

RESEARCH ARTICLE

Determinants of eco-homestay among young adults in Malaysia

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ABSTRACT

This study investigates the factors influencing tourists' revisit intention to eco homestays, focusing on tourist characteristics, social influence, accessibility convenience, and destination attributes. The research aims to understand how these variables interrelate and contribute to the likelihood of repeat visits. This research utilizes the push and pull theory, a widely recognized framework for understanding the motivations that compel visitors to choose a specific destination and the types of activities and experiences they seek to enjoy. A survey using online questionnaire with convenience sampling were used to collect the data. A total of 385 young adults aged between 18 and 35 participated as the respondents for this research. This study employed the Statistical Package for the Social Sciences (SPSS) software to analyze the data gathered and answered the hypothesis. Findings showed that Tourist characteristics, social influence, accessibility convenience, and destination attributes have a significant relationship with revisit intention. Social influence has the most significant relationship with revisit intention. The strong relationship between social influence and revisit intention has crucial implications for businesses and academia, underscoring the importance of leveraging social networks and recommendations to enhance repeat tourism.

Keywords: sustainable tourism; consumer behavior; homestay; intention; Malaysia

1. Introduction

A heightened awareness of the need to protect the environment is driving widespread adoption of environmentally conscious practices in the global business landscape. This is being driven by the fact that there is a widespread adoption worldwide. The current century has witnessed the developmental progression of what is referred to as the "economic and technological man," which has directly impacted the environment, leading to environmental crises such as pollution^[1]. In spite of the fact that the majority of businesses have made environmental sacrifices in order to advance their development, homestays have emerged as a novel concept that has been developed without causing any damage to the environment.

Homestays are a unique form of tourism that provide visitors with the opportunity to fully immerse themselves in the social and cultural practices of the communities in which they are staying. Ministry of Tourism, which is charged with representing the government, has placed a particular emphasis on the homestay

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programme. This is because the Ministry recognises the significance of homestay. There has been a significant increase in the number of villages that are participating in the homestay programme when compared to the years that came before. Tourists are increasingly interested in ecotourism and agrotourism, which is reflected in the expansion of tourism into suburban and rural areas. There has been a positive response to homestays in rural areas. Recent statistics indicate that the programme has been successful, as it has attracted more visitors. To summarise, the homestay concept has a significant potential to compete with conventional hotels in the years to come that are still to come. Recently, Liu et al. [2] work fills in gaps in smart hotel literature by suggesting new approaches to grasp consumer decisions in light of environmental obligations and technological developments.

According to data from the National Statistics Department, this particular demographic group comprises a significant proportion of the Malaysian populace, comprising 45.4%, or 14.6 million people. The young adult demographic offers marketers a substantial opportunity due to their inclination to participate in contemporary tourism and travel trends. According to Wertz [3], the financial investment necessary to acquire a new customer is five times greater than that required to retain an existing one. This highlights the economic benefit of cultivating customer loyalty as opposed to incurring supplementary costs linked to customer acquisition.

The adoption of the push-and-pull model, which Hsu and Lam [4] propose, has achieved widespread acceptance and standardisation within the field of tourism marketing. Despite the widespread recognition of push-and-pull factors among visitors, the tourism industry still lacks research examining their influence on revisit intentions. Although Agustina [5] has examined comparable topics in her research, the precise impact of push and pull factors on the intention of young adults in Malaysia to revisit eco-homestays is a subject that has received limited attention thus far. This research is therefore considered necessary in order to contribute to the existing body of knowledge and bridge this academic divide. The aim of this research is to ascertain and comprehend the determinants that influence young adults in Malaysia's intention to revisit eco-homestays.

Literature review

Ravenstein [6] proposed the law of migration in 1885, which is considered the seminal work on the push and pull model. A subsequent application of this conceptualization occurred in the field of tourism, where Dann [7] introduced the push-pull theory, which outlines a two-step process of travel motivation^[8]. The following are seven social-psychological motivations for travel, as identified by Crompton^[9]: (1) Escaping a perceived mundane environment; (2) Engaging in exploration and evaluation; (3) Promoting relaxation; (4) Establishing prestige; (5) Inducing regression; (6) Strengthening kinship bonds; and (7) Enabling social interaction.

The present study utilised the notion of 'push' and 'pull' factors, which Dann [7] initially proposed in the domain of tourism. In contrast to alternative theories, this framework incorporates push and pull factors, providing a holistic understanding of tourist motivation. Tan, Teoh, & Yap [10] define the 'push' and 'pull' dimensions as the degree to which internal forces (pushed) and external factors, such as the attributes of a location that attract them (pulled), motivate individuals. The pull dimension is concerned with selecting a destination, whereas the push dimension is concerned with deciding whether or not to travel.

A 'push' factor serves as a fundamental influence that shapes an individual's choice to embark on a journey. As stated by Dann [7], it signifies the desire to deviate from the status quo, relax, and investigate novel individuals, locations, and encounters. Factors such as the desire to strengthen kinship bonds and promote social engagement also influence destination choices. Push factors refer to ethereal elements that symbolize the traveler's intrinsic motivations, including but not limited to the pursuit of pleasure, tranquility, recognition, or adventure.

Conversely, 'pull' factors encompass the attributes of a location that entice individuals to visit, such as lodging options, historical and cultural significance, recreational facilities, distinctive natural scenery, and accommodations. In the past, scholars have modified and broadened the range of variables, encompassing push and pull factors. Push factors include personal attributes such as nostalgia and curiosity, pleasure-seeking and reverie, relaxation, physical activities, self-exploration, novelty and the pursuit of knowledge, family unity, and educational objectives.

Furthermore, driving factors in the decision to travel include social influences, such as the yearning for familial unity, contribute to the decision to travel ^[11]. In addition, draw factors encompass elements pertaining to convenience and accessibility, including the provision of amenities ^[12]. Pull factors encompass destination characteristics such as natural resources and cultural attributes ^[13]. According to Subadra et al. ^[14], pull factors include the allure of a destination, as well as elements such as favorable past visitor experiences, cultural distinctiveness, scenic natural beauty, and cost-effectiveness.

Revisit Intention

According to marketing, purchase intention refers to consumers' propensity to obtain a specific service or product. In essence, purchase intention refers to the likelihood that a consumer will proceed with the acquisition of a product or service after conducting an assessment. Repurchase intention, on the other hand, is a highly valued outcome for vendors and producers. Repurchase intention, as defined by Peyrot and van Doren ^[15], refers to a consumer's tangible purchasing behavior, which includes making subsequent purchases of the same product or service. Fundamentally, patrons consistently opt to purchase identical goods or services from the same vendors. This particular element is vital for maintaining the expansion of each sector. Return intention, as defined by Han, Back and Barrett ^[16], refers to the increased probability of patrons returning to a particular store, irrespective of whether or not they have a positive attitude towards it.

Previous studies have underscored the importance of revisit tourism, which is similar to the overall repurchase intention, as a critical determinant of the industry's sustainability ^[17]. Reiterating to a particular destination is considered an indication of intent to repurchase the travel services offered by the agency in their entirety. According to Oliver ^[18], the inclination to return is a result of behavioural intention, specifically in the context of leisure and vacation. In the present context, behavioral intention refers to a tourist's propensity to revisit a specific location and their tendency to visit the same destination on a regular basis ^[19]. The tourism industry's consistent expansion in a given location is significantly dependent on the number of visitors who either return or indicate a desire to do so. In addition, the efficacy of the destination itself, encompassing promotional endeavours and disclosures regarding novel attractions, has a substantial impact on the propensity of visitors to revisit a particular location ^[20]. Recent study by Abdullah et al. ^[21] had studied the intention of buying green online travel products.

Tourist Characteristics

In their investigation of visitor satisfaction in a developing economy, Kubickova et al. ^[22] conducted a study that specifically examined destination quality measurements. The study found that cost, neighbourhood characteristics, and safety have both direct and indirect effects on satisfaction, with destination expectations acting as a mediator. In order to effectively compete, the study contributes to the concept of tourist satisfaction by emphasising the importance of monitoring and regulating expectations. The results underscore the criticality of proficient competition strategies. This study delves into the economic and legal implications of eco-tourism in Russia's state nature reserves and national parks, incorporating insights from Luneva ^[23] research. It exhibits a regulatory framework that permits recreational, sportive, equestrian riding, and guided tour activities. Conversely, the preservation of distinctive and uncommon natural habitats continues to be an unresolved

matter. In these areas, formal standards delineating permissible environmental impacts are non-existent, and tour operators and visitors who violate nature conservation regulations lack a transparent system of accountability. This study recommend imposing additional regulations on tour operators, mandating insurance coverage for natural systems and objects, and forming collaborative partnerships with non-profit organisations responsible for park maintenance to address these challenges.

Cesare et al. ^[24] conducted a study that explores psychological flow in the context of adventure tourism, with a specific focus on mountain bike experiences. The study reveals that psychological flow is more prevalent among elder participants, which increases the probability that they will provide positive feedback regarding their experiences and overall life satisfaction. Additionally, the paper examines the practical and theoretical implications of these results, highlighting the limitations of the study and proposing avenues for future research. This strategy is capable of significantly contributing to the advancement of sustainable tourism.

Social Influence

Li, Pan and Hu ^[25] conducted a study that investigated the correlation between spiritual well-being and cultural confidence in the Xinjiang Uygur Autonomous Region of China. Significant positive correlations were observed between cultural confidence and the personal, environmental, and social dimensions of spiritual well-being, according to a 356-person field study. Spiritual health significantly impacts levels of personal, social, and psychological satisfaction. The study adds to what is already known by showing proof and making it easier to understand how hospital branding works and how it affects medical tourists' thoughts and feelings before and after using the service ^[26].

Furthermore, drawing upon Lu's ^[27] findings, this research investigates the factors that influence elderly risk perceptions and transit behaviour. It has been determined that social influence has a positive impact on financial risk, whereas self-efficacy has a negative influence on both socio-psychological and financial risk. The relationship between self-efficacy and socio-psychological risk is positive. The study's findings indicate that social influence and self-efficacy have significant impacts on senior individuals' propensity to participate in future travel activities. The research also showed that seniors' intention to return increases when they perceive socio-psychological risk, rather than environmental hazards, which reduces their intention to return. As indicated by the research, the perceived value and image of a destination may motivate senior citizens to forego financial risks and participate in subsequent travel undertakings. Furthermore, as stated by Luna-Cortes et al. ^[28], the objective of this research endeavour is to examine the correlation between self-congruity, perceived social value, and the travel experiences of members of Generation Y in Spain.

CSR positively influences customer satisfaction, which in turn fosters consumer loyalty. There is a correlation between environmentally conscious purchasing and ethical beliefs, specifically idealism and relativism. Consumption that is environmentally conscious enhances consumer satisfaction. The research also revealed that the relationship between CSR and customer satisfaction remains unaffected by idealism and relativism. The results underscore the criticality of management placing fulfilment as a top priority in CSR initiatives. By investigating consumer perceptions of CSR, customer satisfaction, and brand loyalty, the study attempts to fill a research vacuum ^[29].

Accessibility and Conveniences

Regalado-Pezúa et al. ^[30] emphasise the considerable importance that perceived value, accessibility, and conveniences have in influencing guests' experiences. The authors emphasize that travelers' evaluations of the advantages and disadvantages of their travels contribute to the complex notion of perceived value. Having well-designed conveniences in addition to accessible destinations is essential for increasing the overall

satisfaction of visitors. In the realm of wellness tourism, Singh et al. ^[31] emphasise the significant influence that thoughtfully planned conveniences and accessibility have on the level of contentment expressed by tourists. Within the realm of wellness tourism, which revolves around the promotion of relaxation and well-being, a voyage that is stress-free and positive has a substantial impact on overall satisfaction. The essay emphasizes the importance of destination providers allocating resources to ensure tourist satisfaction by aligning their offerings with the goal of promoting psychological and emotional equilibrium. The identification of tourist motivations and the provision of emotionally satisfying experiences are considered critical factors in wellness tourism visitor attraction and retention ^[32].

Otoo, Kim, and Styliadis ^[33] conducted a study that explores the complex correlation between individual engagement in travel decision-making and affective experiences. Emotional experiences, including both positive and negative sentiments, significantly influence dark tourism destinations. The research paper proposes investigating the effect of expatriate travelers' emotional experiences at these destinations on their propensity to revisit. Accessibility and conveniences, like lodging and transportation, significantly influence the contentment of diaspora visitors in emotionally charged tourism ^[34].

In conclusion, the essay incorporates observations from Sow Hup et al. ^[35], which centre on the correlation between website quality and user experience. Designed with accessibility in mind, high-quality websites increase the likelihood that customers will return and recommend the site to others, in addition to contributing to positive customer attitudes. The authors underscore the fundamental correlation that exists between the ease of using websites, the availability of information, and users' intentions to revisit. This underscores the critical role of digital presence in influencing visitors' overall contentment.

Destination

The concept of "image of destination" refers to the comprehensive perception that a traveller has regarding a specific location ^[36]. It comprises the amalgamation of perceptions, ideals, and beliefs that an individual visitor develops with respect to a particular location ^[37]. The concept of the destination image consists of three fundamental components: the product, which pertains to the standard of attractions offered at the location; the environment, which includes elements like weather, scenery, and facilities; and the conduct and demeanour of the hosts at the destination, which symbolise the level of hospitality extended by the locals to tourists; and the last but not least, the environment.

Destinations comprise a diverse array of physical components, such as infrastructure, facilities, points of interest, and scenery, among other things^[38]. The aforementioned attributes comprise the principal environment in which visitors dedicate a considerable amount of their time ^[39]. Significantly, these physical characteristics serve as pivotal determinants that influence visitors' willingness to revisit. Furthermore, Suhud & Wibowo ^[40] acknowledge that the destination's environment significantly influences guests' intentions to return.

The **Figure 1** below illustrates the relationship between the four independent variables and the dependent variable, which is the intention to revisit. The H1, H2, H3, and H4 denote the association between each variable. H1 denotes the relationship between visitor characteristics and intention to return. Hypotheses 2 through 4 pertain to the correlations between return intention and destination, accessibility and convenience, and social impacts, respectively, and return intention and accessibility and convenience. This study applied H1, H2, H3, and H4 to determine the presence of a positive or negative correlation between the dependent variable and its respective variables.

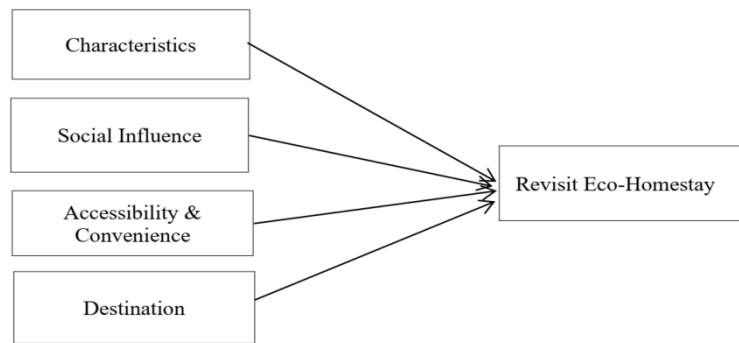


Figure 1. Research Framework.

Hypotheses development.

Hypothesis 1: A positive correlation exists between tourist characteristics and the intention to revisit.

An analysis of the relationship between ecotourism motivation and intention to return to South Korea unveiled that certain attributes of tourists, including an interest in knowledge acquisition and a preference for relaxation and retreat, emerged as substantial predictors of intention to return. Jang and Feng ^[41] placed significant emphasis on the importance of visitor attributes, specifically novelty-seeking propensities, as precursors to intentions to revisit. Moreover, gender has been identified as an additional determinant of tourist intention to return. According to the research, the predominant factor influencing males' intentions to revisit. On the other hand, the perception of value in quality primarily influences the intention to retrace for females ^[42].

Hypothesis 2: A positive correlation exists between social influence and the intention to revisit.

The establishment of a favourable destination image via social media and the internet can have a substantial impact on tourist satisfaction and their propensity to revisit a particular location, thus augmenting the overall perception of the destination. The influence of positive word-of-mouth from acquaintances or family members is a pivotal determinant in the decision of foreign tourists to return and in determining their subsequent actions. There is a positive correlation between the presence of positive word of mouth and the intention to revisit ^[43].

Hypothesis 3: A positive correlation exists between expediency and accessibility and the intention to revisit.

Prior research investigating the relationship between accommodation quality, accessibility, and tourists' satisfaction and intention to revisit has consistently recognised accessibility as a pivotal determinant within the tourism sector. People view accessibility as a crucial element that enhances a destination's competitiveness. According to Guiver and Stanford ^[44], an increase in the level of accessibility to a particular location or site has the potential to bolster its appeal and attract more visitors. This enhanced appeal simultaneously contributes to the contentment of visitors.

H4: A positive correlation exists between the intention to revisit and the destination.

Prior studies ^[45] have established that destination attributes exert a substantial impact on travellers at various stages, including destination selection, trip evaluation, and future intention formation. A greater propensity to revisit a particular destination is associated with favourable destination attributes; thus, the future

reluctance of travellers to visit a particular location is predominantly determined by their favourable perceptions of that destination.

2. Materials and Methods

Research Design

The rationale for selecting a descriptive cross-sectional study is twofold: to investigate the factors that influence individuals' intentions to revisit eco-homestays in a timely and accurate manner, and to address the substantial size of the target population. By enabling a momentary glimpse of the situation, this design furnishes an exhaustive understanding of the dynamics in operation during a particular period of time. The study seeks to identify and clarify the complex elements that influence Malaysian young adults' inclination to return to environmentally sustainable homestays using this methodology. Fundamentally, the selected research design functions as a customised lens, adeptly capturing the subtleties of the topic within the distinct framework of the investigation.

The primary focus of this study is on Malaysia's ever-changing demographic of young adults, particularly those who are below the age of 35. Gyimothy ^[46] justifies this choice by recognizing young adults as a market segment experiencing substantial and sustained growth, and their economic influence on domestic tourism. The chosen age group includes individuals who not only work in the tourism industry but also stand out for their openness to new environments and their desire to participate in eco-homestays and other similar experiences.

Malaysia, a vibrant and diverse nation, has witnessed a fascinating demographic shift in recent years, with a significant portion of its population being composed of individuals under the age of 35. Given the strategic importance of this demographic, the Malaysian government has placed a strong emphasis on engaging and supporting its young citizens, recognizing them as the future leaders and drivers of the nation's development. This trend can be attributed to several factors, including the country's ongoing economic development, improved healthcare, and a focus on education and youth empowerment.

The selection of an optimal sample size is critical in order to ensure the validity and reliability of the research results. Lotto ^[47] proposes a sample size ranging from 200 to 500 for different types of analyses. However, taking into account the particular context and objectives of this study, 200 is considered an adequate sample size. Achieving this sample size avoids the potential drawbacks associated with samples that are either excessively large ^[48], which could introduce bias, or inadequately small, which could undermine the accuracy of the conclusions. As a result, 385 individuals comprised the research sample. By employing judgmental sampling, the investigator is able to choose participants according to particular attributes that are pertinent to the research ^[49]. In this particular instance, scholars use their expertise and pre-existing understanding to identify young adults who have relevant firsthand experiences with eco-homestays. This study executes a filtering procedure to secure representative responses. This study poses sifting questions, such as nationality and hospitality experience, after conducting an initial observation of potential respondents. This study then distributes questionnaires to individuals who meet the requirements. By using this method, researchers can get opinions from the right people, which guarantees the accuracy and usefulness of the data they collect about young adults' plans to return to eco-homestays in Malaysia.

The questionnaire comprises Section A, which comprises eight inquiries that inquire about various personal information of the respondents. This includes gender, race, age, marital status, educational achievement, travel frequency, number of residencies within the previous five years, and length of stays at eco-homestays. We further divide Section B into five distinct categories: the intention to revisit, visitor

characteristics, social influence, accessibility and convenience, and destination attributes. This study elicit responses to the statements in Section B using a Likert scale ranging from 1 to 5. This scale allows for a nuanced assessment of the respondents' levels of agreement, which span from strongly disagree to strongly concur.

As Allua and Thompson^[50] note, inferential statistics function by performing calculations that seek to extrapolate conclusions from a sample to the larger population under investigation. Unlike descriptive statistics, which primarily focus on summarising and characterising data, researchers use inferential statistics to draw conclusions from available data that go beyond simple description. This research selects multiple regression as the analytical technique to investigate the associations between dependent and independent variables. By employing multiple regression analysis, scientists are able to examine the relationship between a dependent variable and two or more independent variables. Researchers utilise multiple regression to deduce and comprehend the complex interconnections present in their data, thereby facilitating the generation of more nuanced and perceptive results.

3. Results

Respondent Characteristics

Table 1. Percentage and Frequency of Respondents

Descriptive	Frequency (f)	Percentage (%)
Gender Male Female	230 155	59.7 40.3
Age		
18-20	105	27.3
21-24	186	48.3
25-29	31	8.1
30-35	63	16.4
How often will you travel in a year?		
1-3 months	186	48.3
4-6 months	46	11.9
7-9 months	36	9.4
10-12 months	77	20
How many times have you stayed in Eco- homestay before within these 5 years?		
1-3 times	240	62.3
4-6 times	108	28.1
7-9 times	27	7
10 times and above	10	2.6
How long of the length of your stay in an Eco- homestay on average?		
1-3 nights		
4-6 nights	263	68.3
More than 6 nights	49 73	12.7 19

Table 1 of this report presents a comprehensive analysis of the demographic characteristics of 385 survey respondents. The dataset provides significant insights regarding the demographics of the participants' age group, gender distribution, travel frequency, previous encounters with eco-homestays, and preferred duration of stay. Regarding gender, the survey results reveal that 230 male respondents make up 59.7% of the total sample, whereas 155 female respondents comprise the remaining 40.3%. Additionally, in terms of age distribution, 48.3% of the entire sample, or 186 respondents, fall within the age bracket of 21 to 24 years.

Furthermore, the participants adequately represent the age cohorts of 18 to 20 years and 30 to 35 years, with 27.3% and 16.4%, respectively.

On the other hand, the age cohort ranging from 25 to 29 years is the least represented, comprising a mere 31 participants, or 8.1% of the overall sample. Furthermore, with regard to travel frequency, the data indicates that 20% of respondents engage in journeys lasting 10 to 12 months annually, whereas 48.3% travel for one to three months annually. 11.9% of the respondents indicated that they travel for four to six months annually, while 9.4% said they travel for seven to nine months annually. In regard to prior eco-homestay experiences, a significant proportion of participants (62.3%) reported staying between one and three times in the last five years, whereas 28.1% indicated staying four to six times. A minority subset (7%) reported having stayed between 7 and 9 times, while 2.6% indicated having done so ten times or more. Finally, in regards to the mean duration of sojourn in eco-homestays, 68.3% of the participants indicate a preference for stays spanning from one to three nights, whereas 19% choose stays surpassing six nights. 12.7% of respondents indicated a preference for stays ranging from 4 to 6 days.

Reliability

Table 2. Analysis of Reliability

Variable	Alpha	Items
Revisit Intention	0.771	Satisfaction, Contact information, First Consideration
Tourists Characteristics	0.553	Difference culture experience, Environmentalist, Nature Engagement, Adventurous
Social Influence	0.834	Recommendation from family member and friends, People's perception, Relationship enhancement
Accessibility & Convenience	0.669	Transportation, Dining option, Payment method, Reservation process, Basic amenities
Destination Characteristics	0.723	Festival / Celebration, Culture, Local lifestyle, Beautiful landscape

Cronbach's alpha, which functions as an indicator of internal consistency and the degree of relevance between a collection of items, Hair et al. ^[51] suggest that it should not fall below 0.70. When the value is close to 1.0, the scale questionnaires exhibit superior internal consistency. However, This study suggest a maximum value of 0.9 to avoid extreme high alpha values, which may arise from testing identical queries in various sentences^[52]. Insufficient interrelatedness among items, heterogeneous constructs, or a limited number of inquiries may contribute to a low alpha value. Prior research has documented alpha values of 0.948 and 0.721 regarding tourists' intentions to revisit a specific location. These values are consistent with the results obtained in the present study, which yielded a value of 0.553^[55]. Furthermore, prior studies have linked tourist characteristics, also known as travel motivation, to an alpha value of 0.918. In contrast, the present study employs an alpha value of 0.553 ^[43]. Tan et al. ^[55] determined that social interaction has an alpha value of 0.928, whereas the alpha value for social influence in this investigation is 0.834. In a previous study by Yahya ^[54], accessibility and convenience had a Cronbach value of 0.78; in the present study, that value has decreased to 0.669. In previous research, the Cronbach's alpha coefficients for historical culture, natural landscape, events, and activities, which comprised destination characteristics, were 0.945, 0.920, and 0.874, respectively ^[53]. The alpha value for destination characteristics is 0.723. Despite these discrepancies, all alpha values as seen in **Table 2** closed to 0.70, indicating favourable internal consistency; values exceeding 0.8 are considered particularly robust.

Hypothesis Testing

The examination of multiple regression

Table 3. Summary of Models

Model Summary				
Model	R	R Square	Adjusted R Square	Std Error of Estimates
1	.757	.574	.569	.42497

Source: Developed from Research

From **Table 3**, the R-squared (R²) value to be 0.574, indicating that the push-and-pull model adequately accounts for around 57.4% of the variability in the response data with respect to the mean. People frequently use the metric R-squared to assess how well a model fits the data. Within the given framework, the R-squared value, which is 14.6% and situated on the intermediate range from high to low, indicates that it explains a substantial proportion of the variability present in the field of study. It is noteworthy to mention, as Arvinlucy^[55] emphasises, that R-squared values are generally lower in domains where human behaviour prediction is involved.

Purchase behavior and personal characteristics, which influence the decision to revisit, generally result in lower R-squared values. This is due to the fact that human behaviour is inherently complex, making it more difficult to precisely define and predict in comparison to physical activities. For this field investigation, the R-squared value was

This study deem the value of 0.574 to sufficiently approximate the response data. The push-and-pull model adequately accounts for a significant proportion of the observed variability in the field of study, given the complexities involved in forecasting and comprehending human behaviour.

Table 4: Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	92.384	4	23.096	127.887	<.001
	Residual	68.627	380	.181		
	Total	161.010	384			

Source: Developed from research

As per **Table 4**, this study computed an F-value of 127.887 for this research and determined the corresponding significance level to be less than 0.001, a significant decrease from the standard threshold of 0.05. The aforementioned result highlights the existence of a statistically significant variation in the average intention to revisit among young adults with respect to a range of independent variables. This study conclude that the four independent variables employed in this research were suitable and effective in elucidating the differences in young adults' re-establishment intentions concerning eco-homestay accommodations.

Table 5: Coefficients

		Coefficients				
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficient Beta	T	Sig.
1	(Constant)	.389	.163		2.391	.017
	Tourist Char.	-.140	.040	-.157	-3.469	<.001
	Social Inf.	.668	.048	.625	13.902	<.001
	Access & Con.	.170	.052	.161	3.278	.001
	Destination	.202	.052	.185	3.893	<.001

Developed from Research as the Source

Referring to **Table 5**, the study used regression analysis to look into the relationships between the dependent variable (DVAVG) and four independent variables (IVIAVG, IVIIAVG, IVIIIAVG, IVIVAVG, and IVIVAVG), which was in line with the study's original goals. In doing so, the filtering procedure sought to validate our hypotheses. To begin with, the examination of DVAVG and IVIAVG yielded a notable result ($p < 0.01$), thereby confirming the significance of H1 and establishing the reliability of the postulated data. In the second comparison between DVAVG and IVIIAVG, which represents the intention to revisit under the assumption of social influence, a significant level of $p < 0.001$ was observed. This outcome validates and admits that H2 is true. Similarly, This study verify H3 to be between IVIIIAVG and DVAVG, with a p-value of less than 0.001. The influence between DVAVG and IVIVAVG, as hypothesised in H4, was confirmed at a significance level of $p < 0.001$, thereby establishing its validity and acceptance. All hypotheses were accepted. The summary of the hypothesis testing results is per **Table 6** below:

Table 6: Hypothesis Testing Results

Hypothesis	P-value (<0.05)	Result o
H1 : There is a significant relationship between tourist characteristic and revisit intention.	0.001	Accepted
H2 : There is a significant relationship between social influence and revisit intention.	0.001	Accepted
H3 : There is a significant relationship between accessibility and convenience and revisit intention.	0.001	Accepted
H4 : There is a significant relationship between destination and revisit intention.	0.001	Accepted

4. Discussion

Hypothesis 1: A significant correlation exists between tourist characteristics and the intention to revisit. Robust test results provide support for the affirmation of Hypothesis 1 (H1), which posits a significant correlation between visitor characteristics and intention to revisit. The statistical analysis does not conclusively reject the null hypothesis, suggesting no association ($p = 0.001$). This is significantly lower than the conventional significance threshold of 0.05.

Furthermore, this research is consistent with the observations made by Nan and Daniel ^[56], who underscore the importance of personal inclinations, specifically those that lean towards non-athletic pursuits. Their research suggests that individuals who possess non-sport characteristics may have a lower propensity to revisit a particular destination, given that their main travel motivation revolves around the exploration of unique and varied locales.

The inclusion of pertinent information and perspectives from well-established scholarly works strengthens the reliability and soundness of the present study's conclusions, thereby providing additional support for the positive correlation between tourist attributes and the intention to return. Hypothesis 2: A significant correlation exists between social influence and the intention to revisit. This study have confirmed the null hypothesis (H0), showing a positive correlation between social influence and intention to revisit. The test results support the acceptance of the null hypothesis, which asserts the absence of any association. A p-value of 0.001, significantly less than the conventional significance threshold of 0.05, demonstrates this.

The research of Ali and Hannaneh ^[57] supports the assertion that word-of-mouth has a direct correlation with the intention to revisit. Their investigation reveals that a satisfied tourist not only expresses a desire to revisit the location but also actively recommends it to others.

Hypothesis 3: A significant correlation exists between expediency, accessibility, and the intention to revisit. The results support the null hypothesis (H3) that there is significant correlation between accessibility, convenience, and the intention to revisit. The test has a statistical significance level (p-value) of 0.001, which is less than the conventional threshold of 0.05.

In the realm of wellness tourism, observers Hekmat et al. ^[58] find that the accessibility and conveniences offered by the destination have a substantial impact on visitors' decisions in search of tranquility, satisfaction, invigoration, and overall well-being. Furthermore, extant literature explores the complex correlation between individual emotional states and their level of personal engagement in the process of making travel choices. Emotions have a significant influence on the interpretations and associations that tourists form about their travel encounters. The presence of both positive and negative emotions that emerge from tourism experiences emphasizes their intricate nature.

H4: A significant correlation exists between the intention to revisit and the destination.

Hypothesis (H4) acknowledges a significant relationship between destination factors and intention to revisit. The significance value (p-value) of 0.001, surpassing the predetermined threshold of 0.05, supports this conclusion. This is consistent with previous research by Chi and Qu ^[59], which posits that the likelihood of visitors returning to a particular location is dependent on their favourable perception of it. The study participants' increased resolve towards the endpoint further supports this position.

5. Conclusion

Theoretical Implication

This study can infer potential theoretical implications for subsequent scholarly discoveries. Travel intentions have been the subject of numerous studies, but the concept of revisiting intentions has received relatively little attention. Moreover, environmental consciousness is gaining unprecedented importance among individuals. As a result, scholars interested in eco-homestay research and those seeking to reconsider their aspirations in the tourism industry will find the present study useful.

Practical Implication

The findings of this research indicate that social influence exerts the most substantial impact on tourists' intentions to revisit. Consequently, the nature of the connections between acquaintances, family, and relatives may significantly influence tourists' choices regarding future visits. The subsequent analyses will also consider the attributes of travellers, such as their marital status and demeanour, which is also a significant variable in the findings of this research. Subsequent researchers investigating tourism-related matters or the intention of

travelers to revisit may consider the incorporation of a variety of additional variables to broaden the study's scope and gain a deeper understanding of the issues at hand. However, it is crucial to note that this research regarded destination attributes as the least significant factor. Therefore, future eco-lodging research should prioritize analysing visitor characteristics and social impacts over destination characteristics.

However, the R-squared value for the regression model results is 0.146, suggesting that tourist characteristics, social influences, accessibility and convenience, and destination characteristics collectively account for 14.6% of the variance in revisit intentions. The study's focus on individual behavior and revisit intention allows us to accept the moderate R-squared value as a level of explanatory power. In light of the fact that individuals' intentions to revisit are subject to change over time, it becomes comparatively intricate to incorporate this variability into the model. Hence, while the R-squared value is comparatively low, it remains satisfactory within the given context. This finding emphasizes the need for caution when interpreting changes in behavioural intentions, as various factors beyond the model's scope can influence these modifications.

Limitations for Future Research

A number of constraints were present during the data collection phase. One of the main drawbacks was the inclusion of ambiguous terms within the survey. Although the questionnaire underwent thorough pre-testing and pilot testing, as well as multiple revisions and refinements, some respondents still encountered misunderstandings regarding the questions' meanings throughout the data collection phase. Furthermore, the principal vernacular for this questionnaire was English. It is important to acknowledge, nevertheless, that not every respondent possessed fluency in the English language when they finished the questionnaire.

This study intend to present a subsequent series of suggestions to guarantee that the studies unveil more exhaustive and precise understandings of the subjects at hand. To begin with, it is recommended that future researchers incorporate bilingualism, or the use of multiple languages, into the questionnaire design process, thereby expanding the pool of potential participants for the study. This approach has the potential to enhance cross-cultural comparisons, diminish language barriers, and produce more representative and comparable data. Engaging in this practice leads to a more comprehensive understanding of the research subject, which in turn enhances the study's international influence.

In essence, this research centres on two pivotal variables, specifically social influence and tourism attributes, both of which exhibit substantial beta values. The aforementioned pivotal discoveries not only provide novel perspectives for theoretical investigations, but they also have significant implications for operational aspects of management and marketing. Subsequent researchers and marketing professionals may use the results of this study to improve the precision with which they engage and direct consumers in targeted marketing and research initiatives.

Nonetheless, this research is subject to certain constraints, including terminological ambiguity within the survey, language barriers, and an inequitable distribution of ages. To improve the quality and reliability of future research, This study should consider strategies like improving the questionnaire design, distributing the questionnaire in multiple languages, and making sure to include all age groups. This study anticipate that implementing these recommendations will generate more comprehensive and accurate data for future investigations, thereby enhancing their depth and scope.

Author contributions

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4. Investigation (Lead)
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Conflict of interest

The authors declare no conflict of interest.

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