The Role Of Need For Uniqueness Moderation On The Effect Of Tourism Attraction On Revisit Intention With Mediation Of Tourist Motivation In Ranupani Lumajang Tourism Village

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Abstract:
Background: The development of tourist villages is the government's mission to improve people's welfare, through the development of productive businesses in the tourism sector, in accordance with local potential and resources. Rural tourism includes a large number of activities, natural or man-made attractions, facilities and amenities, transportation, marketing and information systems. Revisit intention in the tourism sector is considered an important factor for business growth and continuity, so that businesses grow and develop. This study aims to examine the effect of tourist attraction on tourists' intention to revisit the Ranupani Tourism Village, Lumajang. In addition, this study also examines the moderating role of need for uniqueness and the mediating role of tourist motivation in the relationship between tourist attraction and intention to revisit.
Methods: This research is an explanatory research using a quantitative approach using survey methods. The population in this study as a whole is all tourists who are visiting the Ranupani Lumajang Tourism Village. The number of samples is 180 people with the sampling technique in the form of accidental sampling. This study uses the inferential statistical method of structural equation modeling – partial least squares (SEM-PLS) using SmartPLS version 3.3.9 software.
Results: The results of the direct interaction test show that tourist attraction has an effect on tourist motivation, tourist motivation has an effect on intention to revisit and tourist attraction has an effect on intention to revisit. Furthermore, the results of the indirect interaction test reveal that the need for uniqueness is able to moderate the relationship between tourist attraction and influence on intention to revisit. The results of the mediation test using the Sobel Test provide empirical evidence that the mediating variable of tourist motivation is able to mediate partially (partial mediation) the relationship between tourist attraction and intention to revisit
Key Word: Need for uniqueness, Tourism Attraction, Tourist Motivation, Revisit Intention.

I. Introduction

The development of tourist villages is the government's mission to improve people's welfare, through the development of productive businesses in the tourism sector, in accordance with local potential and resources. Rural tourism includes a large number of activities, natural or man-made attractions, facilities and amenities, transportation, marketing and information systems. Rural tourism is highly diverse and fragmented in terms of operational structure, activities, markets and operating environment. Rural tourism is not just agriculture-based tourism. This includes farm-based holidays but also comprises special interest nature holidays and ecotourism, walking holidays, hiking and adventure riding, sports and wellness tours, hunting and fishing, educational tours, arts and heritage tours, and, in some areas, ethnic tourism. Revisit intention in the tourism sector is considered an important factor for business growth and continuity, so that businesses grow and develop (1). A good understanding of visiting interests can increase profits for tourism management companies. Maximizing the interest level of tourists who have already visited to visit again minimizes costs compared to attracting new tourists. Factors that can influence tourists' interest to visit again can be seen from the attractiveness of a tourist destination.

Tourist attraction is an important support to meet the needs and desires of tourists in enjoying tourist objects that must have the right facilities and amenities or be able to offer different products to satisfy tourists (2).Therefore, destination attractiveness is one of the key factors to attract, motivate and encourage visitors to extend their vacation time at certain destinations. The results of previous research reveals positive direct effect of destination attractiveness factors on the revisit intention tourists in Serbia (3). These results are supported by

research that show tourists who come to Ijen Crater Banyuwangi totaling 385 people with non-probability sampling technique with the results of the study showing positive attraction affects interest (4). Furthermore, research on 250 tourist using a purposive sampling technique showed that attractiveness, quality of destinations, tourist motivation and tourists satisfaction had a positive effect on the intention to returen to heritage tourism in the Special Region of Yogyakarta (5) . On the other hand, this research is contrary with the research on 100 Wakatobi tourist and used SEM as a data analysis tool with the results showing that attractiveness had no effect on intention to return to Wakatobi (6). In addition, the research that involving several tourist destinations in West Sumatra and involving 500 respondents who were selected by accidental sampling showing that natural and man-made attractions directly have a significant effect on the revisit intention (7).

In studying tourism, it is very important to determine the aspects of tourism marketing efforts and understand the motivation of tourists to make tourist visits (8). Motivation is understood as a socio-psychological phenomenon, which is related to the internal and emotional aspects of individuals regarding the desire to escape, rest, experience adventure and emotional arousal (9). The concept of tourist motivation is considered significant in explaining tourist behavior (10).

An individual as a consumer may think and act in a certain way during the decision-making process based on certain inherent personality traits. One such trait is the need for uniqueness. The uniqueness refers to the positive striving for difference relative to others. In other words, individuals have a desire to be different from other people (11). People try to be somewhat different from other people because they find a high degree of similarity with other people distasteful (12). The desire to obtain unique tourism products, travel experiences and social rewards is considered important for tourists (13). Based on the previous research that tourists with high NFU have a greater tendency to visit unusual rural tourist destinations and show greater interest in having unique rural tourism experiences (13).

One of the destinations that is being prioritized for the development of the Lumajang Regency Government is the Ranupani Tourism Village. This village is a tourist destination for domestic and foreign tourists. Located at the foot of Mount Semeru, the majority of the people of Ranupani are the Tengger Tribe, a tribe descended from the Majapahit Kingdom. Ranupani Village has natural and cultural wealth which is an attraction. One of the attractions is the Ujung Tengger Tradition, namely the tradition of war with rattan as a performing tool and accompanied by traditional music. There is also the Bantengan art, a traditional art that combines ballet, music, kanuragan, to spells that are thick with magical nuances. Tourists can also watch the Kepang art, a kind of lumping horse dance. The charm of Ranupani is also reflected in its beautiful nature with various types of green tropical forest trees. Ranupani Lake also an attraction that is a pity to miss when traveling to this village. With its natural and cultural tourist attractions Ranupani Tourism Village has not become a trigger for tourists to visit. Based on the research report from the Bromo Tengger Semeru Team, the number of visits to Ranupani peaked only in the dry months or the climbing season (open climbing schedule). Meanwhile, tourist visits during the wet month are very few, and only travel on a limited basis with the main purpose not for climbing (14). This means that tourists visiting Ranupani Tourism Village are dominated by climbers, it cannot be denied that Ranupani Tourism Village is the last village on the Mount Semeru hiking trail. Therefore, it can be concluded that the tourist attraction owned by Ranupani Tourism Village has not been able to become a major tourist destination for tourists. Based on the differences in the results of these studies, this researcher aims to continue and develop previous studies. This study focuses on the moderating role of need for uniqueness in the effect of tourist attraction on revisit intention by mediating tourist motivation in Ranupani Lumajang Tourism Village.

II. Literature Review

Relationship of Tourist Attraction on Tourist Motivation

A good tourist attraction is able to attract visiting tourists, as well as being equipped with facilities and infrastructure which of course can support the activity and the smoothness and comfort of tourists during a tour. Therefore, tourism objects and attractions must be maintained and managed professionally so that they can add and attract tourists to enjoy tourism longer. One of the motivations for tourists to travel is to seek joy and pleasure. The results of previous research states that tourist attraction affects motivation to visit, this shows that if the value of uniqueness, beauty, and authenticity of a tourist village is maintained and/or increased, it can increase the motivation for visiting a tourist village (15,16). Based on the description above, the hypothesis in this study is as follows:

H1: Tourist attraction has a significant effect on tourist motivation

Relationship Tourist motivation on Revisit Intention

The motivation of tourists to visit is part of the attitude and desire to be curious and want to enjoy and feel the experience which ultimately encourages tourists to take tourist trips to a tourist attraction. The concept of travel motivation is considered significant in explaining tourist behavior. An understanding of the motivations

that underlie tourists helps in providing a better holiday experience. The results of previous research stated that travel motivation had a significant positive effect on revisit intention (17–19). Based on the description above, the hypothesis in this study is as follows:

H2: Tourist motivation has a significant effect on revisit intention

Relationship Tourist Attraction on Revisit Intention

A tourist attraction is anything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and man-made assets that are targeted or visited by tourists. The importance of aspects such as destination attractions and their environment, services and facilities at destinations, destination accessibility in encouraging travel choices (20). Therefore, if a destination is attractive in terms of natural, rural or cultural attractions, tourists are more likely to come to visit. Results of previous research states that tourist attraction influences the interest in visiting tourists (3–5,21–24). The results of another study shows that tourist attraction does not affect the interest of visiting tourists (6,7). Based on the description above, the hypothesis in this study is as follows:

H3: Tourist attraction has a significant effect on revisit intention.

Relationship of Tourist Attraction, Need for Uniqueness, and Revisit Intention

An individual as a consumer may think and act in a certain way during the decision-making process based on certain inherent personality traits. The argue uniqueness refers to the positive struggle for difference relative to others (12). People strive to be somewhat different from other people because finding a high degree of similarity to others is distasteful. NFU is a powerful factor in decision making for consumers trying to create differentiation (25). That although the need for uniqueness is dominated by the desire for social approval, when consumers are encouraged to explain their decisions and are indifferent to the criticism of others, expressions of uniqueness appear to influence choices (11). This supports the idea that NFU personality traits in tourists can encourage them to choose unique travel products such as rural tourism. The results of previous research states that HNFU (high need for uniqueness) customers have a higher revisit intention and customers with LNFU (low need for uniqueness) have a lower revisit intention (26,27). Based on the description above, the hypothesis in this study is as follows:

H4: The need for uniqueness moderates the relationship between tourist attractiveness and revisit intention

III. Method

This type of research is explanatory research using a quantitative approach using survey methods. The population in this study as a whole is all tourists who are visiting the Ranupani Lumajang Tourism Village. The size of the population is not known with certainty and the opportunity for each member of the population to be selected as a sample is not the same. The sampling technique used in this study was non-probability sampling in the form of accidental sampling. Based on the unknown number of population, then to determine the sample size, this study uses statements which assumes that the sample size assumes n x 5 observed variables (indicators) up to n x 10 observed variables (indicators) (28). In this study, the number of items was 18 statement items used to measure 4 variables, so the number of respondents used in this study ranged from 90 people (18 statement items x 5) to 180 people (18 question items x 10). So that the number of samples in this study were 180 people. The data in this study were collected using questionnaires and documentation. This study used the SEM-PLS (Structural Equation Model - Partial Least Square) data analysis tool using SmartPLS Student Version Software Partial Least Square Version 3.3.9.

IV. Result

Goodness of Fit is done by using an evaluation of the outer model and inner model as follows:

Outer Model

The outer model in this study is measured using convergent validity, discriminant validity and composite reliability. In convergent validity, the validity level or non-validity level of the indicator can be seen based on the loading factor value. One of the criteria used is the loading factor value ≥ 0.70. In the early stages of development, the loading value is 0.50 to 0.60 is considered sufficient (29).

Table 1. Convergent Validity Test Results

Variables	Indicators	*Loading Factor*	*cut off*	Information
Tourist attraction	X1.1	0.796	0.6	Valid
	X1.2	0.796	0.6	Valid
	X1.3	0.923	0.6	Valid
	X1.4	0.912	0.6	Valid

	X1.5	0.926	0.6	Valid
	X1.6	0.788	0.6	Valid
	X1.7	0.918	0.6	Valid
Tourist Motivation	Y1.1	0.908	0.6	Valid
	Y1.2	0.747	0.6	Valid
	Y1.3	0.823	0.6	Valid
	Y1.4	0.908	0.6	Valid
Need for Uniqueness	M1.1	0.742	0.6	Valid
	M1.2	0.793	0.6	Valid
	M1.3	0.785	0.6	Valid
Revisit Intetion	Y2.1	0.738	0.6	Valid
	Y2.2	0.770	0.6	Valid
	Y2.3	0.726	0.6	Valid
	Y2.4	0.801	0.6	Valid

Based on the table above, it shows that the loading factor value (convergent validity) of each indicator is greater than 0.6, so each indicator on the variable tourist attraction, tourist motivation, need for uniqueness and revisit intention is said to be valid.

Discriminant validity testing can be seen from the Average Variant Extracted (AVE) value. The requirement to fulfill discriminant validity is if the AVE value of each variable is more than 0.5. Following are the results of discriminant validity testing through Average Variant Extracted (AVE).

Table 2. Test Results Discriminant Validity and Composite Reliability

Variable	Discriminant Validity		Composite Reliability	
	AVE	Information	*Cronbach's Alpha*	Information
Tourist attraction	0.753	Valid	0.945	Reliable
Tourist Motivation	0.721	Valid	0.868	Reliable
Need for Uniqueness	0.598	Valid	0.654	Reliable
Revisit Intention	0.576	Valid	0.754	Reliable

Based on the table above, the Average Variant Extracted (AVE) value of each item is greater than 0.5, so each item in the variable tourist attraction, tourist motivation, need for uniqueness and revisit intention is said to be valid. Based on the table above, the Cronbach's alpha and composite reliability values of each item are greater than 0.7, so each item in the variable tourist attraction, tourist motivation, need for uniqueness and revisit intention is said to be reliable.

Inner Model

The inner model test or structural model is tested to see the relationship between the constructs, the significance value, and the R-square research model. Inner model evaluation can be done in three ways. The three ways are applied by looking at the R-square, Q-square, and goodness of fit.

Table 3. Test Results for the Coefficient of Determination (R2)

Variable	*R2*
Tourist Motivation	0.439
Interest in Returning	0.549

Based on Table 3, it shows that the R2 value in the tourist motivation variable is 0.439, this value proves that the tourist motivation variable can be explained by the tourist attraction variable of 43.9% while the remaining 56.1% is explained by other variables that are not part of the study This. Furthermore, the R2 value on the variable of interest in revisiting is 0.549, this value indicates that the variable of interest in revisiting is able to be explained by the variable tourist attraction of 54.9%, while the remaining 45.1% is explained by other variables not examined in this study.

Predictive Relevance(Q2) is used to measure how well the value generated by the research model used. The following is the calculation of Q2 in this study.

$Q2 = 1 - (1 - R_{12})(1 - R_{22})$
$Q2 = 1 - (1 - 0.439)(1 - 0.549)$

Q2 = 1 – (0.561) (0.451)
Q2 = 1 – 0.253
Q2 = 0.746

The calculation above shows that this research model has a Q2 value of 0.746, where the variable of revisit intention can be predicted by tourist attraction, tourist motivation and need for uniqueness of 74.6%, while the remaining 25.4% is a contribution from other variables which are not part of this research model.

The construction of the path diagram is obtained by combining the inner model and the outer models using SmartPLS Software as shown in figure 1 below
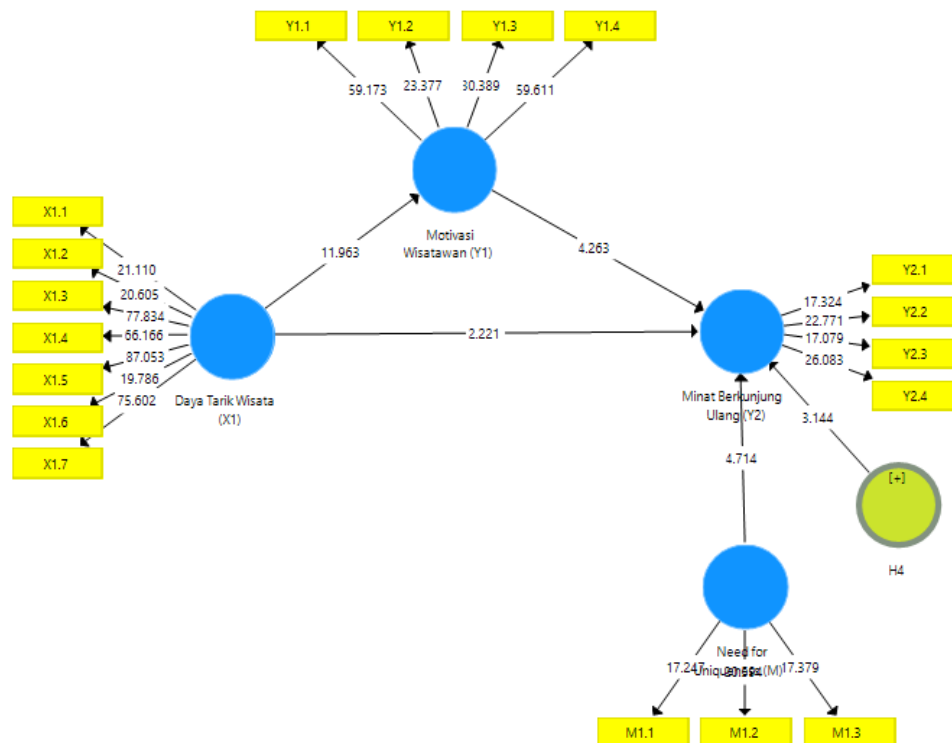

Figure 1. Path Diagram Construction

Furthermore, testing the hypothesis in this study is divided into two parts, namely testing the direct effect and testing the indirect or also known as testing with mediating variables. The results of testing the research hypothesis using SmartPLS 3.2.9 software use the results of the significance and relevance tests as follows.

Table 4. Hypothesis Test Results

Connection	Path Coef	t-Statistics	P-Value	Information
Tourist attraction - Tourist motivation	0.663	11,963	0.000	Significant
Tourist motivation – Interest to revisit	0.320	4,263	0.000	Significant
Tourist attraction – Interest to revisit	0.173	2,221	0.027	Significant
Tourist attraction – need for uniqueness – revisit intention	0.132	3,144	0.002	Significant

Based on the table above, it shows that tourist attraction has a significant effect on tourist motivation, as evidenced by the path coefficient value of the effect of tourist attraction on tourist motivation of 0.663 with a t-statistic value of 11.963 greater than 1.96 at the 0.05 level and a p-value of 0.000, so that H1 is accepted. Furthermore, H2 is accepted which states that tourist motivation has a significant effect on revisit intention. It can be seen from the acquisition of the path coefficient value of the influence of tourist motivation on revisit intention of 0.320 with a t-statistic value of 4.263 greater than 1.96 at the level of 0.05 and p-value of 0.000. Then in H3 which states that tourist

attraction has a significant effect on revisit intention, the path coefficient value is 0. 173 with a t-statistic value of 2.221 greater than 1.96 at the 0.05 level and a p-value of 0.027, so H3 is accepted. Finally, H4 is accepted which states *need for uniqueness* able to moderate the relationship between tourist attraction and revisit intention.

Then, to find out the results of the mediating role of the variable of tourist motivation, this study used the Sobel test as follows

Table 5. Mediation Effect Test Results

Connection	Path Coef	Standard Error	Sobel Test Results
Tourist attraction - Tourist motivation	0.663	0.055	4,022
Tourist motivation – Interest to revisit	0.320	0.075	

Based on the results of the Sobel test, it is known that the value of t count (4.022) < t table (1.96), so it can be concluded that tourist motivation is able to mediate the relationship between tourist attraction and revisit intention.

V. Discussion

The Effect of Tourist Attraction on Tourist Motivation

The results of the study show that tourist attraction influences tourist motivation. This influence shows that the more attractive a tourist destination is, the more motivated tourists will be to travel. The results of the respondents' answers indicate that tourist attractions which include natural, cultural, rural attractions, recreational opportunities, easy-to-reach destinations and transportation, accommodation and the friendliness of the local community can increase tourist motivation to travel. The results of this study are in line with previous research which shows the factors that shape tourist motivation, one of which is tourist attraction (30). Research conducted shows that there is a positive and significant effect of the variable tourist attraction on tourist motivation in the Bumiaji tourism village, this shows that if the value of uniqueness, beauty, and authenticity of the Bumiaji tourism village is maintained and/or increased then it can increase the motivation for visiting the village (16).

The Influence of Tourist Motivation on Revisit intention

The results of the study show that tourist motivation influences the revisit intention. These results reveal that the stronger the motivation of tourists, the greater the desire of tourists to visit again. The results of this study are in line with research conducted which states that tourist motivation influences the revisit intention (30). This is in line with research conducted which states that tourist motivation has a positive influence on tourists' desire to visit again (31). In addition, In senior European tourists aged 55 years and over, the search for novelty and recreational activities has a significant effect on the intention of returning elderly European tourists to Thailand (17). Another research also supports the results of this study, research on domestic tourists and foreign tourists visiting Community Based Tourism (CBT) in the Special Region of Yogyakarta as many as 235 people, the results of the study indicate that the intention to return model is accepted, meaning that there is a relationship between motivation, perceptions of destination quality, site image, and satisfaction with revisit intentions (5).

The Effect of Tourist Attraction on Revisit intention

The results of the study show that tourist attraction influences the revisit intention. These results reveal that the better the attractiveness of a tourist destination, the greater the desire of tourists to revisit. The results of the respondents' answers indicate that tourist attractions which include natural, cultural, rural attractions, recreational opportunities, easy-to-reach destinations and transportation, accommodation and hospitality of the local community can increase tourists' intentions to visit again. The results of this study support previous research conducted by the results of previous research states that tourist attraction influences the interest in visiting tourists (3–5,21–24)

The Moderating Role of Need for Uniqueness in the Relationship between Tourist Attraction and Revisit Intention

The results of the indirect hypothesis test show. need for uniqueness is able to moderate the relationship between tourist attractiveness and revisit intention. In the context of this research, it can be interpreted that the need for uniqueness variable is able to strengthen or weaken the relationship between tourist attraction and intention to return to Ranupani Tourism Village. The existence of a direct effect between the variables of tourist attraction on the revisit intention has shown significant results so that it can be concluded that the role of need for uniqueness in this study is a quasi moderator. Based on the respondents' answers, the majority of respondents agreed that they traveled to Ranupani Tourism Village because they wanted to be different from other people. Furthermore, respondents also agreed that they traveled to Ranupani Tourism Village because they were bored with popular tourist destinations. In addition, they also agreed they would avoid traveling to the same place as other parties. NFU consumers tend to stay away from popular tours and explore alternative forms of holiday experience such as rural tours, teachers, event tours and even private homestay tours (32). This supports the idea that NFU personality traits in tourists can encourage them to choose unique travel products such as rural tourism.

The Mediation Role of Tourist Motivation in the Relation of Tourist Attraction to Revisit intention

The results of the Sobel test show that tourist motivation is able to mediate the relationship between tourist attraction and revisit intention. Thus it can be concluded that tourist motivation is able to mediate the relationship between tourist attraction and revisit intention. The existence of a direct effect between the variables of tourist attraction on intention to return has shown significant results so that it can be concluded that the role of tourist motivation in this study is partial mediation. This reveals that tourist attraction can have a significant influence on revisit intention with or without involving tourist motivation. The existence of tourist motivation as a mediating variable is able to close the gap in previous studies. Travel motivation is a factor that encourages someone to take a tour. An understanding of the motivations that underlie tourists helps in providing a better holiday experience. One of the prominent theories related to motivation in the tourism context is the push-pull theory which states that pull motivation is an intrinsic attribute of a destination, while push motivation can be a general factor that is likely to be fulfilled by various activities. The pre-visit behavior (consisting of motivation, information search, and destination image) can influence post-visit intentions directly and through decision making (33). Tourist motivation also shows that tourists tend to choose destinations or types of vacations that can satisfy their wants or needs. Motivation usually implies a state of need, which is a driving force to show different behavior in certain types of operations, and based on preferences to develop it and achieve the desired satisfying results (33). Motivational factors play an important role in influencing someone who feels a psychological imbalance that can be corrected by traveling (34).

VI. Conclussion

The results of this study have answered the objectives described earlier, namely to obtain empirical evidence of the influence of tourist attraction on intention to return, both directly and indirectly by mediating tourist motivation and need for uniqueness moderation. Tourist attraction influences tourist motivation. This influence shows that the more attractive a tourist destination is, the more motivated tourists will be to travel to Ranupani Tourism Village. Furthermore, tourist motivation influences the revisit intention.These results reveal that the stronger the motivation of tourists, the greater the desire of tourists to visit again. Then, Tourist attraction influences the revisit intention. These results reveal that the better the attractiveness of a tourist destination, the more tourists will visit again. Next result, *need for uniqueness* being able to moderate the relationship between tourist attraction and revisit intention, it can be interpreted that with the need for uniqueness variable it is able to strengthen or weaken the relationship between tourist attraction and intention to return to Ranupani Tourism Village, as well as tourist motivation being able to mediate the relationship between tourist attraction and intention to return. The role of tourist motivation in this

study is partial mediation so that it can be interpreted that tourist attraction can have a significant influence on intention to return with or without involving tourist motivation.

Findings regarding the effect of tourist attraction on revisit intention by mediating tourist motivation and moderating the need for uniqueness have an important role for the management of Ranupani Tourism Village. The results of this study support the effect of tourist attraction on revisit intention, so the management of Ranupani Tourism Village needs to be encouraged to revive all tourist attractions in Ranupani Tourism Village. In addition, managers of tourist destinations need to ensure easy access for tourists to go to Ranupani Tourism Village. This study uses only one independent variable, namely tourist attraction. Future studies can incorporate the impact of other variables that can affect revisit intention so that future research can add other variables that can increase interest in repeat visits to provide new empirical evidence about how tourist attractiveness influences revisit intention. Future researchers can also explore the effect of research variables on different tourist objects, so that they can add to the variety of empirical evidence in the field of tourism.

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