

THE MEDIATION EFFECT OF PSYCHOLOGICAL OWNERSHIP TO DETERMINE DESTINATION'S REVISIT INTENTION AND INTENTION TO RECOMMEND

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ABSTRAK

Kunjungan wisatawan yang semakin meningkat setiap tahunnya semakin mengukuhkan posisi pantai Haeundae sebagai *top recreational destination* di kota Busan, Korea Selatan. Kemashuran destinasi wisata ini dalam menggaet wisatawan tidak hanya dalam skala nasional namun juga internasional. Dengan menggunakan pendekatan *causal quantitative*, serta menetapkan setiap turis asing yang pernah berkunjung sebagai responden, penelitian ini dilaksanakan dengan tujuan untuk mengeksplorasi pengaruh *Destination Psychological Ownership* dalam memediasi hubungan *Destination Identification* dan *Destination Belongingness* dalam mempengaruhi *Revisit Intention* dan *Intention to Recommend* para wisatawan asing yang pernah berkunjung kesana. Penelitian dilaksanakan dengan menyebarkan kuesioner secara online dan sebanyak 154 partisipan telah menyelesaikan survei. Dan dengan bantuan Smart PLS 4.0 data terkumpul telah berhasil di analisa dan temuan menunjukkan bahwa *Destination Psychological Ownership* secara signifikan hanya memediasi pengaruh antara *Destination Belongingness* terhadap *Revisit Intentions*, begitu pula dengan *Destination Identification* yang secara signifikan mempengaruhi *Revisit Intentions* dan *Destination Belongingness* yang secara signifikan juga mempengaruhi *Intention to Recommend*.

Kata kunci: destination psychological ownership, destination identification, destination belongingness, revisit intention dan, intention to recommend

ABSTRACT

Haeundae Beach's status as a top recreational destination in Busan, South Korea, has been solidified by the growing influx of tourists each year. This tourism destination's fame extends beyond national borders, attracting tourists from both domestic and international markets. This research employed a causal quantitative approach to investigate the impact of Destination Psychological Ownership on the relationship between Destination Identification and Destination Belongingness, and how it influences the Revisit Intention and Intention to Recommend of foreign tourists who have visited. The study was conducted by disseminating online questionnaires, and a total of 154 individuals successfully responded to the survey. The data collected has been analyzed using Smart PLS 4.0, revealing that Destination Psychological Ownership serves as a significant mediator between Destination Belongingness and Revisit Intentions. Additionally, Destination Identification has a significant influence on Revisit Intentions, while Destination Belongingness significantly influences Intention to Recommend.

Keywords: destination psychological ownership, destination identification, destination belongingness, revisit intention, dan, intention to recommend

1. INTRODUCTION

In an era characterized by increasingly diverse and accessible tourism, many stakeholders in the sector are contemplating effective strategies to sustain and profit from the business. It is crucial to maintain the level of tourist satisfaction in the recreational tourism or leisure travel business. Since people's sense of ownership towards an object is not consistent because individuals are always seeking new experiences and discarding their current possessions (destination) (Dayal., 2016). A recreational tourism destination is not only a business sector that brings economic benefits to the community and social environment around it but also plays a role in promoting culture and the tourist environment. It also contributes to the profitability and substantiality of the tourism business (Alves et al., 2019; Stylos et al., 2017).

In South Korea, Haeundae beach is well known as one of most popular summer recreational destination that has attracted over 10 millions tourists each year (Yongjun Choi, 2022). In peak season on summer, Haeundae beach can attracts up to 1 million visitors per day (Ministry of Culture, 2022). And among all the beaches located in Busan city, Haeundae beach hold the largest visitors amount up to 8.81 millions people on summer 2022 (Haps, 2023)

After Covid-19, there has been a steady rise in the number of visits. In December 2023, Haundae Beach managed to attract 60,000 tourists, making it the third most visited destination in the city of Busan during that time. Additionally, Haeundae Beach ranked second in terms of total spending, with a sum of 22.04 billion won (Haps, 2023). Given this observation, it is needed to persist in seeking effective strategies to enhance competitiveness with other destinations in order to attract a greater number of tourists. One of the most important ways to remain competitive in maintaining the existence of a recreational tourism destination is through efforts to make tourists that have visited the destination, both local and foreign to visit again the tourist destination. To remain competitive, organisations require a timely analysis of consumers' behaviours and perceptions as well as automation support for the generation of actionable recommendations that can increase revisits and positive eWOM (Gregoriades, et al., 2023)

Revisit intention is defined as an individual's desire to make repeated visits to the same destination, for example purchasing a holiday package to the same destination (Han & Kim, 2010). Stylos et al. (2016) considers revisit intention as the desire to visit the same destination

within a certain period of time. While, Um, Chon, and Ro. (2006) argue that revisit intention is considered as a cause arising from a feeling of satisfaction with the decision to visit a destination.

According to Ngoc and Trinh (2015), revisiting intention is considered a crucial component for the growth and survival of firms in the tourism sector. In the long run, such behavioral intention will contribute to the business profitability (Jani and Han, 2014). In order to address this, the South Korean government has actively implemented several measures to promote and enhance more tourism sector. The Busan Tourism Organization has exerted substantial endeavors to enhance the promotion of Haeundae beach as a tourist attraction, emphasizing its picturesque shorelines, rich historical legacy, and delectable culinary offerings. Consequently, there has been a rise in the attention of travelers, leading to Haeundae beach gaining international renown in the tourism industry (Miciano, 2023). Remaining the importance of tourist revisit intention is highly recognized for the growth and prosperity of enterprises (Ngoc and Trinh., 2015). The objective of this tourism marketing is not just attracting new visitor to come but also to enhance the frequency of repeat visits and foster a favorable perception of tourism among foreign tourists

Encouraging visitors to repeat on visiting is not the only important factor in supporting the competitiveness of Haeundae beach destination. Frangos et al. (2015) investigates tourist loyalty by revisiting a site and recommending it to others. Discovering the roles of previous foreign tourist related their willingness to recommend the destination they have experienced also remain important. Understanding the intention of recommend will benefit to predict any possibilities that the managerial faces towards the effort to improve visitation rate of foreign tourists.

Intention to recommend means the willingness of a customer to endorse a product or service with a positive user experience for others (Cheung & Thadani, 2012). Consumers rely more on advice and suggestions from people who have experience with the service (Zeithaml & Bitner, 1996) and are more trustworthy in such communications than those from the company (Kinard & Capella, 2006).

In hospitality research, relationship intention, word of mouth, and oppositional loyalty has a positive relationship with sense of PO (Asatryan & Oh, 2008). Psychological ownership refers to a state in which an individual perceives something, whether tangible or intangible, as being a part of their own (Pierce, Kostova, & Dirks, 2001). Psychological ownership is an

individual's attitude towards an object in which they feel a sense of ownership (Pierce, Rubenfeld, & Morgan, 1991). Psychological ownership, as defined by Pierce et al. (2001), is the cognitive and emotional relationship an individual has towards an item, along with the experience of possession. Specifically in tourism area, Lee et al. (2013) stated that sense of PO with the tourist destination leads to a higher willingness to pay to preserve the destination. Based on the definition above, it can be referred that PO can have an influence to revisit intention and intention to recommend.

But PO is not the only factor determining revisit intention and intention to recommend. Jitender Kumar and Jogendra Kumar Nayak, (2019) stated that when visitors identify with a destination, it generates an emotional bond between them and the place. This bond is strong that the destination becomes a part of the customer's extended self and is used to define their own identity. This can lead to a sense of personal fulfillment in tourists. Tourists' identification with a destination can be defined as the degree to which a tourist feels related to a destination and develops their own identity based on that feeling (Hultman, Skarmeas, Oghazi, & Beheshti, 2015, p. 2228). The perception of a destination's image or its characteristics can contribute to the expression and confirmation of tourists' self-identity. This, in turn, fosters an emotional connection with the destination by enhancing a sense of unity with it. Such a connection is facilitated by the development of a strong identification with the destination. (Hou, Lin, & Morais, 2005; Kyle, Graefe, Manning, & Bacon, 2004).

In addition, the sense of belongingness towards a destination also affects Destination Psychological Ownership. Tourists' need to feel a sense of belonging can be fulfilled by destinations. When tourists perceive a destination as a familiar and comfortable place, they may develop a feeling of ownership towards it, referring to it as "my hill station," "my beach," or "my divinity destination" (Kumar et al., 2019). Belongingness is characterized by a close relational tie that gives individuals a sense of home (Seamon, 1979). The fulfillment of the 'desire for belongingness' also contributes to pleasant experiences (Jackson, 2018; Pearce & Caltabiano, 1983).

Reflecting the condition on the explanations above, researchers interested to investigate the impact of destination psychological ownership as a mediating variable on the relationship between various factors that influence revisit intention and intention to recommend among foreign visitors. In this study researcher aimed to broadening research horizons and resources as

well as incorporating a varied sample that encompasses individuals from different nationalities enhances the external validity of study findings. Hence, the researcher has selected foreign visitor (non-Koreans) as respondents in this study. Therefore, the researcher intrigued in conducting a study with title “THE MEDIATION EFFECT OF PSYCHOLOGICAL OWNERSHIP TO DETERMINE DESTINATION REVISIT INTENTION AND INTENTION TO RECOMMEND”.

2. METHOD

The research model serves as a detailed plan for conducting data collection, measurement, and analysis (Cooper & Schindler, 2014). Using a causal quantitative approach, the researchers sought to find the relationship between variables as well as the influence of mediated variables between independent variables on dependent variables. Quantitative research is a process that involves gathering data through structured surveys, experiments, or observations and then analysing the data using statistical techniques (Creswell, 2012, 2013).). Using cross-sectional design, researcher attempts collect data by observing many subjects (such as individuals, countries, or regions) and aims to understand the relationship among certain variables at a single point or period of time.

In this study, the researcher utilized both primary and secondary data as reference sources for conducting research. Primary data, in this context, pertains to data obtained through surveys by disseminating questionnaires containing specific inquiries to respondents based on the research objective. Furthermore, this study utilized secondary data sourced from various news articles, journal articles, reputable websites, and scientific books to support its findings.

In collecting the requires data, researcher uses Questionnaire to cultivate data. According to (Krosnick, 2018; Malhotra, 2006) the primary and most common method of gathering primary and quantitative data is through the use of questionnaires, which standardize and make the data collection process comparable. As a result, it can guarantee a quicker and more accurate process for gathering data and make data processing easier. This study uses self-administrated surveys through online and internet surveys selected to collect the data since considering the efectivity of time and the present of researcher is not required. The distribution of the research questionnaire is conducted online via Google form.

To measure the data collects, Likert scale or interval scale is used. The Likert scale is a frequently utilized and essential psychometric tool in educational and social sciences research.

The rationale for this quantification arises from the need to convert an individual's subjective experience into an objective reality. Attitude, perceptions, and opinions are qualitative attributes that can be quantitatively transformed for the reasons mentioned above (Joshi, et al., 2015). Hence, this study uses 5 points likert scale to rationalize those respondents thoughts and feelings.

The population of a study refers to the individuals whose presence piques the researchers' interest in order to produce the desired research outcomes. A population, as defined by Kindy et al. (2016), can also refer to the overall count of units (such as organizations, individuals, objects, or items) from which samples are drawn for the purpose of conducting measurements. Due to the infinite size of a population, conducting research using population data will require a substantial amount of time. The population size is considered as the aggregate, as it is not explicitly specified. In this study the population that being considered is any non-native (non-Korean) individual aged 17 to 66, who has resided or is currently residing in South Korea, and has visited the Haeundae Beach, whether it be their initial visit or a subsequent one. And after several weeks of disseminating the questionnaire, this survey involved a total of 154 respondents, who will be further analysed.

The sampling technique used in this study is non-probability sampling. This means that respondents were selected intentionally, without giving equal chances or opportunities to all members of the population to be included as samples.

3. RESULT AND DISCUSSION

3.1 Destination Identification has no significant effect towards Destination Psychological Ownership

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. However, the testing revealed that the P value of 0.451 is greater than 0.05, and the T value of 0.754 is less than 1.96. This indicates that the influence effect is not significant. The conclusion is that Destination Identification does not have a substantial impact on Destination Psychological Ownership, but there is a link between the variables.

This phenomena could occur despite the contrasting findings of earlier research. Within this particular environment, various factors have the potential to influence this outcome, such as emotional and experiential aspects. The visitors' sense of ownership can be significantly influenced by the quality of interactions with locals, the level of enjoyment derived from

activities, and personal satisfaction gained from the trip. Furthermore, self-expectation, motivations, personal ideals or a tendency to seek novelty can sometimes eclipse the impact of this. This is corroborated by a previous study that has stated in order for individuals to become tourists, they must first identify the unmet requirements in their regular environments and then select the destination and activities that may most effectively fulfil those needs from a range of options (Crompton, 1979). Therefore, motivations are a reflection of tourists' expectations of a destination and their attitude towards it (Gnoth, 1997; Hsu, Cai, & Li, 2010). The diverse motivational reasons that a visitor has for visiting a destination can lead to a lack of identification with that destination.

3.2 Destination Belongingness has a significant effect towards Destination Psychological Ownership

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. Scored with path coefficient value of P Value $0.00 < 0.05$ & T Value $10.034 > 1.96$ and positive coefficient value, it indicates that Destination Identification has a significant positive influence towards Destination Psychological Ownership.

When travelers have a profound sense of attachment to a destination, they form emotional connections with it. This emotional connection can result in a sense of possession, as individuals are more inclined to perceive the place as an integral part of their personal identity and life experiences. This is corroborated by a study carried out by Ardrey in (1967) and Duncan in (1981) that belongingness and sense of ownership are closely linked. A comparable finding was conducted by Jones, Patterson, and Hammitt in (2000). Belongingness is typically fostered via the experiences and relationships one has with a particular location. Travelers who possess a feeling of ownership towards a destination tend to invest more mentally and emotionally in their whole experience there. This investment can cultivate a feeling of psychological ownership as individuals start to perceive the destination as an extension of their own identity.

3.3 Destination Psychological Ownership has a significant effect towards Revisit Intention

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. Scored with path coefficient value of P Value $0.00 < 0.05$ & T Value $4.403 > 1.96$ and positive coefficient value, it indicates that Destination Identification has a significant positive influence towards revisit intentions.

Psychological ownership of travelers has a beneficial impact on their desire to pay and intention to revisit, both of which are considered in-role behaviors (Atasoy & Morewedge, 2018; Kokkoris et al., 2020). This study's findings have successfully validated the impact of destination psychological ownership on revisit intentions. Tourists who possess a strong feeling of ownership tend to cultivate a favorable mindset towards achieving their goals. This mindset results in a resolute determination to come back. Furthermore, satisfaction is also a crucial aspect that affects revisit intention. Satisfaction in a relationship with psychological ownership leads to a sense of psychological ownership, as tourists begin to perceive the place as their own. Consequently, greater levels of contentment with the location, resulting from a feeling of possession, enhance the probability of tourists intending to revisit.

3.4 Destination Psychological Ownership has no significant effect towards Intention to Recommend

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. However, the testing revealed that the P value of 0.451 is greater than 0.05, and the T value of 0.754 is less than 1.96. This indicates that the influence effect is not significant. But still the relationship remain exist but have a small significant effect as conclusion.

Usher and Gómez (2016) have done an intriguing study on this phenomenon. They discovered that individuals who have a strong sense of ownership display territorial behavior by refusing to share the tourism space with others. Nevertheless, this literature remains coherent, as individuals, being human, occasionally possess the inclination to possess something exclusively without sharing it with others. As straightforward as it may be, individuals may choose to act in a manner that prioritizes their personal comfort or takes action to preserve a place in its original state without any exploitation.

3.5 Destination Psychological Ownership does not mediate the influence of Destination Identification towards Revisit Intention

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. However, the testing revealed that the path coefficient value of P value, 0.489 is greater than 0.05, and the T value of 0.692 is less than 1.96. This indicates that the relationship remain exist but has no significant effect as conclusion.

This phenomenon can occur because the process of destination identification, which refers to visitors aligning their self-concept with a particular destination, can significantly impact their inclination to revisit that destination. The immediate impact may overpower the intermediary function of psychological ownership. Tourists who have a strong connection to a site frequently have a strong desire to revisit again without needing to first create a sense of psychological ownership. According to a study conducted by Prayag and Ryan (2012), it was discovered that tourists' intention to revisit a site can be directly predicted by their identification with that destination, without the requirement for psychological ownership to act as a mediator.

3.6 Destination Psychological Ownership does not mediate the influence of Destination Identification towards Intention to Recommend

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. This hypothesis socred with path coefficient value of P Value $0.703 > 0.05$ & T Value $0.381 > 1.96$. the result can be inferred that Destination Psychological Ownership does not mediate the influence of Destination Belongingness and Intention to Recommend yet the relationship found to be exist but not significantly affecting.

The identification of a destination has a direct impact on the intention to recommend it, without being influenced by the psychological ownership of the destination. This may be due to the fact that ldestination identification primarily relies on a sense of connection or affinity with the location, which directly influences the intention to suggest it to others. This is consistent with the prior research that made a similar assertion. Tourists who have a strong emotional connection with a destination are more likely to directly recommend it because their positive identification with the place makes them good promoters. The immediate effects can be so powerful that the process of establishing psychological ownership does not have a substantial effect on the behavior when implementing recommendations (Yuksel, Yuksel, & Bilim, 2010).

3.7 Destination Psychological Ownership mediate the influence of Destination Belongingness towards Revisit Intentions

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. Regarding to mediation effect of Destination Psychological Ownership between Destination Belongingness and Revisit Intentions, the result can be determined by seeing the patch coefficient of P Value $0.00 < 0.05$ &

T Value $4.203 > 1.96$. different from other hypothesis that using destination psychological ownership as the intervening variable, the result of this testing determine that the positive relationship between destination belongingness and revisit intention has significantly mediates by destination psychological ownership.

Multiple empirical research have substantiated the correlation between psychological ownership and the propensity to revisit. Chen and Tsai (2007) discovered that destination attachment, which is a part of psychological ownership, has a considerable impact on tourists' inclinations to revisit. Place belongingness refers to the emotional connection that an individual has with a certain physical environment (Williams et al., 1992). When an individual has a strong attachment to a destination, they also tend to have a strong sense of ownership over it. Consequently, those with a stronger sense of place attachment are more likely to consider a destination as their own and exhibit more favorable behavior towards that destination.

3.8 Destination Psychological Ownership does not mediate the influence of Destination Belongingness towards intention to Recommend

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. Regarding to mediation effect of Destination Psychological Ownership between Destination Belongingness and Intention to Recommend, the result can be determined by seeing the patch coefficient of P Value $0.292 > 0.05$ & T Value $1.054 < 1.96$. similar to previous result, in this testing, destination psychological ownership as the intervening variable determine that not significantly mediating the influence of destination belongingness towards intention to recommend, yet the relationship does exist and remain positive.

Consequently, individuals' recommendation of a trip is not influenced by their psychological ownership of the place, despite their feeling of belonging to it. However, it is possible that other factors are influencing the situation. The findings of this study, as corroborated by Hwang, Baloglu, and Tanford (2019), indicate that psychological ownership has the potential to promote loyalty and recommendation actions. However, it is important to note that its position as a mediator between belongingness and referral intents is not consistently supported.

3.9 Destination Identification has a significant effect towards Revisit Intention

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. Regarding to the influence of Destination Identification towards Revisit Intentions, the result can be determined by seeing the patch coefficient of P Value $0.00 < 0.05$ & T Value $9.760 > 1.96$. which means that destination identification has significant positive relationship on revisit intentions.

The literature extensively documents the notable impact of destination identification on the intention to revisit. Visitors who have a strong sense of connection with a site are more inclined to come again, influenced by cognitive, emotional, and evaluative criteria. This relationship is substantiated by ideas such as Social Identity. Ajzen's (1991) theory posits that purpose is a preceding factor to behavior, which is impacted by attitudes, subjective norms, and perceived behavioral control. Visitors who possess a favorable mindset and a strong sense of connection to a particular location are more likely to have a stronger inclination to return.

3.10 Destination Identification has no significant effect towards Intention to Recommend

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. However, the testing revealed that the P value of 0.703 is greater than 0.05, and the T value of 0.381 is less than 1.96. This indicates that the influence effect is not significant. But still the relationship remain exist but have a small significant effect as conclusion.

This phenomenon might occur when a visitor lacks the experience to fully enjoy or explore the place owing to a short-term visit. This can have an impact on how visitors relate or identify the destination. This is corroborated by a study conducted by Li et al. (2010), which examined the influential factors that impact behavioral intentions during short visits. The study found that the limited time visitors have affects their ability to fully engage with the destination, resulting in a lower rate of destination identification and a diminished intention to recommend.

3.11 Destination Belongingness has a significant effect towards Revisit Intention

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. Regarding to the influence of Destination belongingness towards Revisit Intentions, the result can be determined by seeing the patch coefficient of P Value $0.00 < 0.05$ & T Value $4.203 > 1.96$. which means that destination identification has significant positive relationship on revisit intentions.

Prayag and Ryan (2012) found that tourists who have a strong sense of belonging are more likely to revisit the destination. The favorable experience received by the visitor in this situation has contributed to the development of an emotional connection. Managerial may provide customized experiences that respond to individual interests and preferences, so enhancing the emotional connection and fostering a greater sense of belonging.

3.12 Destination Belongingness has a significant effect towards Intention to Recommend

The variables testing for this hypothesis yielded a positive coefficient value in the table of inner model path analysis, indicating a favourable or positive influence. Regarding to the influence of Destination Belongingness towards Intention to Recommend, the result can be determined by seeing the path coefficient of P Value $0.00 < 0.05$ & T Value $11.463 > 1.96$. which means that destination belongingness has significant positive relationship on intention to recommend.

Hosany, Ekinci, and Uysal (2007) conducted studies that show a direct correlation between a strong sense of belonging and recommendation actions. Visitors who have a sense of belonging to a site are more inclined to share their positive experiences and recommend it to their friends and relatives. The feeling of belonging is closely connected to an individual's sense of ownership. Hence, a profound sense of belonging motivates individuals to recommend this to others, as it signifies the reinforcement of their own identity.

4. CLOSING

4.1 Conclusion

According to the discussion explained in previous chapter as well as the data provided, the conclusions of this research present as follow:

Destination Identification has no significant impact towards destination psychological ownership. Destination belongingness has a significant impact towards destination psychological ownership. Destination psychological ownership has a significant impact towards revisit intention. Destination psychological ownership has no significant impact towards intention to recommend. Destination psychological ownership does not mediate the influence of destination identification towards revisit intention. Destination psychological ownership does not mediate the influence of destination identification towards intention to recommend. Destination psychological ownership mediate the influence of destination belongingness towards revisit intention. Destination psychological ownership does not mediate the influence of destination belongingness towards intention to recommend. Destination identification has a significant

impact towards revisit intention Destination identification has no significant impact towards Intention to Recommend Destination Belongingness has a significant impact towards Revisit Intention Destination belongingness has a significant impact towards intention to recommend.

Based on an analysis of all the known conclusions, this study confirms the presence of Partial Mediation in Hypothesis 7. This is supported by the considerable significant direct effect of Destination Belongingness on Revisit Intention on hypothesis 11.

4.2 Suggestion

Based on the completed research, there are several suggestions present as follow:

The researcher proposes increasing the number of respondents or samples in order to accurately depict the actual situation being studied. This study exclusively examined foreigners only, and it is recommended that future investigations concentrate on studying both local and foreign tourist. An examination of domestic visitors compared to foreign tourists can provide further insight into the connections between the elements in the suggested framework.

According to Lee, et al., (2013) Destination psychological ownership (Destination PO) is a highly intriguing variable, as it refers to the sense of ownership individuals feel towards a destination. This sense of ownership is associated with a greater desire to spend more in order to protect and preserve the destination.

Inferring the research result, the foreign visitor of Haeundae Beach are not fully associated with psychological ownership, thus it can be conclude that the foreign tourist is less intersted to have more preserve to the destination and lacking the citizenship behaviuor. Therefore manajerial should attempt to seek for a new solution to addres this.

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