

Study on the Determinants of Revisit Intention in Tourism in Laos

Saiphone PHIMMAVANH*

School of Economic, and Management Chongqing University of Posts and Telecommunication,
Chongqing 400065, China

Abstract

Tourism plays a vital role in the economic development of countries, with revisit intention being a key indicator of destination loyalty and sustainability. This study focuses on investigating the determinant of revisit intention in tourism in Laos, a Southeast Asian destination known for its cultural heritage, natural beauty, and unique experiences. Understanding the factors that influence tourists' intention to revisit Laos is essential for destination management and marketing strategies to enhance visitor satisfaction and promote sustainable tourism development. A quantitative research approach was employed to gather data from 200 tourists visiting Luangpabang province and Vungvieng district, where are the most popular destinations for tourist in north tern part of Lao PDR, by using a semi-structured questionnaire. The study assessed the influence of various factors, including destination image, accommodation quality, local transportation services, food services, and security measures, on tourists' intention to revisit. Data analysis was conducted using descriptive statistics and regression analysis to identify significant relationships between the determinants and revisit intention, SPSS software was used to analyze the data. The findings revealed that factors such as destination image, accommodation quality, significantly influenced tourists' intention to revisit Laos. Positive perceptions of security measures and satisfaction with local transport services also played a crucial role in shaping revisit intention. The study highlights the importance of enhancing destination image, improving accommodation standards, and ensuring safety and quality in tourism services to foster positive revisit intentions among tourists in Laos. These results provide valuable insights for destination stakeholders to develop strategic policies and initiatives that promote visitor satisfaction, loyalty, and sustainable tourism growth in Laos.

Keywords

Tourist's Satisfaction; Revisit Intention; Destination Image; Local Transport Service.

1. Introduction

Currently, as an important element of tourist satisfaction and revisit intention, smart technologies play an important role in travel. Most tourists use smart technologies in order to query the location, find the local restaurant reviews, or do mobile payments through smart phones during their travel. Smart technologies are used throughout the whole travel process, including websites, tourism apps, social media, and virtual reality for tourists to arrange and enrich their trips. Researchers have recognized the potential of smart technologies and predicted that the smart technologies used by tourists will become more diversified. Especially with the popularity and development of smart phones, tourists can use travel-related apps to plan their travel anytime and anywhere. Several researchers addressed the impacts of Smart Tourism Technology (STT) on the tourism industry. For example, Chenkuo Pai and Sangguk Kang (2021) examined the relationships between perceived STT experience, travel experience, and revisit intention [1]. Miyoung Jeong and Hyejo Hailey Shin (2019) attempted to assess how tourists use smart tourism technologies at destinations and measure the effects of STT usage

on overall travel experience and future revisit intention [2]. Chen-Kuo Pai and Yumeng Liu (2020) explored whether tourists are satisfied with their smart tourism technology experience, also investigated the impact of smart tourism technology experience on tourists' happiness and revisit intention [3]. Although those studies included tourism satisfaction and revisit intention in several studies they overlooked the complexity of tourism satisfaction and revisit intention. For example, satisfaction and revisit intention are two kinds of travel experiences that should be differentiated. Given that the mechanism between STT, tourists' satisfaction, and revisit intentions is still unclear, there is a research gap that needs to be filled.

A recent study by Chenkuo Pai and Sangguk Kang (2021), revealed that between travel experience and revisit intention, travel enjoyment, travel confidence benefit, and tourism satisfaction have a positive impact on revisit intention. Interestingly, the results revealed that travel confidence benefit is the most powerful factor that impacts on travelers' revisit intention followed by travel satisfaction and travel enjoyment. As travel confidence benefit represents the psychological relief by increasing travelers' knowledge, more prepared travel might be important for more travel intention. Although travel enjoyment showed the least impact on travel intention, travel enjoyment through higher technology adoption can enhance more travel intention.

Despite the growing interest in tourism in Laos, there is a lack of comprehensive studies that specifically investigate the determinants of revisit intention among tourists. While some studies have explored overall tourist satisfaction or destination image, there is a need for research that specifically focuses on understanding the factors that influence tourists' intention to revisit Laos. This research gap is important as it can provide valuable insights into the specific aspects of the tourism experience that contribute to tourists' desire to return to the country, ultimately aiding in the development of effective strategies to promote repeat visitation and sustainable tourism growth in Laos.

2. Literature Review

2.1. Briefly Summary of Previous Research

The determinants of revisit intention in tourism have been widely studied in various destinations around the world. However, there is a need to expand the existing research by examining these determinants specifically in the context of tourism in Laos. This literature review aims to provide an overview of the existing research on the determinants of revisit intention, highlight the theories that have been applied, and identify gaps in the literature that this study seeks to address. The Theory of Planned Behavior (TPB) and the Expectancy-Value Theory (EVT) have been used to explain revisit intention in Laos. For instance, Xiong and Zhang's (2018) study applied the TPB to investigate the determinants of revisit intention among Chinese tourists in Laos [4]. They found that attitudes towards Laos as a destination, subjective norms, and perceived behavioral control significantly influenced tourists' intention to revisit. Similarly, Phanthavong et al.'s (2020) study examined the role of expectations and perceived value, drawing on the EVT [5]. They discovered that tourists' expectations of unique cultural experiences, natural beauty, and the value they attached to those experiences influenced their intention to revisit Laos. Furthermore, researchers have built on the Social Exchange Theory (SET) and the Social Identity Theory (SIT) to understand revisit intention in Laos.

2.2. Revisit Intention

Revisit interest means that customers will make another purchase action in the future as a direct response to the post-purchase behavior within a certain period of time (Nouria Rahmawati, Lalu Adi Permadi & Baiq Handayani Rinuastuti, 2021) [6]. Revisit intention is

repeat arrivals when tourists feel that all expectations have been met and tend to return (Estiningsih Tri Handayani, Nandan Limakrisna & Hari Muharam, 2022) [7]. Revisit intention is defined as the attendees' desire to revisit the same event in the future (Tsai-Fa(TF) Yen, 2020). When tourists' expectations are met, they have a good service experience and are satisfied, they have a stronger intention to visit a destination another time (Angelo Libre, Aldaba Manalo & Grida Saktian Laksito, 2022) [8]. Studies have clearly shown that the more visitors express satisfaction with a destination, the more likely they are to visit again. When visitors are satisfied with the services, products, and other resources that a destination offers, this can lead to a revisit intention. Revisit intention is a sign of loyalty and an indication of customer satisfaction (Barkah, & Puty Febriasari, 2021) [9].

2.3. Tourist's Satisfaction

The degree to which clients are content with the provider's capacity to satisfy their requirements and expectations is known as customer satisfaction (Pribanus Wantara and S. & Anugrahini Irawati, 2021) [10]. It is acknowledged that satisfaction is an affective reaction to events. According to recent trends, visitor satisfaction may be determined by an individual's experiences (Barkah & Puty Febriasari, 2021) [9]. There are regional variations in the factors that determine consumer satisfaction and propensity to return. Any firm can be greatly impacted by customer satisfaction. The results of earlier studies support the idea that visitors' pleasure plays a significant role in influencing their decision to return or spread the good word.

2.4. Resident Friendliness

Resident friendliness is a concept that refers to the extent to which a community or neighborhood is welcoming, inclusive, and supportive of its residents. It encompasses various aspects such as social cohesion, safety, accessibility, and the availability of amenities and services. The term "resident friendliness" pertains to the favorable attitudes and actions displayed by local residents towards tourists. It holds significant importance in influencing tourists' perceptions and experiences in a particular destination. Positive interactions with residents can greatly enhance tourists' satisfaction, increase the probability of their return, and generate favorable recommendations through word-of-mouth (Deckhand et al., 2005) [11].

Resident friendliness yields numerous positive impacts on the tourism industry. Firstly, it significantly contributes to tourists' satisfaction and overall experience. Warm and friendly interactions with residents create an inviting and hospitable atmosphere, resulting in positive memories and emotional connections with the destination (Deckhand et al., 2005) [11]. Secondly, resident friendliness plays a crucial role in shaping tourists' perceptions of safety and security. When tourists feel welcomed and supported by local residents, they are more likely to perceive the destination as safe and trustworthy (Kim et al., 2012) [12]. Lastly, resident friendliness has the potential to generate positive word-of-mouth recommendations, attracting more tourists and enhancing the competitiveness of the destination (Deckhand et al., 2005).

3. Research Hypothesis

3.1. Destination Image and Tourists' Satisfaction

The relationship between destination image and tourist satisfaction has been a topic of interest in tourism research. Destination image refers to the perceptions, beliefs, and impressions that individuals hold about a particular destination, including its attributes, reputation, and overall appeal. Tourist satisfaction, on the other hand, represents the level of contentment and fulfillment experienced by tourists during their visit to a destination. Numerous studies have explored the relationship between destination image and tourist satisfaction, consistently finding a positive association between the two factors. Therefore, based on the above analysis, this thesis suggests its research hypothesis:

H1: Destination image is positively related to tourists' satisfaction.

3.2. Accommodation and Tourists' Satisfaction

The relationship between accommodation and tourist satisfaction has been widely studied in the field of tourism research. Accommodation refers to the facilities and services provided to tourists during their stay at a destination, including hotels, resorts, guesthouses, and other forms of lodging. Tourist satisfaction, on the other hand, represents the level of contentment and fulfillment experienced by tourists during their accommodation experience. Numerous studies have examined the relationship between accommodation and tourist satisfaction, consistently finding a positive association between the two factors. According to the previous discussion, this thesis suggests its research hypothesis, namely:

H2: Accommodation is positively related to tourists' satisfaction.

3.3. Food Services and Tourists' Satisfaction

The relationship between food services and tourist satisfaction has been extensively studied in the field of tourism research. Food services refer to the provision of meals, dining experiences, and culinary offerings to tourists during their visit to a destination. Tourist satisfaction, on the other hand, represents the level of contentment and fulfillment experienced by tourists in relation to their dining experiences. Several studies have explored the relationship between food services and tourist satisfaction, consistently finding a positive association between the two factors. According to the previous discussion, the third research hypothesis is accepted, namely:

H3: Food service is positively related to tourists' satisfaction.

3.4. Local Transport Service and Tourists' Satisfaction

The relationship between local transport services and tourist satisfaction has been a subject of interest in tourism research. Local transport services refer to the transportation options available to tourists within a destination, including public transportation, taxis, rental cars, and other modes of transportation. Tourist satisfaction, on the other hand, represents the level of contentment and fulfillment experienced by tourists in relation to their transportation experiences. Several studies have examined the relationship between local transport services and tourist satisfaction, consistently finding a positive association between the two factors. Based on the above discussion, the fourth research hypothesis is accepted:

H4: Local transports service is positively related to tourists' satisfaction.

3.5. Security and Tourists' Satisfaction

The relationship between security and tourist satisfaction has been a significant focus of research in the field of tourism. Security refers to the level of safety and protection provided to tourists during their visit to a destination, including measures to prevent crime, ensure personal safety, and maintain a secure environment. Tourist satisfaction, on the other hand, represents the level of contentment and fulfillment experienced by tourists in relation to their overall safety and security. There are some studies have explored the relationship between security and tourist satisfaction, consistently finding a positive association between the two factors. Based on the above discussion, the fifth research hypothesis is accepted:

H5: Security is positively related to tourists' satisfaction.

3.6. Tourists' Satisfaction and Revisit intention

Tourists' satisfaction refers to the level of contentment and fulfillment that tourists experience during their visit to a destination. It is a key factor in determining whether tourists will consider revisiting the destination in the future. Satisfied tourists are more likely to develop a positive attitude towards the destination and express an intention to revisit. Several studies have

examined the relationship between tourists' satisfaction and revisit intention. According to the previous discussion, the sixth research hypothesis is accepted, namely:

H6: Tourists' satisfaction is positively related to revisit intention.

3.7. The Moderating Role of Residents' Friendliness and Tourists' Satisfaction

Residents' friendliness refers to the behavior and attitudes of local residents towards tourists. It involves their willingness to interact with tourists, provide assistance, and create a welcoming environment. Residents' friendliness can have a significant impact on tourists' satisfaction and their overall experience at a destination. Several studies have examined the moderating role of residents' friendliness in the relationship between tourists' satisfaction and various outcomes. Based on the above discussion, the seventh research hypothesis is accepted: H7: Residents' friendliness is positively moderating the relationship between tourists' satisfaction and revisit intention; such that when the residents' friendliness is high the relationship between tourists' satisfaction and revisit intention will be stronger.

4. Methodology

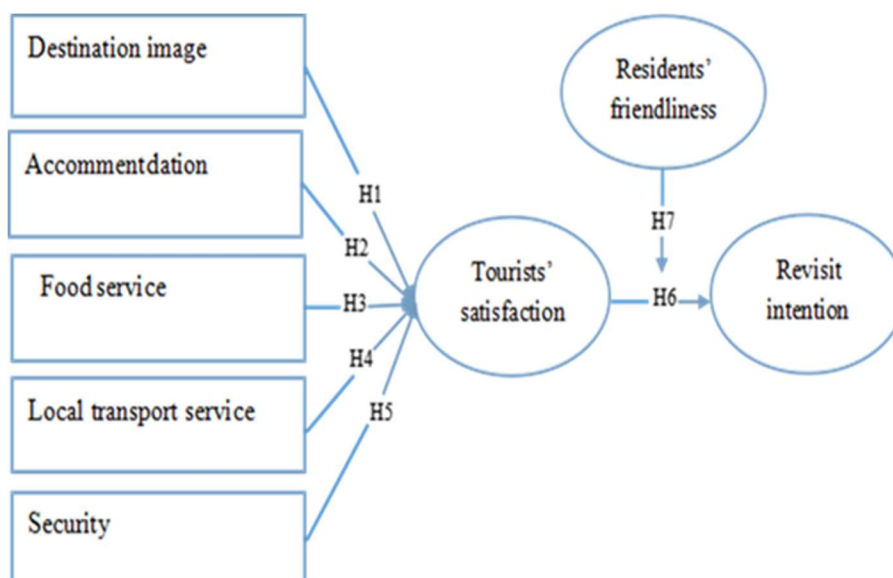


Figure 1. Research Model

This study consists of various steps: The first step was formulating the problem and creating the questions for this research. Then, suppose the research methodology is convenient for the research problem. After that, the primary data was collected from the questionnaires. The current study uses the quantitative research design, which measures the relationships between dependent, mediating, moderator, and independent variables statistically and systematically. The survey was conducted in Laungpabang Province one of the most tourist attraction in Laos and 200 tourists have taken as the samples of the survey. After that, the period of editing and analyzing the data will be started. The SPSS software version 29.0 will be used in this research to test the direct effect on the relationship between independent variables (destination image, accommodation, food service, local transport service, security) and dependent variables (Tourists' Satisfaction). Also used the Regression Analysis to test the effect of a moderator (Residents' friendliness) on the relationship between tourists' satisfaction and the dependent variable (Revisit intention). The Likert-type scale of 5 grades will be used to assess the extent of the respondents with each variable (in which 1 - strongly disagree, 2 - disagree, 3 - neutrals, 4 - agree and 5 - strongly agree).

5. Results

5.1. Exploratory Factor Analysis

Table 1. KMO and Bartlett's test

KMO and Bartlett's test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.735
Bartlett's Test of Sphericity	Approx. Chi-Square	3017.816
	df	465
	Sig.	.000

The result shows the KMO = 0.735 (>0.5); therefore, it is evident that the data which is used for factors analysis is totally accepted. Besides, the Bartlett's Test of Sphericity is 3017.816 with the Sig is $0.000 < 0.05$, which suggests that factor analysis is appropriate for the data.

Table 2. Total variance explained

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.176	19.921	19.921	3.106	10.020	10.020
2	3.007	9.701	29.622	3.005	9.693	19.713
3	2.572	8.298	37.920	2.990	9.644	29.357
4	2.265	7.307	45.226	2.709	8.740	38.096
5	2.023	6.527	51.753	2.568	8.283	46.380
6	1.712	5.523	57.276	2.247	7.248	53.627
7	1.458	4.705	61.981	2.091	6.746	60.373
8	1.366	4.407	66.388	1.865	6.015	66.388
9	1.057	3.410	69.798			
10	1.009	3.256	73.054			
11	.960	3.097	76.151			
12	.826	2.664	78.815			
13	.706	2.278	81.094			
14	.628	2.026	83.120			
15	.596	1.922	85.041			
16	.508	1.638	86.679			
17	.478	1.542	88.221			
18	.433	1.396	89.617			
19	.394	1.272	90.889			
20	.356	1.149	92.038			
21	.331	1.069	93.107			
22	.311	1.005	94.112			
23	.282	.908	95.020			
24	.278	.897	95.917			
25	.252	.813	96.729			
26	.229	.739	97.468			
27	.189	.608	98.076			
28	.169	.546	98.622			
29	.152	.490	99.112			
30	.142	.457	99.569			
31	.134	.431	100.000			
Extraction Method: Principal Component Analysis.						

Conducting the component analysis according to the Principal Components Analysis method with Varimax Rotation Method, the results show that 31 observed variables (Initial Eigenvalues) are divided into 8 iterations. The value of Total Variance Explained is 66.388 %(> 50%): Significant, which means that these 8 iterations explain 66.388% for the data variation with the Eigenvalues of all components are higher than 1 as well as the total value of Eigenvalue is 1.865>1. In a conclusion, this EFA model is significant.

Table 3. Rotated component matrix

Rotated Component Matrix^a								
	Component							
	1	2	3	4	5	6	7	8
DI1							.721	
DI2							.819	
DI3							.838	
DI4							.687	
RI1			.615					
RI2			.594					
RI3			.819					
RI4			.764					
RI5			.824					
TS2	.799							
TS3	.812							
TS4	.890							
TS5	.811							
A2					.711			
A3					.859			
A4					.878			
A5					.667			
FS1		.761						
FS2		.610						
FS3		.688						
FS4		.594						
FS5		.801						
LTS3								.617
LTS4								.704
LTS5								.790
S1						.729		
S2						.883		
S3						.800		
RF1				.637				
RF2				.830				
RF3				.842				
RF4				.840				
Extraction Method: Principal Component Analysis.								
Rotation Method: Varimax with Kaiser Normalization.								
a. Rotation converged in 6 iterations.								

5.2. Regression Analysis

5.2.1. Regression Results of Direct Effects

Table 4. Model summary of regression between determinants and tourist's satisfaction

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.395 ^a	0.156	0.134	0.25733	0.156	7.182	5	194	0.000	1.675
a. Predictors: (Constant), S, A, LTS, FS, DI										
b. Dependent Variable: TS										

According to the output that showed in table 4.12, also includes information about the quantity of variance explained by predictor variables. The first statistic, R, is the multiple correlation coefficients between all of the predictor variables and the dependent variable. In this model, the value is 0.395, which indicates that there is a great deal of variance shared by the independent variables and the dependent variables. The next value, R Square, is simply the squared value of R. This is frequently used to describe the goodness-of-fit or the amount of variance explained by a given set of predictor variables. The value of adjusted R Square is 0.156, which indicates that 15.6% of the variance in the dependent variable is explained by the independent variables in the model.

Besides, the Durbin-Watson coefficient is 1.675, which means that there is no autocorrelation detected in this model.

Table 5. ANOVA test of regression between determinants and tourist's satisfaction

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.378	5	0.476	7.182	.000 ^b
	Residual	12.847	194	0.066		
	Total	15.225	199			
a. Dependent Variable: TS						
b. Predictors: (Constant), S,A, LTS,FS,DI						

Table 6. Coefficients of regression between determinants and tourist's satisfaction

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.974	0.018		218.396***	0.000		
	DI	0.097	0.028	0.349	3.450***	0.001	0.424	2.358
	A	-0.056	0.026	-0.203	-2.139**	0.034	0.484	2.067
	FS	0.022	0.022	0.080	1.004	0.317	0.677	1.476
	LTS	0.039	0.020	0.140	1.947*	0.053	0.839	1.191
	S	0.036	0.019	0.128	1.880*	0.062	0.932	1.072
a. Dependent Variable: Mean_TS								

Note: N = 200; * P< 0.1, ** P< 0.05, *** P< 0.001.

The total variance that the model accounts for is shown in the ANOVA table. The null hypothesis, according to which the predicted values of the regression coefficients equal zero, is tested using the F values. Stated otherwise, this F value determines if the R squared amount of variance in the dependent variable that can be explained by the predictors is equal to zero. There would be a regression relationship between the dependent variable and the predictor variables if the null hypothesis were correct. But, instead, it appears that the predictor variables are not all equal to each other and could be used to predict the dependent variable, TS (Tourist's Satisfaction), as is indicated by a small F value = 7.182 and a small significance level (Sig. <.001b).

Table 7. Model summary of regression between determinants of tourist satisfaction on revisit intention.

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.521 ^a	0.272	0.268	0.20239	0.272	73.852	1	198	0.000	1.752
a. Predictors: (Constant), TS										
b. Dependent Variable: RI										

The output, as displayed in Table 4.15, provides information regarding the amount of variance explained by predictor factors. The various correlation coefficients between the predictor and dependent variables make up the first statistic, or R. The value in this model is 0.521, indicating that the independent variables and the dependent variable share a significant amount of variation. R Square, the value that follows, is just R squared. This is commonly used to express the degree to which a given set of predictor variables accounts for variance or the goodness-of-fit. The value of adjusted R Square is 0.268, which indicates that 26.8% of the variance in the dependent variable is explained by the independent variable in the model.

Besides, the Durbin-Watson coefficient is 1.752, which means that there is no autocorrelation detected in this model.

Table 8. ANOVA test of regression between determinant of customer satisfaction and revisit intention.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.025	1	3.025	73.852	<.001 ^b
	Residual	8.110	198	0.041		
	Total	11.135	199			
a. Dependent Variable: RI						
b. Predictors: (Constant), TS						

The total variance that the model accounts for is shown in the ANOVA table. The null hypothesis, according to which the predicted values of the regression coefficients equal zero, is tested by the F value. Stated differently, the F value assesses whether the R squared amount of variance in the dependent variable that can be explained by the predictors is equal to zero. There would not be a regression relationship between the dependent variable and the predictor variables if the null hypothesis were correct. But, instead, it appears that the predictor variables are not all

equal to each other and could be used to predict the dependent variable, RI (Revisit Intention), as is indicated by a small F value = 73.852 and a small significance level (Sig=<.001b).

Table 9. Coefficients of regression between tourist's satisfaction and revisit intention.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.211	0.207		10.699	0.000		
	TS	0.446	0.052	0.521	8.594	0.000	1.000	1.000

a. Dependent Variable: RI

5.2.2. Moderating Effect Test.

Moderation effect of the relationship between tourists' satisfaction (TS) and revisit intention (RI); such that when the moderating is high the relationship between tourists' satisfaction and revisit intention will be stronger.

Table 10. Model summary

Model Summary ^c					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.540 ^a	0.291	0.284	0.20013	
2	.582 ^b	0.338	0.328	0.19391	1.748

a. Predictors: (Constant), RF, TS
b. Predictors: (Constant), RF, TS, Interaction2
c. Dependent Variable: RI

The value of adjusted R Square is 0.284, which indicates that 28% of the variance in the dependent variable is explained by the independent variables in the model.

Table 11. ANOVA test of regression of moderator RF.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.245	2	1.623	40.516	.000 ^b
	Residual	7.890	197	0.040		
	Total	11.135	199			
2	Regression	3.765	3	1.255	33.380	.000 ^c
	Residual	7.370	196	0.038		
	Total	11.135	199			

a. Dependent Variable: RI
b. Predictors: (Constant), RF, TS
c. Predictors: (Constant), RF, TS, Interaction2

According to table 4.19 it is clear that the value is Sig. (0.001b<0.05), which shows that the three predictor variables are not all equal to each other and could be used to predict RI (Revisit Intention); thus, the concept model is significant and the collected data is suitable for this research model.

Table 12. Coefficients of regression between moderator variable and dependent variable.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.965	0.230		8.560***	0.000		
	TS	0.410	0.053	0.480	7.673***	0.000	0.920	1.087
	RF	0.099	0.042	0.147	2.345**	0.020	0.920	1.087
2	(Constant)	1.893	0.223		8.476***	0.000		
	TS	0.431	0.052	0.504	8.274***	0.000	0.909	1.100
	RF	0.099	0.041	0.147	2.426**	0.016	0.920	1.087
	Interaction2	-0.041	0.011	-0.218	-3.719***	0.000	0.987	1.013

a. Dependent Variable: RI

Note: N = 200; * P < 0.1, ** P < 0.05, *** P < 0.001.

Base on the table 4.20 reveal that the significance of coefficients of interaction variables TS_RF is 0.000 which is lower than 0.05. It reveals that the moderating role of RF between determinants and TS is significant, demonstrating the hypothesis H6 and H7 are supported by empirical data.

5.3. Results of the Hypothesis Test

From the above analysis, we can obtain the following results:

Firstly, this regression result illustrates that a one-unit increase in the standardized Destination Image (DI) is associated with a 0.349 standard deviation increase in Tourist Satisfaction (TS). This coefficient is statistically significant ($t = 3.450^{***}$, $p = 0.001$), Accommodation (A), Local transport service (LTS) and Security (S) also plays significant influence on tourist satisfaction (TS), the standard deviations are -0.203, 0.140 and 0.128 respectively, these coefficients are statistically significant ($t = -2.139^{**}$, $p = 0.034$), ($t = 1.947^{*}$, $p = 0.053$) and ($t = 1.880^{*}$, $p = 0.062$) respectively. The above results show that hypothesis H1 and H2, H4, H5 are supported, while H3 is not supported by empirical data.

Secondly, from the regression result we can see, the significance of coefficients of interaction variables Tourist Satisfaction (TS) is 0.000, which is lower than 0.05. It reveals that the mediating role of TS between determinants of TS and RI is significant, demonstrating the hypothesis H6 is supported by empirical data.

Thirdly, from the regression result we can see, the significance of coefficients of interaction variables TS_RF is 0.000, which is lower than 0.05. It reveals that the moderating role of RF between determinants of TS and RI is significant, demonstrating the hypothesis H7 is supported by empirical data.

Table 13. Summary result of hypothesis test

Items	Hypotheses	Results
H1	Destination image is positively related to tourists' satisfaction	Supported
H2	Accommodation is positively related to tourists' satisfaction	Supported
H3	Food service is positively related to tourists' satisfaction	Not Supported
H4	Local transports service is positively related to tourists' satisfaction	Supported
H5	Security is positively related to tourists' satisfaction	Supported
H6	Tourists' satisfaction is positively related to revisit intention.	Supported
H7	Residents' friendliness is positively moderating the relationship between tourists' satisfaction and revisit intention	Supported

6. Conclusion

The purpose of this study is to quantify the key variables influencing visitors' happiness and likelihood of returning. 200 respondents provided information through the use of a semi-structured questionnaire. Nonetheless, 200 respondents were able to provide us with positive feedback in this area. The judgment sampling approach is used by researchers to confine particular individuals in order to gather the necessary data for this investigation. Nine primary components and their sub factors have been the subject of data collection using a 5-point Likert type scale. To analyze data, researchers have used SPSS as statistical tools. The results of the study found that all of the identifying factors (destination image, accommodation, local transport service and security) are significantly and positively correlated with overall tourist satisfaction and revisit intention level in the tourism industry of Lao PDR.

References

- [1] Chenkuo pai, S.A.N.G.G.U.K. .K.A.N.G & Yumeng liu, Y.I.N.G.C.H.U.A.N. .Z.H.E.N.G. (2021). An Examination of Revisit Intention Based on Perceived Smart Tourism Technology Experience. MDPI, 13(1007), 1-14.
- [2] Miyoung jeong, H.Y.E.J.O. .H.A.I.L.E.Y. .S.H.I.N. (2019). Tourists' Experiences with Smart Tourism Technology at Smart Destinations and Their Behavior Intentions. Journal of Travel Research, 14(12), 1-14.
- [3] Chen-kuo pa,Y.U.M.E.N.G. .L.I.U&Sanggukkang, A.N.N.A. .D.A.I. (2020). The Role of Perceived Smart Tourism Technology Experience for Tourist Satisfaction, Happiness and Revisit Intention. Tourism, Smart Specialization and Sustainable Development, 12(6592), 1-14.
- [4] Xiong, Y., & Zhang, J. (2018). Determinants of revisit intention: A study of Chinese tourists in Laos. Journal of Travel & Tourism Marketing, 35(1), 1-14.
- [5] Phanthavong, P., Zhang, J., & Huang, S. (2020). Expectations, perceived value, and revisit intention: A study of Chinese tourists in Laos. Journal Destination Marketing & Management, 15, 100401.
- [6] Rahmawati,N,Permadi,L,Adi.,Rinuastuti,BaiqHandayani(2021).TheInfluenceofAttraction, Location, And Service Quality On Revisit Intention to Sesaot Rural Tourism, JMM UNRAM, 10(1a), 43-57.
- [7] Trihandayani, Estiningsih & Limakrisna, Nandan & Muharram, Hari. (2022). The Effect of Promotion Servicescape, Destination Image Visiting The Thousand Island of DKI Jakarta. Journal of World Science. 1. 936-943. 10.58344/jws.v1i10.107.
- [8] Libre, Angelo & Manalo, Aldaba & Saktian Laksito, Grida. (2022). Factors Influencing Philippines Tourist' Revisit Intention: The Role and Effect of Destination Image, Tourist Experience, Perceived Value, and Tourist Satisfaction. International Journal of Quantitative Research and Modeling. 3. 1-12. 10.46336/ijqrm.v3i1.260.
- [9] Barkah., & Febriasari, P. (2021). Factors that Influencing Tourists Revisit Intention. Jurnal Dinamika Manajemen, 12(1), 77-.
- [10] Wantara, Pribanus & Irawati, S. (2021). Relationship and Impact of Service Quality, Destination Image, on Customer Satisfaction and Revisit Intention to Syariah Destination in Madura, Indonesia. European Journal of Business and Management Research. 6. 10.24018/ejbmr.2021.6.6.1192.
- [11] Deckhand, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. Annals of Tourism Research, 32(4), 1056-1076.
- [12] Kim, K., Uysal, M., & Sirgy, M. J. (2012). How does tourism in a community impact the quality of life of community residents? Tourism Management, 33(6), 1341-1349.