



# International Journal of Economics and Business Administration

ISSN: 2241-4754

## The Role of Authenticity and Satisfaction on Tourists' Revisit Intention at Air Soda Destination

Pantas H. Silaban, Andri D.K. Silalahi, Edgar Octoyuda, Donita Panjaitan

*International Journal of Economics and Business Administration*, Volume VIII, Issue 4, 365-376, 2020

DOI: 10.35808/ijeba/593

### Abstract:

**Purpose:** This research was conducted to empirically analyzed the influence of authenticity on revisit intention mediated by the tourists' satisfaction at Air Soda destination, Indonesia. **Design/Methodology/Approach:** The research uses 160 respondents taken randomly in the destination. Using the purposive random sampling and some criteria for respondents the sample consists of (1) visiting the destination at least two times, (2) the respondent is at least 20 years old. The research used Structural Equation Modelling (SEM) to analyze the data and to test the model. **Findings:** Authenticity significantly influenced tourists' satisfaction but insignificantly influenced revisit intention. Tourists' satisfaction significantly influenced revisit intention. Authenticity mediated by tourists' satisfaction significantly influenced revisit intention. **Practical Implications:** The results of this research show the constructed authenticity as the most influential in tourists' revisit intention. Tourism stakeholders should focus their attention on the development of constructed authenticity. Integrating local wisdom and culture into the tourists' experience enhancing the development of constructed authenticity and will contribute to the sustainability of the destination visited by tourists. **Originality/Value:** The model shows that authenticity mediated by the tourists' satisfaction influences revisit intention in the destination.

Constructed authenticity of the destination plays an important role in increasing the number of tourists visiting the destination.

[Download Article](#)

[Cite Article \(APA Style\)](#)

Copyright © 2023 International Journal of Economics and Business Administration

[Privacy Policy](#)   [Terms And Conditions](#)