obtained it will increase the possibility of respondents to revisit. In line with research by [Nurazizah & Marhanah \(2020\)](#) which found that the tourist destination image variable had a significant positive influence on visitors' intention to revisit. These findings are confirmed by [Altunel & Erkurt \(2015\)](#) that tourist experience has a positive effect on the intention to recommend to relatives or friends. This means that if tourists have a pleasant experience, they will have the opportunity to increase their recommendation intentions to other people. Likewise, when the image of the tourist destination is able to give respondents a sense of satisfaction, they will recommend their friends and relatives to visit the tourist destination. Because the satisfaction they feel can also be felt by other people. Apart from that, if a tourist

destination provides services that are in accordance with what the respondent expects, then the quality of the service is perceived as good and satisfying, so that the respondent feels that the destination is worth recommending to other people. A better tourist destination image will increase a person's interest in providing recommendations to others via social media or otherwise (Kadi et al., 2021).

CONCLUSION

The potential of the tourism sector must be maximized by making destinations friendly and comfortable for tourists, so that they make return visits. Products and services are facilities attached to tourist destinations for tourists to use. This research aims to assess whether the product and service facilities of a tourist destination have an effect on increasing tourists' intention to revisit. Using ordered probit regression analysis, we found that products and services (facilities) are proven to have a positive effect on tourists' intentions to revisit tourist destinations and recommend them to relatives and friends. This is probably because tourists have had a pleasant experience when visiting beach tourism at Batu Kerbuy Pamekasan and Telaga Biru Bangkalan.

Meanwhile, tourists' assessment of the product and service facilities provided at the tour is in the good category. In addition, tourists who are older and who have the perception that the destination meets their needs will increase their intention to revisit and recommend it to others. Tourists who have at least a high school education and who use motorized vehicles have a greater opportunity to recommend tourist destinations to their relatives.

This study has implications for improving products and services for the Batu Kerbuy and Tlaga Biru beach

destinations. It is important to evaluate obsolete products and services. Apart from that, cooperation between local governments, tourism intermediaries (hotels and restaurants), and other stakeholders is needed to provide a memorable experience for tourists.

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