

Determinants of Revisit Intention (A Systematic Lyterature Review)

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ABSTRACT

Objective This systematic literature review (SLR) explores the determinants influencing revisit intention in various contexts, particularly in tourism and hospitality. Revisit intention, a critical indicator of customer loyalty, determines the likelihood of a customer returning to a destination or service. Understanding its determinants is vital for improving customer retention strategies and enhancing service offerings. This study aims to identify recurring themes and novel determinants shaping revisit intention. **Method:** Articles were selected through a systematic search on ScienceDirect using the keywords "determinants of revisit intention." A total of 30 peer-reviewed articles published between 2016 and 2025 were included. A descriptive approach was employed to synthesize findings, categorizing the determinants into thematic clusters. **Results:** The review identified critical determinants such as customer satisfaction, destination image, perceived value, and service quality. Emerging factors, including technological integration and sustainability, also play significant roles in shaping revisit intentions. **Novelty:** This study provides a comprehensive synthesis of recent developments in revisit intention research, offering theoretical and managerial implications for improving consumer retention strategies.

INTRODUCTION

Revisit intention has gained increasing attention in academic research due to its vital role in consumer retention and business sustainability [1]. It reflects a consumer's intention to return to a service provider or destination, significantly impacting organizational success [2]. Despite numerous studies, there remains a need for a consolidated understanding of the determinants shaping revisit intention, particularly in light of evolving consumer behaviors and technological advancements [3].

This study aims to address this gap by conducting a systematic literature review (SLR) of recent studies (2016–2025) to identify and classify the key determinants of revisit intention. By synthesizing findings, this review contributes to both theoretical frameworks and practical applications [4]. The objectives are to identify the primary determinants influencing revisit intention, categorize these determinants into thematic clusters, and explore emerging trends in revisit intention research.

RESEARCH METHOD

The systematic search was conducted on ScienceDirect using the query: "determinants of revisit intention," filtering for peer-reviewed articles published between 2016 and 2025. This resulted in 30 relevant articles [5].

The inclusions criteria are articles must explicitly discuss determinants of revisit intention, published in English, peer-reviewed articles only, and the publication dates from 2016 to 2025 [6].

A descriptive synthesis approach was used to extract and categorize determinants. Articles were reviewed for theoretical frameworks, methodologies, and findings [7].

RESULTS AND DISCUSSION

This visualization illustrates the interconnectedness of keywords frequently appearing in studies related to the determinants of revisit intention. The clusters shown represent groups of related themes, such as customer satisfaction, service quality, and sustainability [8]. The different colors represent distinct clusters, while the node sizes indicate the frequency of keyword occurrences.

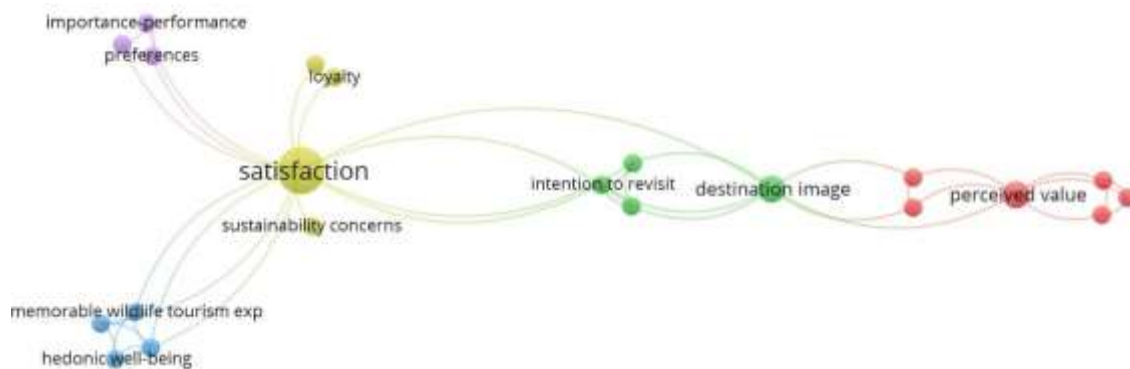


Figure 1. Visualization of the relationship mapping of determinants of revisit intention using VOSviewer.

Figure 1 consist of five clusters: 1. continued intention, perceived risk, perceived value, self-efficacy, service quality, and social influence; 2. destination image, intention to recommend, intention to revisit, and place identity; 3. hedonic well-being, memorable wildlife tourism experience, wildlife, and wildlife tourism; 4. Loyalty, satisfaction, smart tourism destination, and sustainability concerns; 5. importance-performance, preferences, and tourism recovery.

Across multiple studies, customer satisfaction emerged as the most significant determinant, acting as a mediator for other factors [9]-[12]. A positive destination image significantly influences tourists' revisit intentions [13]-[15]. High perceived value, encompassing monetary, emotional, and functional benefits, was a recurring determinant [16]-[18]. Superior service quality enhances the likelihood of revisit intention by fostering trust and satisfaction [19]-[21].

Adoption of AI and digital tools in service delivery is increasingly shaping revisit intention [22]. Eco-friendly practices and sustainable tourism initiatives resonate with modern consumers [23]. Unique and personalized experiences leave lasting impressions, influencing future decisions [24].

These findings support established theories such as the Theory of Planned Behavior (TPB) and push-pull motivation models. Additionally, they highlight the evolving role of digital and sustainable innovations [25].

CONCLUSION

Fundamental Findings : This SLR identified key determinants of revisit intention, including customer satisfaction, destination image, perceived value, and service quality [26]. Emerging trends, such as technological integration and sustainability, are reshaping the landscape of revisit intention research [27]. **Implications** : For practitioners, understanding these determinants can guide the development of targeted strategies to enhance consumer retention [28]. Academically, this review offers a foundation for future studies exploring novel determinants [29]. **Limitations** : The review is limited to articles from ScienceDirect [30]. The scope is restricted to publications between 2016 and 2025. **Future Research** : Further studies should explore determinants in niche markets and underrepresented regions, incorporating interdisciplinary approaches [30].

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