FACTORS AFFECTING INTERNATIONAL TOURIST'S REVISIT INTENTION IN VIETNAMESE TOURIST DESTINATIONS

Kieu Thu Huong 1
Bui Thi Quynh Trang 2
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ABSTRACT

Objective: The study focuses on analyzing and identifying the factors affecting the international tourist’s revisit intention in Vietnamese tourist destinations.

Theoretical Framework: Through a literature review, the study approached the integration of the theory of planned behavior (Ajzen, 1991) with the perspective of Ego involvement (Zaickhowsky, 1985) to identify 6 groups of factors affecting the international tourist’s revisit intention in Vietnamese tourist destinations.

Method: Following collection, the data are cleaned, and SPSS software is used to evaluate the data for appropriateness, dependability, and EFA analysis to test the study model's relationships.

Results and Discussion: The research results show that the 6 factors are divided into two groups: the group related to destination brand has the highest structural path coefficient (0.655) and the group related to perceived quality has the highest structural path coefficient. lower structure (0.186).

Research Implications: Research results implication that State tourism management agencies and tourism businesses need to work closely with local residents to build a brand of Vietnamese destinations worthy of the wealth of landscape, culture and tourism values to change the minds and intentions of international visitors to Vietnam's tourist destination.

Originality/Value: Besides using the TPB model (Ajzen, 1981) in research on behavioral intentions, the new point of this research is the integrated use of the theory of the perspective of Ego-involvement (Zaickhowsky, 1985) to recognize Identify factors affecting international tourists' intention to return to Vietnamese tourist destinations.

Keywords: Repetitive Intention, Travel Destination, Destination Brand, Tourism Behavior.

RESUMO

Objetivo: Este estudo tem como objetivo analisar e identificar os fatores que influenciam a intenção de turistas internacionais de revisitar destinos turísticos vietnamitas.

Marco Teórico: Através de uma revisão da literatura, o estudo integra a teoria do comportamento planejado (Ajzen, 1991) com a perspectiva do envolvimento do Ego (Zaickhowsky, 1985) para identificar seis grupos de fatores que afetam a intenção de revisita de turistas internacionais em destinos turísticos vietnamitas.

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Factors Affecting International Tourist’s Revisit Intention in Vietnamese Tourist Destinations

**Metodologia:** Após a coleta de dados, estes foram limpos e analisados utilizando o software SPSS para avaliar a adequação, confiabilidade e realizar uma análise fatorial exploratória (AFE) para testar as relações do modelo de estudo.

**Resultados e Discussão:** Os resultados do estudo revelam seis fatores agrupados em duas categorias: fatores relacionados à marca do destino, que apresentam o coeficiente de caminho estrutural mais alto (0,655), e fatores relacionados à qualidade percebida, com um coeficiente de caminho estrutural mais baixo (0,186).

**Implicações da Pesquisa:** As descobertas do estudo sugerem que as agências governamentais de gestão turística e as empresas turísticas devem colaborar estreitamente com os residentes locais para construir uma marca de destino vietnamita que represente fielmente a riqueza da paisagem, cultura e valores turísticos do país, a fim de modificar as percepções e as intenções de visitantes internacionais em relação ao Vietnã como destino turístico.

**Originalidade/Valor:** Além de utilizar o modelo TPB (Ajzen, 1981) em pesquisas sobre intenções comportamentais, este estudo se destaca pela integração da teoria da perspectiva do envolvimento do Ego (Zaickhowsky, 1985) para identificar os fatores que influenciam a intenção de turistas internacionais de revisitar destinos turísticos vietnamitas.

**Palavras-chave:** Intenção de Repetição, Destino de Viagem, Marca de Destino, Comportamento Turístico.

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1 INTRODUCTION

The variety-seeking behavior of tourist in their choice of destinations and services is demonstrated by their novelty-seeking behavior in the context of tourism (Bigné et al., 2009). One of the main trends in tourism is novelty, which is the experience of something novel and distinct from normal daily activities (Mitas & Bastiaan-sen, 2018). As a result, scholars have been fascinated with studying tourist’s revisit intention to a destination and determining its concept for the past 20 years (Wu et al., 2018; Dedeoglu et al., 2018; Vitterso et al., 2017; Jang & Feng 2007; Oppermann & Chon, 1997). The majority of studies in the field of marketing and tourism have shown the significance it is for tourists to make repeat and return purchases as a sign of their satisfaction with the location. This will help reduce marketing costs (Jang & Feng 2007), which can also reduces tourist’s price sensitivity and encourage positive word-of-mouth (Oppermann, 1997).

In the subject of tourist management, the Theory of Planned Behavior offers a thorough and cohesive explanation for the investigation of destination choice intention. According to research already conducted, several social science works have used a theoretical model of the Theory of Planned Behavior to describe individual intentions across fields like ethical behavior (Flannery & May, 2000) and Internet activity (Hsu & Chiu, 2004). However, little attention is paid to the use of a theoretical model of the Theory of Planning Behaviour to explore the evolution of destination brands, the intention to return to the destination from the perspective of international tourists in a multicultural context. Furthermore, according to social psychologists (Sherif, 1967; Zaickhowsky, 1985; Park and Mittal, 1985), research on involvement in communication contexts has mentioned attitudes as a social issue. In which Ego involvement (Zaickhowsky, 1985) is widely used in the purchase decision stage and repeat purchase intention whether or not there is brand involvement, experience and satisfaction (Park & Mittal , 1985; Brisoux & Chesron, 1990)

Vietnam is a nation with great development potential, and several of its locations consistently rank among the most popular travel destinations worldwide. It also consistently receives recognition from important international prizes. Nevertheless, as Dr. Nuno F. Ribeiro (2023) noted, international tourist arrivals (ITA) in Vietnam assessed it as a beautiful country, but the rate of visitors returning to Vietnam is only 8–10%. This showed that Vietnam has still many limitations compared with other countries in affirming its competitiveness and attractiveness of destinations. As a result, it's imperative to alter the perception that Vietnam is
a one-time destination by coming up with ways to draw international tourist’s revisit intention in Vietnamese tourist destinations.

Thus, based on the above theoretical and practical analysis, the objective of the article is to apply integrating the theory of planned behavior (Ajzen, 1991) with the perspective of personal involvement (Zaickhowsky, 1985) as a basis for proposing the theoretical research model of factors affecting the international tourist’s revisit intention in Vietnamese tourist destinations. Based on the impact according to the cognitive - attitude - behavior diagram, in which perception, image, perceived quality is considered a concept of perception, novelty of the destination, past experience, satisfaction is considered a concept of attitude, finally controlling behavior including convenience and reliability of the destination.

2 RESEARCH THEORY

2.1 THE THEORY OF BEHAVIOURAL INTENTION

Warshaw and Davis (1985) defined behavioural intention as the degree to which a person forms conscious plans to perform or not to perform certain defined behaviours in the future. The intention to perform a behavior is the most recent cause of such a behavior (Shim et al., 2001).

The Theory of Reasoned Action (TRA), was developed by psychologists Martin Fishbein and Icek Ajzen in 1975, is a theoretical model for comprehending psychology and behavior in humans. According to this theory, an individual's attitude toward a behavior and the subjective normative impact around its performance influence the behavior's intention, which in turn determines behavior (Fishbein & Ajzen, 1975). Regarding behavioral intention, attitudes and subjective norms have a crucial role. The premise that reason controls conduct and that TRA theory only applies to conscious behaviors that already exist is the main drawback of TRA theory. This hypothesis is unable to account for activities that are habitual, unreasonable, or any conduct that is not deliberate.

To overcome the limitations of TRA, the Theory of Planned Behavior (TPB) was developed and considered an improvement of TRA. TPB theory maintains that human behavior is governed by subjective attitudes and norms. However, TPB was formulated by Ajzen (1991) by adding a cognitive element that controls behavior. This addition increases accuracy and greater reliability in understanding one's attitude and predicting deliberate actual behavior. According to the TPB of Ajzen (1991), the intention to perform the behavior will be influenced...
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by the following three factors: attitudes towards the behavior, subjective standards and perceived control of the behavior. In this theory, the determinant of self-awareness or ability to perform the behavior is called behavior control cognition.

The Theory of Planned Behavior (TPB), which was created to address TRA's shortcomings, is thought to be an enhancement of TRA. According to TPB theory, norms and subjective attitudes control human behavior. Nevertheless, Ajzen (1991) refined TPB by including a cognitive component that governs behavior. This enhancement improves precision and dependability in assessing an individual's mindset and forecasting intentional real actions. The TPB of Ajzen (1991) stated that three factors attitudes toward the behavior, subjective standards, and perceived control over the action will affect a person's intention to carry out the behavior. In this theory, the determinant of self-awareness or ability to perform the behavior is called behavior control cognition.

2.2 REPEATED PURCHASE BEHAVIOUR

The customer's intention to buy again is also one of the manifestations of customer loyalty to the business (Chiou & Jyh-Shen, 2004). According to Hellier et al. (2003): “Repeated purchase behaviour is the intention of an individual to acquire a service of the same business”. Lin et al. (2014) agreed with that view and said: "The repeated purchase behaviour of an individual is the intention to continue to buy products from the supplier or store that they have purchased”. Thus, a customer has ever purchased one or more products of the same business, when they intend to return to buy products of that business one or a few more times, it means that the intention to buy is repeated in their mind.

In the context of tourism, the intention of tourists to return to their destination on the basis of the theory of repeat planned and intended purchase behavior is understood as the predictable future reusability of tourism goods services or tourism behavior of a tourist (Bigne et al., 2001). The intention to return to a destination is defined as the likelihood that tourists tend to repeat an activity or revisit a certain facility or tourist destination (Baker and Crompton, 2000). For a travel destination, behavioral intention is often described by two factors, the intention to return and the willingness to recommend the experience to others (Bigne et al., 2001). Returning intention is the intention of tourists to have a similar experience in the near future (Zeithaml et al., 1996; Pike & Ryan, 2004; Ryu & Jang, 2006).

According to Zaickhowsky's (1985) perspective on Ego-involvement, involvement originates from sociological psychology and is used to explain attitudes and attitude changes in
repeat purchasing behavior. Inheriting the viewpoint of Zaichkowsky (1985), researchers Park and Mittal (1985); Brisoux and Chesron (1990) acknowledge that Ego involvement is a goal-oriented, provocative category that is governed by two motives: cognition and emotion. Cognitive motives include cost-benefit relationships, convenience, or functional quality of a product or service; while emotions focus on symbolic benefits derived from using the product such as: Experience, satisfaction. Therefore, involvement is considered a source of factors that influence brand choice and motivate consumers to perform repeat purchasing behavior.

2.3 FACTORS INFLUENCING INTERNATIONAL TOURIST’S REVISIT INTENTION TO A DESTINATION

Many research have concentrated on the antecedents of revisit intention to a destination in order to understand why visitors make this decision. Various antecedents for interpretation have been identified by studies, such as perceived value (Cheng & Lu, 2013; Bajs, 2015; Nguyen & Nguyen, 2017); prior vacation experiences (Chen & Gursoy, 2001) destination attributes (Barros & Assaf, 2012; Bajs, 2015); safety (Chen & Gursoy, 2001); and attachment (Petrick, 2004). Furthermore, other researchers have examined a variety of factors that influence travelers' propensity to return, such as the standard of experiences at the tourist destination (Jung et al., 2015; Meng & Cui, 2020), the experience of the destination's auxiliary facilities (Prentice & Hsiao, 2021), and the interactions between hosts and guests (Tabaeiian et al., 2022).

According to Ajzen (1991), behavioral intention is the all-encompassing factor that motivates behavior, shows effort, is willing to overcome all difficulties and has a clear plan to perform the behavior. In addition, according to (Zaichkowsky, 1985; Park and Mittal, 1985; Brisoux and Chesron, 1990) has shown that repeat purchase intention is influenced by the view of Ego involvement including cost and benefit relationships or the functional quality of the product or service; experience and satisfaction.

Therefore, within the scope of the article's research, the authors chose an approach that integrates TPB theory (Ajzen, 1991) with the perspective of Ego involvement (Zaichkowsky, 1985) to identify factors that influence influencing tourists' intention to return to a tourist destination with the following arguments and hypotheses:

**First**, According to Ajzen (1991), attitude toward behavior is a set of emotions, beliefs, and behaviors directed toward a particular object, person, object, or event. Attitudes are often the result of experiences or upbringing, and can have a strong influence on behavior. According
to (Kaplanidou, 2006; Huang & Hsu, 2009); Ozturk & Gogtas, 2016) the number of previous visits or past experiences has a positive influence on tourists' intention to return. Behavioral intention, in turn, depends on the cognitive assessment of the behavior (attitude). Therefore, to explain the reason for the intention to return to the destination, the studies of Huang and Hsu (2009), Assaker and Hallak (2013), Ozturk and Gogtas (2016) mainly used the approach of tourist satisfaction. On the other hand, Yoon and Uysal (2005) contended that understanding satisfaction is a fundamental factor for evaluating of products and services. Numerous researches have shown that behavioral intention and consumer satisfaction are positively correlated, with satisfaction increasing the probability of acquisition intention (Getty & Thompson, 1994; Oliver & Burke, 1999; Petrick et al., 2001). Experience and satisfaction are also two factors in the involvement of personal emotional motivation in performing repeated consumption behavior (Park and Mittal, 1985; Brisoux and Chesron, 1990).

Hypothesis H1: Past experiences have a positive impact on the revisit intention to a destination

Hypothesis H2: Satisfaction has a positive impact on the revisit intention to a destination

Second, According to Brisoux and Chesron (1990), awareness of the functional quality and characteristics of a product or service is also one of the motivations that influence consumers’ repeat purchase intention. Along with that, according to TPB (Ajzen, 1991), the subjective norm is the perception of an individual. They tend to be influenced by people who are important to them, thereby assuming that the behavior should or should not be taken; they are also influenced by the comments of other important people. Subjective norms can be dominated by the characteristics of the tourist destination, thereby helping tourists evaluate the ability and value to perform tourism behavior. Mayo and Jarvis (1981) argued that when deciding on a travel destination, individuals depend on the attractiveness of the destination the most among several factors. Chon (1990) concluded that the image and attractiveness of the destination play an important role in an individual’s travel decision making process. In addition, Echtner and Ritchie (1991) asserted that positive images are more likely to be considered and selected in the travel decision process.

Hypothesis H3: Destination attractiveness has a positive impact on revisit intention to a destination

Third, perceived behavior control reflects the ease or difficulty of performing the behavior, or whether the behavior is hindered or limited (Ajzen, 1991). According to (Nicolau & Más, 2006; Seyidov & Adomaitienë, 2017), the costs incurred when travelling are one of the
important factors affecting tourists' behavioral intentions. Destination costs will impact a traveler's return decision making regarding factors such as the activity performed, length of stay, and expenses incurred during the trip. Besides, according to Assaker (2014), convenience through accessibility, smooth transportation is one of the factors that have a greater impact on travelers' intention to return to their destinations. This reflects the ease of doing experiences at the destination (Chi & Qu, 2008; Wang & Davidson, 2010). Reliability is also one of the factors affecting the behavior of returning to tourism destinations (Kaplanidou, 2006; Barros & Assaf, 2012; Bajs, 2015). The trust is reflected through the quality and reputation, the interaction, the level of friendliness between the subjects at the destination and tourists. Similar to this view, (Zaickhowsky, 1985; Park and Mittal, 1985) also demonstrated that the relationship between costs, benefits and convenience is involved in consumers' repeat purchase decisions.

**Hypothesis H4:** Destination costs have a positive impact on revisit intention to a destination

**Hypothesis H5:** Convenience at the destination has a favorable impact on revisit intention to a destination

**Hypothesis H6:** Reliability at the destination has a positive impact on revisit intention to a destination

Thus, the research framework is proposed as follows:
3 RESEARCH METHODOLOGY

3.1 RESEARCH CONTEXT

Vietnam has been widely recognized as a nation with enormous potential for the growth of tourism and a competitive advantage over other nations in the area and beyond. World-famous organizations have presented Vietnam with a number of major tourism awards in recent years for travel destinations, historical monuments, golf courses, hotels, tour operators, airlines, etc. This demonstrates that Vietnam is a country that not only depends on natural resources for tourist development but also makes proper investments to compete with other nations in the region and around the world.

As per the data from the General Statistics Office (2023), Vietnam's tourism industry saw a significant surge in international visitors, reaching 12.6 million, marking a 3.4-fold increase compared to 2022 and surpassing the initial target of 8 million visitors. Particularly, in December 2023, the number of international visitors reached nearly 1.4 million, representing an 11.2% increase from the previous month and a remarkable 93.9% increase from the same period in 2022. Among the total of 12.6 million international visitors, Asia contributed the...
largest share, with over 9.78 million visitors, a 3.8-fold increase from 2022. Europe followed with 1.459 million visitors, a 2.9-fold increase, while the Americas accounted for 903.8 thousand visitors, a 2.3-fold increase. Oceania and Africa also showed notable increases, with 428.1 thousand and 30.1 thousand visitors respectively, representing 2.7 and 2.6 times more than in 2022. Hanoi, Ho Chi Minh City, and Da Nang remained the top destinations for international tourists, as well as the main contributors to tourism revenue, according to the General Statistics Office (2023).

As a result, the study used a research environment that focused on three common tourist destinations Hanoi, Ho Chi Minh City, and Da Nang - to conduct questionnaires and surveys based on the features of tourism resources, the importance of the number of tourists, and the money generated by tourism.

3.2 DEVELOPING QUESTIONNAIRE

In order to collect analytical data, a questionnaire was developed with 31 scales (27 scales of independent variables and 4 scales of dependent variables) inherited and developed from previous prestigious research works. Most of the scales used in the questionnaire are based on foreign studies, so in order to check suitability and ensure reliability, the research team consulted with 15 experts – researchers in the field of social sciences and tourism. In addition, the team conducted a test survey on 50 samples to correct the expression in the questionnaire to ensure clarity and ease of understanding. After comments from experts and feedback from respondents, some questionnaires were revised and the questionnaire was completed with a 3-part structure: (i) introducing the purpose of the questionnaire; (ii) the content of the questions and (iii) demographic information. The Likert scale is used with 5 levels (level 1: strongly disagree, level 5: strongly agree).

3.3 DATA COLLECTION

The study involved international tourists who had been engaging in and still participating in various tourist activities across destinations in Vietnam. Non-random sampling techniques were employed intentionally, and data collection spanned over 5 months from September 2023 to January 2024. A combined total of 250 surveys were disseminated via both direct and indirect methods, utilizing the Google Forms application. Out of these, 197 valid
questionnaires were obtained, constituting a response rate of 78.8% (see Table 1). The gathered data underwent analysis using SPSS software, yielding the subsequent findings.

Table 1

Descriptive statistics of the study sample

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Criteria</th>
<th>Frequency</th>
<th>Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>91</td>
<td>46,2</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>106</td>
<td>53,8</td>
</tr>
<tr>
<td>Age range</td>
<td>&lt; 30 years old</td>
<td>26</td>
<td>13,2</td>
</tr>
<tr>
<td></td>
<td>30 - 40 years old</td>
<td>73</td>
<td>37,1</td>
</tr>
<tr>
<td></td>
<td>41 - 50 years old</td>
<td>41</td>
<td>20,8</td>
</tr>
<tr>
<td></td>
<td>51- 60 years old</td>
<td>45</td>
<td>22,8</td>
</tr>
<tr>
<td></td>
<td>&gt; 60 years old</td>
<td>12</td>
<td>6,1</td>
</tr>
<tr>
<td>Number of days spent for travelling</td>
<td>3-5 days</td>
<td>48</td>
<td>24,4</td>
</tr>
<tr>
<td></td>
<td>6-10 days</td>
<td>82</td>
<td>41,6</td>
</tr>
<tr>
<td></td>
<td>11-15 ngày</td>
<td>39</td>
<td>19,8</td>
</tr>
<tr>
<td></td>
<td>&gt;15 ngày</td>
<td>28</td>
<td>14,2</td>
</tr>
<tr>
<td>Earnings</td>
<td>&lt;$1000</td>
<td>21</td>
<td>10,7</td>
</tr>
<tr>
<td></td>
<td>$1000 - $1999</td>
<td>63</td>
<td>32,0</td>
</tr>
<tr>
<td></td>
<td>$2000 - $2999</td>
<td>43</td>
<td>21,8</td>
</tr>
<tr>
<td></td>
<td>$3000 - $4000</td>
<td>52</td>
<td>26,4</td>
</tr>
<tr>
<td></td>
<td>&gt;$4000</td>
<td>18</td>
<td>9,1</td>
</tr>
</tbody>
</table>

Source: Results of data processing from SPSS 20.0 by the authors

4 RESEARCH RESULTS

4.1 ANALYZE THE RELIABILITY OF THE SCALES

Table 2

Reliability of observed variables

<table>
<thead>
<tr>
<th>Scale</th>
<th>Number of observed variables</th>
<th>Cronbach's Alpha coefficient</th>
<th>Lowest item-total Correlation</th>
<th>Correlation coefficient -the smallest total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Past Experience (KN)</td>
<td>4</td>
<td>0,774</td>
<td>0,526</td>
<td>Qualified</td>
</tr>
<tr>
<td>Destination Satisfaction (HL)</td>
<td>4</td>
<td>0,808</td>
<td>0,575</td>
<td>Qualified</td>
</tr>
<tr>
<td>Destination Attraction (HD)</td>
<td>4</td>
<td>0,829</td>
<td>0,602</td>
<td>Qualified</td>
</tr>
<tr>
<td>Cost at Destination (CP)</td>
<td>4</td>
<td>0,812</td>
<td>0,591</td>
<td>Qualified</td>
</tr>
<tr>
<td>Destination Convenience (TL)</td>
<td>7</td>
<td>0,857</td>
<td>0,557</td>
<td>Qualified</td>
</tr>
<tr>
<td>Destination Reliability (TC)</td>
<td>4</td>
<td>0,799</td>
<td>0,572</td>
<td>Qualified</td>
</tr>
<tr>
<td>Revisit intention to a destination (YD)</td>
<td>4</td>
<td>0,812</td>
<td>0,591</td>
<td>Qualified</td>
</tr>
</tbody>
</table>

Source: Results of data processing from SPSS 20.0 by the authors

Based on the results of evaluating the reliability of the scales (see Table 2), the scales all give Cronbach's Alpha coefficient results > 0.6 and the total variable correlation of the
observed variables is greater than 0.3. Therefore, these observed variables all achieve the necessary reliability and there is not elimination of any variable.

4.2 EXPLORATORY FACTOR ANALYSIS

4.2.1 Independent Variables

Before analyzing the exploratory factor, the author examines the Rotated Component Matrix to see if any variables are removed. After the first test of the Rotated Component Matrix, there are 04 variables SHL4, HD2, TL6, KN3 that are bad variables that need to be eliminated and continue to run the second Rotated Component Matrix. The results after the second time still have 06 bad variables including HD1, TC1, TC2, CP2, TL2, CP4. Remove and re-run the Rotated Component Matrix for the third time and continue to have the variable TL7 as a bad variable, remove and re-run for the fourth time with the following results:

Table 3

<table>
<thead>
<tr>
<th>Rotated Component Matrix</th>
<th>Component 1</th>
<th>Component 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHL1</td>
<td>.798</td>
<td></td>
</tr>
<tr>
<td>TC4</td>
<td>.750</td>
<td></td>
</tr>
<tr>
<td>SHL2</td>
<td>.725</td>
<td></td>
</tr>
<tr>
<td>TC3</td>
<td>.721</td>
<td></td>
</tr>
<tr>
<td>CP1</td>
<td>.706</td>
<td></td>
</tr>
<tr>
<td>CP3</td>
<td>.659</td>
<td></td>
</tr>
<tr>
<td>SHL3</td>
<td>.651</td>
<td></td>
</tr>
<tr>
<td>KN4</td>
<td>.633</td>
<td></td>
</tr>
<tr>
<td>HD4</td>
<td>.628</td>
<td></td>
</tr>
<tr>
<td>KN1</td>
<td>.613</td>
<td></td>
</tr>
<tr>
<td>HD3</td>
<td>.561</td>
<td></td>
</tr>
<tr>
<td>KN2</td>
<td>.552</td>
<td></td>
</tr>
<tr>
<td>TL3</td>
<td>.819</td>
<td></td>
</tr>
<tr>
<td>TL4</td>
<td>.810</td>
<td></td>
</tr>
<tr>
<td>TL1</td>
<td>.788</td>
<td></td>
</tr>
<tr>
<td>TL5</td>
<td>.758</td>
<td></td>
</tr>
</tbody>
</table>

Source: Results of data processing from SPSS 20.0 by the authors

The EFA results show that the main component matrix table has stabilized, from 27 observed variables grouped into 2 main component groups with 16 variables as follows:
- Group 1 includes 12 observed variables SHL1, TC4, SHL2, TC3, CP1, CP3, SHL3, KN4, HD4, KN1, HD3, KN2. This group of factors is named Destination Brand and is denoted as F1_TH

- Group 2 includes 4 observed variables: TL3, TL4, TL3 and TL5. This group of factors is named perceptual quality and denoted as F2_CL

4.2.1.1 KMO and Bartlett's Test

**Table 4**

*KMO coefficient and Bartlett test*

<table>
<thead>
<tr>
<th>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</th>
<th>0.907</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bartlett's Test of Sphericity Approx. Chi-Square</td>
<td>1764.060</td>
</tr>
<tr>
<td>df</td>
<td>120</td>
</tr>
<tr>
<td>Sig.</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Source: Results of data processing from SPSS 20.0 by the authors

The standard of the factor analysis method is that the KMO index must be greater than 0.5 (Garson, 2003) and Bartlett's test has a significance level of sig < 0.05 to prove that the data used for factor analysis is appropriate and between the variables are correlated with each other.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value = 0.907

The KMO coefficient = 0.907 satisfies the 0.5 KMO condition, which proves that the data used for factor analysis is completely appropriate.

Barlett's test result is 1764.060 with Sig significance level. = 0.000 < 0.05, showing that the observed variables are correlated with each other in the overall

4.2.1.2 Principal components analysis with Varimax rotation.

**Table 5**

*Variance extracted*

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
<td>Cumulative %</td>
</tr>
<tr>
<td>1</td>
<td>7.721</td>
<td>48.256</td>
<td>48.256</td>
</tr>
<tr>
<td>2</td>
<td>1.441</td>
<td>9.008</td>
<td>57.264</td>
</tr>
</tbody>
</table>

Source: Data processing results from SPSS 20.0 of the research team
Perform factor analysis according to Principal components with Varimax rotation. The results show that the total variance value extracted = 57.264% > 50%; satisfactory; then it can be said that this group of 2 factors explains 57.264% of the data variation. The value of Eigenvalues coefficient of the factors are all high (>1), the second factor has the lowest Eigenvalues of 1.441 > 1

4.2.2 Dependent Variables

4.2.2.1 KMO and Bartlett's Test

Table 6
KMO coefficient and Bartlett test

| KMO and Bartlett's Test | Kaiser-Meyer-Olkin Measure of Sampling Adequacy | .774 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 264.842 |
| | df | 6 |
| | Sig. | .000 |

Source: Data processing results from SPSS 20.0 of the research team

KMO coefficient=0.774 satisfies the condition. Therefore, factor analysis is consistent with actual data. Bartlett's Test of Sphericity results have a value of Sig= 0.000 satisfying the Sig 0.05 condition

4.2.2.2 Principal Components Analysis with Varimax Rotation

Table 7
Principal components test with Varimax rotation

<p>| Component | Initial Eigenvalues | Extraction Sums of Squared Loadings |</p>
<table>
<thead>
<tr>
<th>Total</th>
<th>% of Variance</th>
<th>Cumulative %</th>
<th>Total</th>
<th>% of Variance</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2.584</td>
<td>64.597</td>
<td>64.597</td>
<td>2.584</td>
<td>64.597</td>
</tr>
<tr>
<td>2</td>
<td>0.586</td>
<td>14.639</td>
<td>79.236</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>0.478</td>
<td>11.942</td>
<td>91.178</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>0.353</td>
<td>8.822</td>
<td>100.000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processing results from SPSS 20.0 of the research team
The analysis results of the above table show that the total variance extracted in the first component line and the Cumulative% column has a cumulative variance value of 64.597% and has met the standard of > 50%. Conclusion: 64.597% of changes in factors are explained by observed variables. Eigenvalues=2.584>1 and extract 1 factor that best summarizes the information.

4.2.3 Unrotated Matrix

Table 8

Rotated Component Matrix

<table>
<thead>
<tr>
<th>Component Matrixa</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>YD2</td>
<td>0.843</td>
</tr>
<tr>
<td>YD4</td>
<td>0.806</td>
</tr>
<tr>
<td>YD1</td>
<td>0.785</td>
</tr>
<tr>
<td>YD3</td>
<td>0.779</td>
</tr>
</tbody>
</table>

Source: Data processing results from SPSS 20.0 of the research team

At this time, due to only one factor is extracted, the matrix cannot be rotated, so we will analyze the matrix table that has not been rotated (ComponentMatrixa). The load coefficient of the observed variables satisfies the conditions when they are all >0.5.

4.3. MULTIVARIATE REGRESSION ANALYSIS

Table 9

Results of multivariate regression analysis Model Summary

<table>
<thead>
<tr>
<th>Model Summaryb</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>R</td>
<td>R Square</td>
<td>Adjusted R Square</td>
<td>Std. Error of the Estimate</td>
<td>Durbin-Watson</td>
</tr>
<tr>
<td>1</td>
<td>.786a</td>
<td>.619</td>
<td>.615</td>
<td>.42847</td>
<td>1.778</td>
</tr>
</tbody>
</table>

Source: Data processing results from SPSS 20.0 of the research team

a. Predictors: (Constant), F2, F1
b. Dependent Variable: YD

R² value corrected by 0.615 shows that the independent variable put into regression affects 61.5% of the change of the dependent variable. The remaining 38.5% is due to out-of-model variables and random errors.
Factors Affecting International Tourist’s Revisit Intention in Vietnamese Tourist Destinations

Durbin-Watson (DW) is used to test the correlation of adjacent errors. From the results on the Durbin-Watson coefficient =1.778, which is in the range of 1.5 to 2.5, no first-order autocorrelation occurs.

Table 10

Results of ANOVA multivariate regression analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>57.761</td>
<td>2</td>
<td>28.880</td>
<td>157.313</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>35.616</td>
<td>194</td>
<td>.184</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>93.376</td>
<td>196</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processing results from SPSS 20.0 of the research team
a. Dependent Variable: YD
b. Predictors: (Constant), F2, F1

The test Sig factor F is 0.000 < 0.05 such that the linear regression model is consistent with the data and usable, in other words, the independent variable is linearly correlated with the dependent variables with 100% reliability.

Table 11

Results of Coefficients^a multivariate regression analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.475</td>
<td>.203</td>
<td>2.336</td>
<td>.021</td>
</tr>
<tr>
<td></td>
<td>F1</td>
<td>.733</td>
<td>.064</td>
<td>.655</td>
<td>11.386</td>
</tr>
<tr>
<td></td>
<td>F2</td>
<td>.156</td>
<td>.048</td>
<td>.186</td>
<td>3.231</td>
</tr>
</tbody>
</table>

Source: Data processing results from SPSS 20.0 of the research team
a. Dependent Variable: YD

The Sig coefficient for testing t independent variables F1 and F2 is less than 0.05, so these independent variables are significant for the dependent variable, none of which are excluded from the model.

The VIF variance magnification factor of the variables is less than 2. Thus independent variables are not correlated with each other, so multicollinearity will not occur.

According to the Beta standardized regression coefficient, we see that F1 has the strongest influence on international tourists’ intention to return to Vietnamese tourist destinations, followed by F2.

The standardized recursive equation is as follows:
YD = 0.655*F1 + 0.186*F2  \quad (1)

4.4 CONCLUSION

- The F1 variable impacts in the same direction as the YD variable. When the F1 variable increases by one unit of standard deviation, the YD variable increases by 0.655 units of standard deviation.

- The variable F2 impacts in the same direction as the variable YD. When the variable F2 increases by one unit of standard deviation, the variable YD increases by 0.186 units of standard deviation.

4.4.1 Testing Regression Assumptions

Figure 1

*Chart of testing regression assumptions*

Source: Data processing results from SPSS 20.0 of the research team

From the graph it can be seen that a normal distribution curve is placed on the histogram. The bell curve is consistent with the normal distribution graph, the Mean value is close to 0, the standard deviation of 0.995 is close to 1. Thus, it can be said that the distribution of residuals is approximately standard. Therefore, it is concluded that: the normal distribution hypothesis of the residue does not violate.
5 DISCUSSION AND IMPLICATIONS

Based on the literature review, the study used integrating TPB theory (Ajzen, 1991) with the perspective of Ego-involvement (Zaickhowsky, 1985), to identify and test the model with 6 independent variables including: Past experience, satisfaction with the destination, attractiveness of the destination, cost at the destination, convenience of the destination and reliability of the destination. By applying SPSS software in data processing, the test results show that from 27 observed variables, they have been grouped into 2 main groups of components: Destination brand and perceived quality with 16 variables. This result contributes to providing empirical evidence on the influence of factors on international tourist’s revisit intention in Vietnamese tourist destinations. The team’s findings are important both theoretically and practically, which is consistent with many previous researchers’s conclusions.

From the research results, it implies that one of the important solutions is to change the minds and intentions of international visitors to Vietnam's tourist destination. State tourism management agencies and tourism businesses need to work closely with local residents to build a brand of Vietnamese destinations worthy of the wealth of landscape, culture and tourism values to attract tourists who like to explore and have the ability to spend. In addition, it is necessary to improve the quality of visitors' perception through policies related to immigration that need to be simple, flexible, and convenient for visitors to visit. The satisfaction of international tourists is also an important issue, Vietnam needs to build a rich product system with good service quality to meet the different needs of many visitors. Tourism products are not only safe but also sustainable based on reasonable costs; improve the quality of tourism human resources, promote communication and digital transformation of tourism to create convenience for international visitors.

6 CONCLUSION AND NEW RESEARCH DIRECTIONS

This study is one of the significance studies to investigate the influence of factors on international tourist’s revisit intention in Vietnamese tourist destinations is based on the integrated use of TPB theory (Ajzen, 1991) with the perspective of Ego involvement (Zaickhowsky, 1985). The study has proposed a research model based on the common perception of previous studies and the context of Vietnam's tourism destination.

Although the study has critical findings, there are still some limitations: Firstly, this study was conducted by intentional non-random sampling, so the results are subjective of the
authors, reducing its objectivity and generalization. Secondly, the scope of the study was only conducted in 3 typical tourist destinations in Vietnam: Hanoi, Ho Chi Minh City and Da Nang, so the experimental results only allow to make some conclusions and implications in the short term. Therefore, this may be a new research direction in the future.

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