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Signal, need fulfilment and tourists' intention to revisit

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ABSTRACT

Self-determination theory (SDT) asserts that satisfying individuals' basic psychological needs – autonomy, relatedness, competence (ARC) – would affect their behavioural intentions. However, the application of SDT in the tourism context is very limited. This study applies SDT to develop a model to understand individuals' intention to revisit a holiday destination. The model was tested using data collected from 725 respondents. The results show that destination source credibility and destination image foster tourists' ARC need fulfilment. This need fulfilment influences their positive emotions and attachment towards the destination, which ultimately increases revisit intention. This study highlights the importance of including SDT in examining tourists' behaviours. In addition, destination credibility and image could serve as signals to bolster ARC need fulfilment.

Introduction

Self-determination theory (SDT) contends that fulfiling basic psychological needs of autonomy, relatedness and competence (ARC) can result in varied procedures and outcomes of decision-making, performance and psychological well-being (Ryan & Deci, 2000; Sheldon et al., 2016). Although the merit of SDT has been tested in various different contexts, only a few studies have applied SDT in the context of tourism and hospitality. For example, demonstrating that SDT provides marketers with behavioural support for creating tailored marketing tactics to attract spa customers (Cain et al., 2016).

Studies that employed SDT are divided into two research streams. In the first research stream, the application of SDT is based on the different types of motivation. Shavanddasht and Schänzel (2017) examined the association between perceived parenting styles and different types of tourism motivation (i.e., intrinsic, extrinsic and amotivation). Recently, Cole et al. (2019) differentiated travel motivation into intrinsic motivation, identified motivation, introjected/external motivation and amotivation. Similarly, another study attempted to explain the intrinsic and extrinsic motivation for suicide travel (Yu et al., 2019).

In the second research stream, the application of SDT is based on the fulfilment of ARC. White and Thompson (2009) investigated the role of autonomy and competence on consumers' preferences for wine club attributes. Meanwhile, Zhang et al. (2019) proposed that the perceived satisfaction of ARC influences trip purchase intention and trip persistence for people with mobility challenges. In the context of integrated resort brands in the USA, Ahn and Back (2019) examined the role of ARC need fulfilment in building brand attachment and brand compatibility that positively affect behavioural intention. Such research has predominantly focussed on the *outcomes*

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of ARC need fulfilment but neglected its antecedents. The present study attempts to address this research gap by examining the potential factors that lead to higher ARC need fulfilment. Based on signalling theory, destination source credibility and destination image are proposed as extrinsic cues that could serve as signals in driving ARC need fulfilment.

In addition, these previous studies have also overlooked how satisfying these three psychological needs could influence intention to revisit a destination. Intention to revisit a destination refers to the individual's readiness or willingness to arrange a repeat visit to the same destination (Stylos et al., 2016). The focal point of revisit intention is the effort directed towards individuals who have previously encountered the actual delivery of the service from the destination (Abubakar et al., 2017). Many researchers have focussed on the factors that contribute to revisit intention (e.g., Abubakar et al., 2017; Loi et al., 2017; Loureiro & Jesus, 2019; Stylos et al., 2016) since it is better to attract visitors to return to the destination rather than attract new visitors to the destination due to the cost being less expensive (Um et al., 2006).

Responding to the importance of attracting visitors to revisit a destination, this study offers a conceptual framework to demonstrate the SDT mechanism that leads to higher revisit intention. Moreover, Zhang et al. (2019) indicated the need for future studies to examine the effectiveness of psychological need support in facilitating travel pursuits with the presence of affective regulatory effects. Thus, this study includes positive emotions and attachment as the affective components to understand the mechanism on how ARC need fulfilment leads to intention to revisit.

Indonesia is chosen to test the conceptual framework since the international tourism industry is increasingly receiving more inbound travellers from Asia (Reisinger & Turner, 2002). Indonesia has also been considered as the next country, following China, to contribute to outbound travellers for the tourism industry. In 2012, Indonesia experienced a growth of wealthy consumers by 20% and the number of domestic travellers were 115 million (Gore, 2013). The number of Indonesians who travelled abroad keeps increasing and in 2014 as many as 8.7 million Indonesians travelled abroad (U.S. Commercial Service, 2015). The United States of America Department of Commerce also noted that as many as 96,273 Indonesians travelled to the US in 2014 and expected to rise to more than 137,000 Indonesian in 2017. More recent statistics show that, in 2017, Indonesians made around 8.86 million outbound departures and spent around USD8.3 billion during their outbound travels (Hirschmann, 2019).

Likewise, Indonesia offers enormous potential for tourism development as tourism is expected to continuously contribute to the country's economy in the future (Purwomarwanto & Ramachandran, 2015; Situmorang et al., 2019). By investigating Indonesians' preference to revisit holiday destinations not only outside but also within Indonesia, this study will provide fruitful insights for managers and policymakers in Indonesia. Moreover, previous studies that applied SDT in the tourism and hospitality context have not looked at developing countries and focused more on developed countries (e.g., USA, Australia). The markets in developing countries are known as emerging markets. Emerging markets are bounded by five core characteristics (i.e., market heterogeneity, socio-political governance, chronic shortage of resources, unbranded competition and inadequate structure) that are very different from developed markets (Sheth, 2011). Studies that focus on emerging markets will provide important theoretical and practical advances to various fields (Burgess & Steenkamp, 2013; Roberts et al., 2015), particularly for the tourism field.

The contribution of this study is threefold. First, this study responds to the recent calls to investigate the antecedents of tourists' emotional responses and examine their relationship with behavioural intentions (e.g., Hosany et al., 2015, 2017). Following Hosany et al. (2017), this study argues that positive emotion and destination attachment are two distinct constructs where positive emotions act as predictor of destination attachment. Additionally, based on SDT, this study proposes that fulfiling ARC needs regulates tourists' emotions and creates stronger attachment with the destination, in turn, increasing revisit intention.

Second, this research contributes to the body of knowledge in examining the predictors of the fulfilment of the three basic psychological needs. The merit of SDT in explaining travel decision-making is evident (e.g., Ahn & Back, 2019). It can be used as a basis for developing an effective travel motivational programme (Zhang et al., 2019). However, research has neglected investigating the

drivers of these ARC need fulfilment. Veasna et al. (2013) proposed a model for building stronger destination attachment through destination source credibility and destination image. This study proposes that these two constructs do not build attachment directly but through a mechanism that fulfils the tourists' motivation and regulates their emotional states. Thus, this study unravels the mechanism of how destination source credibility and destination image are able to build stronger bonds with the tourists and increase revisit intention to the destinations.

Third, this study tests the conceptual framework in a novel context. Previous research employing SDT in understanding tourists' behavioural intentions mostly gathered samples from developed countries (e.g., Ahn & Back, 2019; Zhang et al., 2019). Thus, this study fills the void in modelling tourists' behavioural intentions from the lens of tourists from a developing country (i.e., Indonesia).

Literature review

Signalling theory and self-determination theory (SDT)

The notion of signalling theory advocates utilizing signals to minimize uncertainty and assist stakeholders (the signal receivers) to create inferences about the quality and value of the offering (Spence, 1973). Kirmani and Rao (2000) contended that a signal serves as an extrinsic cue of the offering that conveys information about the quality and value of the offering. Signalling theory is derived from information asymmetry due to access to imperfect information that could influence how individuals perceive the offering – creating uncertainties in the individuals' minds (Baek et al., 2010; Connelly et al., 2011; Loureiro et al., 2019). Credibility and image of a destination provide representative values and bestow confidence about the destination (Loureiro et al., 2019). Destination source credibility refers to "the believability that the destination management is willing and capable of delivering on its promises related to a specific destination" (Veasna et al., 2013, p. 512). On the other hand, destination image refers to the individual's overall perception of a destination (Veasna et al., 2013). These two constructs play a prominent role in presenting extrinsic cues that shape an individual's perception about the destination.

According to Williams et al. (2007), the core of SDT is fulfiling three basic psychological needs, which are autonomy, relatedness and competence. Autonomy reflects the individuals' need for volitional control and the desire to self-organize experience and behaviour to be consistent with one's self, whereas relatedness reflects the individuals' need for the desire to feel related to significant others, to feel cared for and to care for others (Deci & Ryan, 2000). Competence reflects the individuals' need for the desire to feel competent and efficient in achieving the desired outcomes while interacting with one's environment (Vallerand & Ratelle, 2002). A destination would be able to provide an individual with feelings of fulfiling ARC. For example, an individual visits a destination that offers experiences in the mountain. Through these mountain experiences, one could show his/her ability or self-efficacy in hiking – fulfiling his/her need for competency.

Conceptual framework

Figure 1 presents the conceptual framework of this study. Based on signalling and self-determination theory, the model offers a mechanism for building higher intention to revisit a destination. Destination source credibility and destination image serve as signals that could help with the destination's efforts in increasing the individual's three basic psychological needs (i.e., ARC). Loureiro et al. (2019) argued that reputation and credibility of a luxury cruise act as underlying and unobservable extrinsic cues that fulfil the needs or demands of the travellers. Similarly, the present study argues that credibility and image provide signals to the individuals that the destination is able to help them in fulfiling their ARC needs. When the destination is able to provide the individuals with a sense of ARC fulfilment, the individuals will develop positive emotions and strong attachment to the
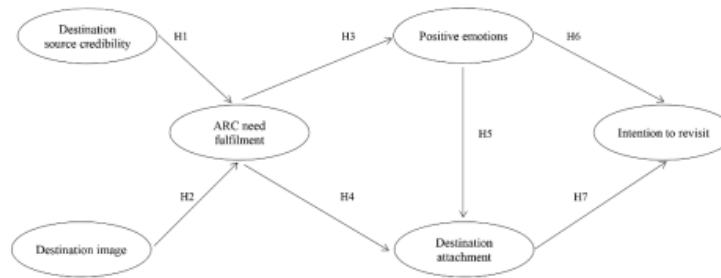
Figure 1. Conceptual model.

destination. Ultimately, these affective components increase the individuals' intention to revisit the destination.

Hypotheses development

Rajagopal (2006) found that brand credibility could influence individuals' feelings and attitudes towards the brand. Due to the destination's reputation (i.e., its reliability and credibility), tourists build attachment with the destination (Japutra et al., 2014; Veasna et al., 2013). Similarly, it has been argued that destination image is a predictor of destination attachment (Prayag & Ryan, 2012; Veasna et al., 2013). The present study argues that the effects of destination source credibility and destination image do not directly build strong attachment.

Loureiro (2017) found that credibility and image of a hospital positively increase the perception of service quality, in turn increasing pleasurable feelings. She noted that a patient who believes that the claims of the hospital are credible end up developing positive feelings towards the hospital. Similarly, in the context of luxury cruises, Loureiro et al. (2019) found that cruise reputation and credibility positively affect travellers' pride. The present study argues that credibility and image of a destination help in fostering the tourists' sense of ARC from the destination (Deci & Ryan, 2000; La Guardia & Patrick, 2008). For example, the Maldives is quite well known to hold an image as one of the most romantic destinations in the world. Having such a strong image as a romantic destination would help tourists to obtain a sense of relatedness. Due to this reputation, tourists believe that if they take someone special to the Maldives, they will gain feelings of love and care from that person and therefore, the destination provides the opportunity to foster closeness and intimacy. Moreover, if the Maldives is perceived as a credible destination, then tourists would trust that it is able to provide experiences that foster their ARC fulfilment. For example, if the employees of a hotel in the Maldives can deliver its promises in providing the best honeymoon experience, the honeymoon couple would consider the destination able to fulfil their need for relatedness. Similarly, the Everest has a reputation and image of being one of the hardest climbs in the world. This reputation helps the tourist climbers gain a sense of efficacy that they are good in climbing after conquering the Everest. The credibility and image of the destination reinforce the fulfilment of competence. Thus, the following hypotheses are proposed:

H1: Destination source credibility positively affects ARC need fulfilment.

H2: Destination image positively affects ARC need fulfilment.

La Guardia and Patrick (2008) argued that when a significant other is able to fulfil the individual's need for ARC, he/she would be portrayed as a responsive partner. These authors also argued that fulfiling these needs would make the relationship work. The power of fulfiling ARC on relationships

has been shown not only within interpersonal context but also within consumer–brand relationships (e.g., Japutra et al., 2018; Thomson, 2006).

Reis et al. (2000) argued that satisfying the three basic psychological needs (i.e., ARC) is directly related to individuals' well-being. Particularly these authors showed that fulfiling the need of ARC is positively associated with positive mood and positive affect. Thus, the present study argues that fulfiling these three basic psychological needs would also influence individuals' positive emotions. Following Hosany et al. (2017), in this study, positive emotions refer to the extent to which a destination is able to provide a range of positive feelings (e.g., caring, inspiration, joy) for the individuals. If a destination provides a sense of fulfilment towards the individuals' ARC needs, the individuals would induce positive feelings. When a destination provides a sense of relatedness to an individual, that person is more likely to induce positive feelings such as caring, joy and love. Recall the example above about the Maldives. The honeymoon couple who obtained a sense of relatedness from the Maldives will induce feelings of joy and love towards the Maldives. They exert these positive feelings because they think that the Maldives has helped them in creating a stronger couple relationship.

A previous study has shown that being familiar and responsive is a foundation of strong attachment (Hazan & Shaver, 1994). La Guardia et al. (2000) showed that the fulfilment of ARC results in stronger attachment between the individuals. Within the context of consumer–brand relationships, Thomson (2006) found that ARC positively affected attachment strength. When ARC needs are being fulfilled, the consumers have higher separation anxiety towards the brand. Subsequently, Japutra et al. (2018) found that if the brand is able to provide the sense of ARC for the consumers, the connection between the consumers and the brand increases. The present study argues that if a destination is able to provide a sense of ARC fulfilment of the individuals, the attachment between the individual and the destination will be stronger. Recall the example of conquering the Everest. If a climber managed to fulfil his/her sense of competence (i.e., achievement) by conquering the Everest, which is known as the hardest mountain to climb, he/she will become attached to the Everest. The climber will feel that the Everest means a lot to him/her and will include the Everest in his/her daily life stories. Thus, the following hypotheses are proposed:

H3: ARC need fulfilment positively affects positive emotions.

H4: ARC need fulfilment positively affects destination attachment.

Emotions and attachment are different. Park et al. (2010) argued that attachment exceeds emotions due to its mental representations, which include brand-self cognitions, thoughts and autobiographical brand memories. These authors contended that attachment (i.e., brand-self connection and brand prominence) captures the emotions that accompany attachment. Previous studies also noted that emotions are components of attachment (Ferraro et al., 2011; Japutra et al., 2014). However, emotions alone are not enough to describe attachment.

Orth et al. (2010) found that pleasure and arousal are positively related to brand attachment. Pleasure and arousal are elements of positive emotions. Park et al. (2010) argued that emotions lead to the development of the connection of brand and one's self. Similarly, Park and MacInnis (2018) proposed that strong and positive emotions evoked by self-relevant brands elicit brand attachment. When a destination is able to evoke positive emotions of the individuals, the individuals develop a strong attachment with the destination. This is because the positive feelings (e.g., joy) about the destination will linger on the individuals' feelings and thoughts making them keep reminiscing about the destination. As a result, the bond between the individual and the destination will be stronger. Thus, the following hypothesis is proposed:

H5: Positive emotions positively affects destination attachment.

Having positive emotions towards a destination could directly influence intention to revisit. Fredrickson and Branigan (2005) argued that positive emotions have long-term consequences because these emotions are able to broaden the scope of attention and thought-action repertoires. Previous studies have shown that positive emotions trigger intention to visit, positive word of mouth and intention to return (e.g., Han & Back, 2007; Nawijn & Fricke, 2015). Positive emotions predict intention to return because these emotions are related to memorable tourism experiences (Tung & Ritchie, 2011). Tourists would like to relive the positive memorable experiences by revisiting that particular destination in order to generate more positive emotions.

Individuals who are strongly attached to a destination exhibit strong loyalty towards the destination. This is because individuals think of the destination as part of who they are (Muniz & Hamer, 2001). Previous studies have displayed that stronger attachment leads to favourable behavioural intentions (e.g., Japutra et al., 2018; Park et al., 2010). Prayag and Ryan (2012) found that place identity and dependence lead to a higher intention to recommend. Subsequently, Hosany et al. (2017) showed that place attachment not only positively affected intention to recommend but also lead to a higher intention to visit. Similarly, Brown et al. (2016) found that venue attachment positively affects visitation intention. Based on these studies, the present study argues that strong attachment will also increase individuals' intention to come back to the destination. For example, the couple who spent their honeymoon in the Maldives may wish to revisit the Maldives during their wedding anniversary because they already have a strong attachment to the destination. Revisiting the Maldives would embrace their sense of belonging to that destination. Thus, the following hypotheses are proposed:

H6: Positive emotions positively affects intention to revisit.

H7: Destination attachment positively affects intention to revisit.

Methodology

The data were collected from Indonesians using a questionnaire, which was developed in English and translated to Indonesian. A back-translation method (English-Indonesian-English) was employed to ensure the accuracy of the translation. Prior to distributing the questionnaires, two pilot tests (with 70 Indonesians) were conducted to verify that the questions were well understood by the participants (e.g., no ambiguity).

The questionnaires were distributed between September 2018 and October 2018 to Indonesians through an intercept method. The participants were gathered from several public places (e.g., shopping malls, university libraries, etc.) in Jakarta, Indonesia. At first, the participants were asked to think of several destinations that they had visited for holiday and put the destinations in a list. Then, the participants were directed to select a holiday destination that they had visited within the last 12 months. Subsequently, they were asked to answer a series of questions concerning their chosen holiday destination. The questionnaire ended with several demographic questions. All participants were approached under the same conditions where the nature and purpose of the research study were disclosed to the participants, to minimize the coverage error (Fotiadis & Stylos, 2017).

All of the measurements of the constructs (see Table 1) were adapted from previous studies and used reflective measurement models. Destination source credibility and destination image were assessed using six and seven items adapted from Veasna et al. (2013), each. ARC needs fulfilment was assessed using six items adapted from La Guardia et al. (2000). The positive emotions construct was measured using six items adapted from Hosany et al. (2017), whereas destination attachment was measured using three items adapted from Yuksel et al. (2010). Finally, intention to revisit was measured using three items adapted from Stylos et al. (2016). These items were measured on a 7-point Likert scale ranging from 1 = "Strongly Disagree" to 7 = "Strongly Agree", except for destination image (i.e., from 1 = "Strongly Dissatisfied" to 7 = "Strongly

Table 1. Measurement items and the path coefficients (PC).

Constructs and items	FL	M	SD	CA	CR
Destination source credibility		5.14	1.02	.93	.94
This destination delivers (or would deliver) what it promises.	.79				
This destination has the ability to deliver what it promises.	.84				
This destination has a name you can trust.	.88				
This destination is committed to delivering on its claims.	.84				
Over time, my experiences with this destination led me to expect it to keep its promises.	.91				
Information claims from this destination are believable.	.88				
Destination image		5.59	0.91	.88	.91
Reputation of this destination.	.77				
Accessibility of this destination.	.77				
Variety and quality of accommodations of this destination.	.80				
Cultural diversity of this destination.	.78				
Cultural and historical attractions of this destination.	.75				
Exoticness of this destination.	.68				
General level of service of this destination.	.77				
ARC need fulfilment		5.08	1.01	.90	.92
This destination makes me feel free to be who I am.	.75				
This destination makes me feel I have a say in what happens and can voice my opinion.	.81				
This destination makes me feel loved and cared about.	.83				
This destination makes me feel a lot of closeness and intimacy.	.80				
This destination makes me feel like a competent person.	.85				
This destination makes me feel very capable and effective.	.82				
Positive emotions		5.71	0.91	.90	.92
I feel a sense of amazement from this destination.	.78				
I feel a sense of caring from this destination.	.79				
I feel a sense of inspiration from this destination.	.82				
I feel a sense of joy from this destination.	.82				
I feel a sense of love from this destination.	.83				
I feel a sense of pleasure from this destination.	.84				
Destination attachment		5.11	1.24	.88	.92
This destination means a lot to me.	.89				
I am very attached to this destination.	.93				
I feel strong sense of belonging to this destination.	.87				
Intention to revisit		5.76	1.00	.79	.88
There is a high possibility for me to travel again to this destination in the future.	.93				
I intend to travel again to this destination sometimes in the future.	.94				
I want to visit this destination again within the next 12 months.	.62				

FL = Factor Loading; M = Mean; SD = Standard Deviation; CA = Cronbach's Alpha; CR = Composite Reliability

Satisfied"). [1] Using a balanced formulation of scale categories (i.e., 7-point Likert scales) reduces the possibility of measurement errors (Fotiadis & Stylos, 2017). [1]

In order to randomize the sampling process, the questionnaire was distributed not only in different locations but also on different days and times. According to Zikmund and Babin (2007), an increased sample size is also helpful in minimizing the random sampling error. Thus, this study aimed to approach at least 500 participants. As many as 795 participants responded to the survey. However, after eliminating questionnaires with numerous missing values as well as extreme outliers, only 725 questionnaires were left for analysis.

Of these, 59% were women, 42.9% were in the age group of 17–24, 39.6% were in the age group of 25–34 and the rest were 35 years old or above. About 65.5% of these respondents had obtained a bachelor degree. Around 30.9% of the respondents had a monthly income of IDR 5 million – 9.99 million and 15.9% of the respondents had a monthly income of IDR 10 million or above. As many as 60.6% of the respondents worked full time, 18.2% of the respondents were students, 8.4% of the respondents were entrepreneurs, 5.1% of the respondents worked part-time, 5% of the respondents were housewives or retiree and 2.3% of the respondents were unemployed.

Several people rejected the invitation to participate in the survey after the nature and purpose of the study were explained to them. Most rejected to participate in the study either due to not being a frequent traveller or due to time inconvenience. Unfortunately, the information on these non-respondents were

not available; thus, this non-sampling error cannot be controlled. The destinations that were chosen varied from destinations within Indonesia (e.g., Manado, Gili Trawangan – Lombok, Yogyakarta, etc.) and outside of Indonesia (e.g., Hongkong, Bangkok – Thailand, Singapore, etc.).

Results

A partial least squares structural equation modelling (PLS-SEM) approach was employed to measure and estimate the relationships between latent constructs. PLS-SEM was chosen as the main approach of the data analysis for several reasons (Hair et al., 2019): (1) the complexity of the structural model, which includes many constructs, indicators and/or model relationships; and (2) the objective of this study, which is to explore theoretical extensions (i.e., self-determination theory) to understand the increasing complexity of revisit intention.

Although PLS-SEM does not require normality assumption to be fulfilled, following Priporas et al. (2017), the normality of the data was checked in order to draw safe conclusions about it. Both skewness and kurtosis values of the items (see Appendix) were found below the limits posed in the literature (Kline, 1998), indicating univariate normality of the dataset was not an issue. An assessment to test for outliers, using Cook's Distance (CD) analysis, shows that multivariate normality was not an issue since in all cases the $CD_i < 1$ (Stevens, 1984).

Using Smart PLS 3.0., we tested the model following a two-stage approach. The two-stage approach consists of building and evaluating the outer model and the inner model (Hair et al., 2011, 2014). Through the PLS-SEM algorithm, the outer model was evaluated in order to assess the reliability and validity of the measures. The results show that the Cronbach's alpha and composite reliability scores exceeded. 70 (see Table 1); indicating reliability was achieved (Hair et al., 2010). The AVE scores were above the threshold of .50 and the AVE scores were also greater than the squared correlations (see Table 2), indicating convergent and discriminant validity was achieved (Fornell & Larcker, 1981).

The discriminant validity was further checked using Heterotrait-Monotrait (HTMT) ratio as suggested by Henseler et al. (2015). The results show that the HTMT ratio values were below the threshold (see Table 3); indicating discriminant validity was achieved. Before continuing to test the hypotheses by creating the inner model, we checked for common-method variance problem. Common-method

Table 2. Correlations and validities.

	1	2	3	4	5	6
1. Destination source credibility	**.74**	.38	.44	.38	.25	.26
2. Destination image	.62	**.58**	.26	.34	.16	.32
3. ARC need fulfilment	.66	.51	**.66**	.48	.41	.27
4. Positive emotions	.62	.58	.69	**.67**	.35	.37
5. Destination attachment	.50	.40	.64	.59	**.80**	.19
6. Intention to revisit	.51	.57	.52	.61	.44	**.71**

The diagonal values in bold indicate the average variances extracted (AVE). The scores in the lower diagonal indicate inter-construct correlations (IC) and the scores in the upper diagonal indicate squared inter-construct correlations (SIC).

Table 3. HTMT ratio.

	1	2	3	4	5	6
1. Destination source credibility						
2. Destination image	.69					
3. ARC need fulfilment	.72	.56				
4. Positive emotions	.68	.65	.76			
5. Destination attachment	.55	.45	.72	.66		
6. Intention to revisit	.60	.66	.63	.70	.55	

HTMT ratio refers to Heterotrait-Monotrait ratio

variance was examined through Harman's single-factor test (Podsakoff et al., 2003). The results of the EFA test revealed six factors with Eigenvalues greater than 1. The six factors accounted for 70.56% of the total variance, where the first factor accounted for 44.24% of the total variance. These results suggest that common-method variance did not pose a significant problem.

According to Hair et al. (2019), squared multiple correlation – R^2 values of 0.25, 0.50 and 0.75 indicate weak, moderate and substantial predictive power, respectively. In the current study, the model explained 0.445% or 44.5% of the variance in ARC need fulfilment, 0.472% or 47.2% in positive emotions, 0.455% or 45.5% of the variance in destination attachment and 0.378% or 37.8% of the variance in intention to revisit. Thus, the predictive power of the proposed model was relatively good. The predictive capabilities of the structural model could also be displayed through the effect size (f^2). Researchers note that f^2 values higher than 0.02, 0.15 and 0.35 indicate small, medium and large f^2 effect sizes (Cohen, 1988; Hair et al., 2019). The f^2 values in this study were in the range of 0.017 to 0.896 (see Table 4); indicating substantial effect sizes.

Another means to assess the predictive capabilities of the structural model is to calculate the Q^2 values. Through a blindfolding procedure of the Stone–Geisser test, the Q^2 values were 0.291, 0.311, 0.360 and 0.266 for ARC need fulfilment, positive emotions, destination attachment and intention to revisit, respectively. Q^2 values higher than 0, 0.25 and 0.50 indicate small, medium and large predictive relevance (Hair et al., 2019). Thus, the proposed model suggested high predictive relevance.

The proposed research hypotheses were examined from the path coefficient and t-value scores (see Table 4). The results support H1 (PC = .56, t = 15.60, p < 0.001), which states that destination source credibility positively affects ARC need fulfilment. The results also support H2 (PC = .16, t = 4.32, p < 0.001), which states that destination image positively affects ARC need fulfilment. Both H3 (PC = .69, t = 31.44, p < 0.001) and H4 (PC = .45, t = 10.10, p < 0.001) are supported; ARC needs fulfilment positively affects positive emotions and destination attachment. H5 (PC = .28, t = 6.25, p < 0.001), which states that positive emotions positively affect destination attachment is supported. Finally, H6 (PC = .53, t = 14.41, p < 0.001) and H7 (PC = .13, t = 3.52, p < 0.001) are also supported. Positive emotions and destination attachment positively affect intention to revisit.

Conclusion and implications

This research extends prior studies on signalling and self-determination theory. This study contributes to the tourism literature in examining the antecedents of ARC need fulfilment. Particularly, this study applies signalling theory to the tourism field by using credibility and image as signals. Signalling strategies using these two prominent constructs will therefore effectively help in building individuals' intention to revisit the destination. Moreover, credibility and image could also act as extrinsic cues that help in building a sense of fulfiling the individuals' ARC needs. Out of the two, destination source credibility is the stronger predictor of ARC need fulfilment. Thus, destinations

Table 4. Results of structural equation analysis.

	Relationships	f^2	PC	t-value
H1	Destination source credibility → ARC need fulfilment	.342	.556	15.477***
H2	Destination image → ARC need fulfilment	.028	.161	4.264***
H3	ARC need fulfilment → Positive emotions	.896	.688	31.336***
H4	ARC need fulfilment → Destination attachment	.194	.446	10.132***
H5	Positive emotions → Destination attachment	.078	.285	6.210***
H6	Positive emotions → Intention to revisit	.294	.530	14.259***
H7	Destination attachment → Intention to revisit	.017	.129	3.514***
Variance explained (R^2)				
ARC need fulfilment			.445	
Positive emotions			.472	
Destination attachment			.455	
Intention to revisit			.378	

PC: Path Coefficient; ***p <.001; **p <.01; *p <.05; [ns] Not Significant.

should prioritize increasing their source credibility in their strategies. The present study also highlights the importance of fulfiling the three basic psychological needs. By fulfiling these three needs, individuals will end up with more positive emotions and stronger attachment towards the destination. These positive emotions and affective bond increase their intention to revisit the destination.

Prayag et al. (2013) noted that modelling behavioural intentions remains an important area of research in tourism. Employing self-determination theory, the present research offers a model explaining individuals' intention to revisit a destination. Prior studies in various fields have displayed the power of SDT. However, limited application of SDT is evident in the tourism context. Thus, this study employs SDT in the tourism context, particularly whether tourism destinations could fulfil the three basic psychological needs (i.e., ARC needs).

In their study, Ahn and Back (2019) contended that fulfiling ARC needs would result in stronger brand attachment and brand compatibility. However, they did not examine the antecedents of satisfying these ARC needs. Based on signalling theory, two constructs (i.e., destination source credibility and destination image) are proposed as the antecedents of ARC need fulfilment. The findings show that these two constructs play an important role in fulfiling tourists' sense of ARC. Thus, it is evident that destinations are able to help the individuals in fulfiling their ARC needs. Fulfiling these needs would result in favourable behaviours towards the destination (e.g., Ahn & Back, 2019; White & Thompson, 2009; Zhang et al., 2019).

Destination Management Organizations (DMOs) should focus more on fulfiling the basic psychological needs of their visitors. They should start creating strategies that would foster the fulfilment of these three basic psychological needs. For example, they could foster the satisfaction of relatedness by encouraging more interaction between visitors and the local community. They could create a programme that allows the visitors to live with the locals for a certain period of time. Another example would be involving visitors in the development of the local community. DMOs could create voluntary programmes that allow the visitors to feel competent (e.g., teaching other languages). Communities, who are part of the individuals' lives, can help in meeting some basic psychological needs (Wang et al., 2002).

Out of the two antecedents, destination source credibility serves as a stronger signal to foster ARC need fulfilment. DMOs should always try to increase their destinations' credibility. They should make sure that all of the related parties in their destinations (e.g., tour guide, vendors, etc.) deliver the promises that they have communicated to the visitors (Veasna et al., 2013). Likewise, DMOs should not neglect managing the destination's image. Culture (e.g., cultural diversity, cultural attractions) is an integral part of destination image (Veasna et al., 2013). In a previous study, it was shown that involvement to the destination's culture could help in building the image of destination that leads to visit intention (Whang, Yong, & Ko, 2016). Thus, DMOs should try to increase the visitors' involvement to the destination's culture. They could start introducing the culture and embed it within their tourism offerings.

The findings also show that fulfilment of ARC needs lead to stronger positive emotions and destination attachment, which in turn lead to higher revisit intention. Through this, the present study confirms that positive emotions and destination attachment are two distinct constructs, confirming Hosany et al.'s (2017) proposition. The present study also extends previous studies (e.g., Loi et al., 2017; Loureiro & Jesus, 2019; Stylos et al., 2016) by explicating the path between destination image and revisit intention. Destination image helps in fulfiling the visitors' ARC needs, which evokes positive emotions that support the creation of strong destination attachment (Ahn & Back, 2019; Veasna et al., 2013). The strong attachment to the destination increases revisit intention (Kim et al., 2016; Song et al., 2017).

DMOs should understand that building these affective bonds would help to increase the visitors' loyalty to their destinations (Wang et al., 2002, Whang et al., 2016). Rather than focusing much on utilitarian benefits, DMOs should start focusing more on the affective benefits of their destinations. For example, they could start fostering the sense of caring, inspiration and belongingness experienced through visiting the destinations. This could be achieved through involving the visitors with the

destination culture and the local community. For example, Flanders in Belgium is quite well known for its personal stories from its passionate community, going so far as to create a social media campaign called the "Flanders Fields 1914–18" to discuss the history and legacy of the First World War.

Similar with any study, the present study has some limitations that must be considered before generalizing its results. First, this study obtained single cross-sectional data at one point in time, which could potentially bear common bias effects. Future studies could design a longitudinal study to address this issue. Second, this study obtained data from a single country (i.e., Indonesia). Although Indonesia offers interesting insights from the perspective of a growing country, the results should still be inferred with caution. It would be interesting to replicate and test the conceptual framework on different developing countries. It would also be interesting to test the framework in developed countries to understand the differences between developed and developing countries.

Third, in this study, ARC need fulfilment is measured as a unidimensional construct. Previous studies have argued that ARC need fulfilment includes three distinct dimensions. It would also be interesting to find out which ARC need fulfilment dimension has the highest power in explaining various tourism behaviours. Thus, future studies in the tourism context should measure ARC need fulfilment on a dimensional basis. Future studies should also investigate other drivers of ARC need fulfilment. Research has shown that brand experience influences behavioural intentions towards the destination (e.g., Jiménez-Barreto et al., 2020). These authors found that brand experience positively influences the perceived destination brand credibility – an important predictor of ARC need fulfilment. Similarly, brand experience itself might also help in fulfiling the three basic psychological needs.

Finally, another research avenue that should be considered is to explore the mediators and moderators of the relationships. One recent study found that self-transcendence values act as important mediators to positive emotions and affective commitment (Japutra & Loureiro, 2020). Thus, personal values could be another mediator of the relationships in our model. Loureiro et al. (2019) found that past experiences moderate the relationships between cruise signal and symbolic status. It would be interesting to see whether past experiences will moderate the link between positive emotions, destination attachment and revisit intention.

Disclosure statement

No potential conflict of interest was reported by the authors.

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Appendix

	N	Skewness		Kurtosis	
		Statistic	Std. error	Statistic	Std. error
DSC1	725	−0.124	0.091	−0.706	0.181
DSC2	725	−0.097	0.091	−0.473	0.181
DSC3	725	−0.152	0.091	−0.273	0.181
DSC4	725	−0.377	0.091	−0.340	0.181
DSC5	725	−0.195	0.091	−0.390	0.181
DSC6	725	−0.080	0.091	−0.360	0.181
DI1	725	−0.645	0.091	−0.313	0.181
DI2	725	−0.685	0.091	0.192	0.181
DI3	725	−0.799	0.091	0.615	0.181
DI4	725	−0.551	0.091	−0.349	0.181
DI5	725	−0.648	0.091	−0.224	0.181
DI6	725	−0.920	0.091	0.529	0.181
DI7	725	−0.717	0.091	0.705	0.181
ARC1	725	−0.546	0.091	−0.657	0.181
ARC2	725	0.060	0.091	−0.533	0.181
ARC3	725	−0.085	0.091	−0.559	0.181
ARC4	725	−0.196	0.091	−0.642	0.181
ARC5	725	−0.105	0.091	−0.582	0.181
ARC6	725	−0.158	0.091	−0.405	0.181
PE1	725	−0.809	0.091	0.519	0.181
PE2	725	−0.450	0.091	−0.057	0.181
PE3	725	−0.671	0.091	0.441	0.181
PE4	725	−0.798	0.091	−0.001	0.181
PE5	725	−0.742	0.091	0.303	0.181
PE6	725	−0.899	0.091	0.714	0.181
DA1	725	−0.320	0.091	−0.381	0.181
DA2	725	−0.329	0.091	−0.502	0.181
DA3	725	−0.586	0.091	−0.127	0.181
IR1	725	−0.924	0.091	0.074	0.181
IR2	725	−1.013	0.091	0.200	0.181
IR3	725	−0.588	0.091	−0.383	0.181

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