
THE INFLUENCE OF ELECTRONIC VISA SERVICE QUALITY ON SATISFACTION AND INTENTION TO VISIT BACK TO BATAM IN THE NEW NORMAL ERA

Aghnia Yuniarto Putri¹, I Nyoman Darma Putra², Made Antara³

Universitas Udayana, Denpasar Bali, Indonesia

aghniayputri@gmail.com

ABSTRACT

This study aims to examine the relationship between the perception of e-visa services and service quality towards the satisfaction of e-visa services with the intention of foreign tourists to revisit Batam. This research method employs a quantitative approach, targeting foreign tourists with a B211A visa index, with a sample size of 100 respondents. The sampling technique used in this research is Accidental Sampling. Data collection involved distributing questionnaires, conducting interviews with several respondents, and a literature review to complement supporting theories. The data was analyzed using Structural Equation Modeling (SEM) with SmartPLS Student Version software. The results of this study indicate that (1) perception has a significant direct influence on tourist satisfaction, does not significantly impact the intention to revisit, and is partially mediated by the intention to return to Batam; (2) the quality of e-visa services has a significant direct influence on tourist satisfaction and the intention to revisit, yet is fully mediated by the intention to return to Batam; and (3) tourist satisfaction does not significantly influence the intention to return to Batam. This research contributes academically by providing an understanding of the effectiveness of implementing e-visa services in increasing visits by foreign tourists to Batam in the new normal era. It reinforces theories related to tourist satisfaction and intentions to revisit while enriching the body of knowledge in the field of tourism and immigration studies. Additionally, this study offers practical contributions by providing scientific research data to stakeholders and policymakers in the tourism sector.

Keywords: perception, service quality, tourist satisfaction, intention to revisit, e-Visa, Batam.

Corresponding Author: Aghnia Yuniarto Putri

Email: aghniayputri@gmail.com



INTRODUCTION

The Corona Virus Disease 2019 (COVID-19) pandemic is a hard blow to the Indonesian national economy, especially the tourism sector. Currently, around 75 million jobs in the tourism sector are experiencing shocks, and the tourism industry is at risk of losing income of more than 2.1 trillion US Dollars (Utami & Kafabih, 2021). Tourism is one of the leading sectors that contributes significantly to the Indonesian economy. Since 2013, tourism has been the fourth largest foreign exchange contributor after oil and gas, coal, and palm oil (Dewi et al., 2015). Meanwhile, from data released by the Central Statistics Agency (BPS), it appears that foreign tourist visits in the first quarter of 2021 reached 511,440 visits or experienced a drastic decrease of 81.78 percent compared to January to April 2020, which amounted to 2.81 million visits. Many airlines and travel companies have experienced losses due to the cessation of international flights caused by the Covid-19 pandemic. Some parties argue that the government should provide incentives and make policies that favor the tourism industry, which was suspended during the COVID-19 pandemic.

The development of the tourism sector can contribute to state revenues in the form of foreign exchange, encourage economic growth, and improve community welfare. According to (Budiyanti,

2020), the government is one of the parties responsible for encouraging the tourism sector in Indonesia. This responsibility can be realized by increasing the competitiveness of the quality and attractiveness of domestic tourism.

The step that the Indonesian government has taken so far is to encourage the holding of Meetings, Incentives, Conventions, and Exhibition (MICE) activities in several tourist destinations to increase the level of visits there. Apart from that, the government has also gradually relaxed large-scale social restrictions. This makes it easier for domestic and foreign tourists to go to their destinations.

This pandemic has also greatly affected several regions in Indonesia which depend on the tourism sector for their economies. In Indonesia, Batam is a popular tourist destination often visited by foreign tourists. It depends on part of its economy from the tourism sector. Batam Island is one of the islands between the Malacca Strait and the Singapore Strait. Batam is a city that has changed from an industrial city to a tourism city, a process that began in 2008 (Arisandi & Pradana, 2018). In 2015, the tourism sector contributed to Batam City's Original Regional Income (PAD) of 17.56 percent. Based on BPS data for 2021, Batam has the highest economic growth in the Riau Islands, 4.75 percent.

As a city in an island region, most tourism orientation in Batam is dominated by marine tourism. Batam is a city in the Riau Islands province with various tourist destinations, such as resorts, golf courses, sea, and beaches, which always attract domestic and foreign tourists. According to (Arisandi Pradana, 2018), most of the marine tourism objects in Batam City are still managed independently by residents through the coordination of Village Community Empowerment Institutions. Bareleng Bridge, Ocarina Mega Tourism Area, Sekupang Deer Park, Marina Agrotourism Area, and various resorts and golf courses in the Nongsa Area are famous tourist attractions in Batam. The Batam City Culture and Tourism Office has a noble vision, namely the realization of Batam as an area for developing national culture and a gateway for tourism in western Indonesia.

Apart from marine tourism, Batam is also a MICE tourist destination. Batam has fulfilled the requirements as a MICE tourism destination city because it has adequate accessibility, attractions, and amenities (3A). Considering the activities often carried out to increase tourist visits, one of which is exhibitions, the city of Batam has several adequate accommodations or hotels to guarantee the comfort and safety of MICE tourists (Sunantri & Wibowo, 2010) . Because of its location on the border with Singapore and Malaysia, it is not uncommon for MICE tourists who visit Batam to be foreign tourists. MICE tourism in Batam has a multiplier effect on the parties involved in MICE, such as travel agencies, MSMEs, event organizers, hotels and restaurants, and many more.

Apart from marine tourism and MICE, Batam is also trying to develop tourist villages; one example is the Kampung Terih agrotourism. Kampung Terih agrotourism can also attract the interest of foreign tourists to visit this new tourist destination in Batam. According to (Rais, 2020), the characteristics and values of life of the traditional Kampung Terih community are very likely to be developed as a new tourist attraction. However, unlike MICE tourism, tourist villages in Batam still need development in 3A, especially accessibility to tourist villages. This is useful to increase the competitiveness of tourist villages and make it easier for tourists who want to visit.

Based on Batam City BPS data, the number of foreign tourist visits to Batam in 2019 and 2020 experienced a drastic decline of 84.25 percent, from 1,947,943 visits in 2019 to only 306,777 visits in 2020. The government and tourism industry players need to work together to revive tourism in Batam. (Paramita & Putra, 2020) It is stated that the tourism industry will prioritize implementing safety standards that are deemed adequate to maintain the comfort of tourists visiting during this pandemic. In this case, the government is also responsible for helping restore tourism in Batam by increasing its competitiveness compared to other tourist destinations.

The tourism sector needs to have strong competitiveness in order to survive during this pandemic. The Travel and Tourism Competitiveness Index (TTCI) can be used to measure a country's tourism sector's competitiveness. According to (Croes Kubickova, 2013), TTCI is the most necessary tool for ranking the competitiveness of a country based on its tourism sector. TTCI is published by the World Economic Forum every two years. TTCI has four main components: Environmental Empowerment, Tourism Policy, Infrastructure, and Natural and Cultural Resources. Each component has several more detailed related subindices within it.

The Tourism Policy component has four sub-indices: International Openness, Price Competitiveness, Environmental Resilience, and Travel and Tourism Priorities. As stated on the official website of the Ministry of Tourism and Creative Economy regarding TTCI, the International Openness sub-index has three constituent elements, namely Openness to Bilateral Air Service Agreements, Number of Applicable Regional Trade Agreements, and Visa Requirements. This research will highlight the International Openness subindex, especially the Visa Requirements section. Visa requirements referred to in TTCI are visas required to enter the destination country for a short tourist visit. Before the COVID-19 pandemic hit, the Indonesian government had issued a policy of granting visa-free visits to 169 countries for short tourist visits. According to (Sabon et al., 2018), this policy aims to increase the growth of foreign tourists to Indonesia, hoping that visits will increase by 19 percent or as many as 20 million foreign tourists.

To support National Economic Recovery and reduce the spread of COVID-19, the government, through the Directorate General of Immigration, Ministry of Law and Human Rights of the Republic of Indonesia has made adjustments to granting Immigration Visas and Stay Permits. Based on Minister of Law and Human Rights Regulation Number 34 of 2021, a visa is a written statement, either manually or electronically, given by an authorized official to travel to Indonesian territory and is the basis for granting a residence permit.

The Directorate General of Immigration, as stated in number 3 (three) of article 1 of Law Number 6 of 2011 concerning Immigration, has four immigration functions: providing immigration services, law enforcement, state security, and facilitating community welfare development. In its implementation, Immigration carries out some of the tasks of state administration in community service and protection, enforcement of immigration law, and facilitating support for national economic development. The service aspect, whether for Indonesian citizens or foreign citizens, cannot be separated from the geography of the Indonesian territory, which consists of islands that are close together, even directly bordering neighboring countries. In certain places along the borderline, there is traditional traffic in and out of Indonesian citizens and foreigners. In order to improve immigration services at the border, cross-border agreements can be arranged between the

agreeing countries, and efforts can be made to expand Immigration Checkpoints. In this way, people can avoid entering or leaving Indonesian territory outside TPI.

During the COVID-19 pandemic, foreigners and their guarantors can apply for Visit Visas and limited-stay visas to enter Indonesian territory. This is implemented considering the Visa on Arrival and Free Visit Visa were eliminated during the pandemic. The Visit Visa Free Policy aims to improve Indonesia's relations with other countries and make it easier for foreign tourists to visit Indonesia (Sabon et al., 2018). Meanwhile, during the COVID-19 pandemic, only two types of visa applications can be made by foreigners and their guarantors: offshore and onshore. An offshore visa is a visa that is applied for when the foreigner concerned is still outside Indonesian territory and wants to visit Indonesia.

Meanwhile, an onshore visa is applied for by holders of a Visit Stay Permit, Limited Stay Permit, or Permanent Stay Permit whose validity period has expired and cannot be extended and who cannot return to their country of origin. They can apply for a visa from the Indonesian Territory. Both types of visa applications are done online.

In its development, the President of the Republic of Indonesia, through the Coordinating Minister for Maritime Affairs and Investment, announced that Bali and the Riau Islands were ready to open international travel on October 14, 2021. To overcome anxiety regarding foreign tourists entering Indonesia, the authorities of 15 primary airports in Angkasa Pura I tried to tighten inspections at various airports, especially international airports. Apart from that, the government also granted travel permits using visit visas with visa index B211A to 19 countries, namely Saudi Arabia, United Arab Emirates, New Zealand, Kuwait, Bahrain, Qatar, China, India, Japan, South Korea, Liechtenstein, Italy, France, Portugal, Spain, Sweden, Poland, Hungary and Norway. These countries were chosen because their numbers of confirmed COVID-19 cases are at levels one and two. This policy can be used as an opportunity for Indonesia to attract foreign tourists to revisit Indonesia (Budyanti, 2020).

The government has decided to allow citizens from these nineteen countries to come to Indonesia in order to support PEN in the tourism sector while still considering developments in the situation handling COVID-19. Tourists from these 19 countries are allowed to come and enter only the islands of Bali and the Riau Islands by using direct flights from their countries or cruise ships and yachts.

Foreign tourists who wish to travel to Indonesia during the COVID-19 pandemic must have a visit visa with visa index B211A per the Decree of the Minister of Law and Human Rights dated 13 October 2021. To obtain a visit visa, foreign tourists must apply for a visa before deciding to leave for Indonesia. Previously, requests for visit visas could be made by foreign citizens (WNA) who wanted to travel to Indonesia through Indonesian representatives abroad. However, since the pandemic hit and made it impossible for foreigners to apply for visas offline, the Directorate General of Immigration has innovated an electronic visa service (e-Visa).

The e-Visa service was inaugurated by the Minister of Law and Human Rights, Yasonna H. Laoly, on October 27, 2020, in Jakarta. e-Visa is a service provided by the Visa Subdirector at the Directorate General of Immigration. This e-visa service was launched to bring a positive message to the outside world that Indonesia has undergone bureaucratic reform and is ready to become an

investment and tourism destination. The e-Visa service can be accessed via the visa online. Immigration.go.id page. To cut bureaucracy, foreign tourists no longer need to go to Indonesian Representatives abroad to pick up a visa or stick a visa sticker on their passport because the e-visa will be sent directly to the applicant's email after a verification process lasting 2 (two) working days. In 2021, there will be 478,990 foreigners coming to Indonesia. China had the most travelers, namely 208,250 people, 54,421 of whom applied for e-Visa with various visa indices.

An e-Visa can be applied by first registering by inputting data and uploading personal data requirements. A tourist visit visa for tourists who will visit Indonesia (offshore) and who are already in Indonesia but still want to stay in Indonesia (onshore) is submitted by a corporate guarantor with a travel agency type of business or travel agent activity. Next, the applicant waits for a notification containing the username and password. After successful registration, the applicant can apply for e-Visa approval by 1) logging into the application using the username and password sent; 2) selecting the type of visa to be applied for, inputting data, and uploading required documents; 3) making a PNPB payment (make sure the data input and conditions are correct because if the payment is rejected, it cannot be withdrawn); and 4) if the application is approved, the applicant will receive notification via email.

Service quality influences the satisfaction of tourists visiting an area. Foreign tourists' satisfaction also influences tourist visits to a particular region or tourist attraction (Kalebos, 2016). The development of high-quality e-visa products and services is a significant problem that must be resolved immediately by understanding the perceptions and expectations of e-visa applicants regarding the services they want. With this research, the government can pay more attention to the quality of its services so that tourists can feel more satisfied and that the level of foreign tourist visits can increase. By understanding the quality of e-visa services, the government and stakeholders will have a much better opportunity to serve more e-visa applicants and, indirectly, increase state revenues from the tourism sector. Increasing tourism-related sector service performance visibility can help tourism stakeholders formulate policies and allocate resources more effectively (Song et al., 2012).

Based on the background above, this research aims to assess the relationship between perceptions of e-visa services and service quality about e-visa service satisfaction and foreign tourists' revisit intentions to Batam.

METHOD

This research uses a quantitative approach emphasizing data analysis on data processed with statistics. Data collection was carried out cross-sectionally. The research will be carried out in the Batam area, specifically at the Batam TPI Special Class I Immigration Office, Travel Documents and Stay Permits Section, and Stay Permits Section located in the Batam City Public Service Mall. The research location was determined purposively based on the consideration stated in the Press Release of the Coordinating Minister for Maritime Affairs and Investment Number SP-642/HUM/ROKOM/SET.MARVES/X/2021, dated 14 October 2021, stated that two areas were open for tourists: the Riau Islands and Bali. Batam, Riau Islands was chosen because its location directly borders Malaysia and Singapore, so that it will have more cross-border tourists. This research uses

two types of data: qualitative data in the form of respondent profiles and quantitative data, which is the number of samples in distributing questionnaires, and the results of respondents' assessments, which are measured using a Likert scale.

The data sources used in this research are primary sources and secondary sources. The population in this research is all foreign tourists already in Indonesian territory but want to remain in Indonesia during the COVID-19 pandemic and apply for an onshore visa with the B211A visa index to extend their residence permit in Indonesia. So, the target population is foreign tourists with a B211A visa index who came to the research location at the time the research took place. In this research, sampling will be carried out using the accidental sampling method. Based on the research instrument used, namely Smart PLS software, the minimum number of research samples is 30, and the maximum is 100. The data analysis technique used in this research is hypothesis testing.

RESULTS AND DISCUSSION

Seeing whether a hypothesis can be accepted or rejected can be done by paying attention to the significance values between constructs, t-statistics, and p-values. With this technique, measurement estimates and standard errors are no longer calculated using statistical assumptions but are based on empirical observations. In the bootstrap resampling method in this research, the significance value used (two-tailed) t-value is 1.96 (significance level = 5 percent) with the condition that the t-statistic value must be greater than 1.96 (Ghozali, 2014).

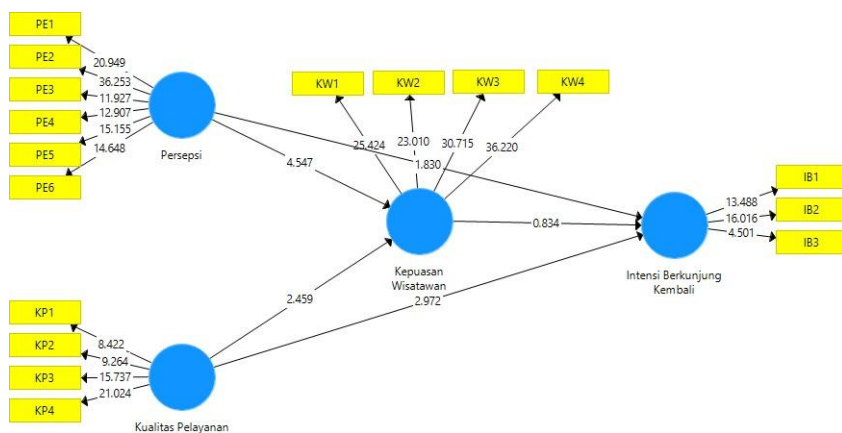


Figure 1. Bootstrap Resampling Results

Table 1. Research Hypothesis Test Results

Items	Original Samples (O)	Samples Mean (M)	Standard Deviation (STDEV)	T-statistic (O/STERR)	P-values
P.E → KW	0.562	0.559	0.124	4,547	0,000
KP → KW	0.284	0.286	0.115	2,459	0.014
KW → IB	-0.179	-0.174	0.236	0.834	0.405
P.E → IB	-0.327	-0.352	0.179	1,830	0.068
KP → IB	0.507	0.516	0.171	2,927	0.003

Source: Primary data analysis (2022)

In hypothesis testing using PLS, there are also indirect effect results. The following are the results of the indirect effect in the table below.

Table 2. Indirect Effect Test Results

Items	Original Samples (O)	Samples Mean (M)	Standard Deviation (STDEV)	T-statistic (O/STERR)	P-values
P.E → KW → IB	-0.111	-0.108	0.148	0.751	0.453
KP → KW → IB	-0.056	-0.039	0.068	0.817	0.414

Source: Primary data analysis (2022)

Direct and Indirect Effects of Perception

The results of hypothesis testing on the influence of perception on tourist satisfaction have a positive relationship of 0.562. This relationship has a t-statistic value of 4.547, which is more significant than 1.96, and the p-value is 0.000, more diminutive than 0.05. This way, perception significantly influences tourist satisfaction, and the first hypothesis is accepted. This means that as the quality of tourist perception increases, tourist satisfaction will also increase.

In this research, there are 6 (six) indicators used as components of perception variables. Then, perception is divided into 2 (two) types of perception, namely perception of convenience and perception of usefulness. Perception of ease is reflected by 3 (three) indicators, namely ease of use, perceived enjoyment, and compatibility. Meanwhile, perceived usefulness is reflected by 3 (three) indicators, namely usefulness, relative advantage, and result in demonstrability. The results of data collection show that the ease of use indicator with the statement "I find it easy to browse the e-Visa website" is the indicator that contributes most to the perception variable. This is proven by the average value of 3.96. This means that ease of browsing the e-visa page is a significant factor in boosting the quality of tourists' perceptions, so this needs to be maintained or even improved. The perceived ease in navigating the e-Visa page can be attributed to the characteristics of tourists' educational level, most of whom have bachelor's and master's degrees. Someone with this educational background is likely to be used to surfing the Internet and browsing various pages, making it easier to adapt to the e-Visa page.

These results follow previous research (Pramana & Sukresna, 2016), which stated that perception positively affects consumer satisfaction. The higher the quality of a person's perception, the higher his satisfaction with the service he has received. Other research also reveals similar research results that perceptions can influence service quality (Budiono, 2021). Perception is an attitude that can influence a person's decision to use a service. So, when tourists positively perceive a service, they will tend to use it and feel more satisfied after using it. In this research, the service in question is the e-visa service.

Second, the coefficient result of the relationship between perception and intention to revisit is -0.327, which means that perception has a negative relationship with tourists' intention to revisit. The t-statistic value obtained was 1.830, a value smaller than 1.96. Then, a p-value of 0.068 was obtained, which was more significant than 0.05. Based on these results, tourist perceptions do not affect tourists' revisit intentions. Thus, the fourth hypothesis is rejected. This means that increasing the quality of perception will not be able to increase tourists' intentions to visit Batam again.

In this research, there are 4 (four) indicators used as components of the revisit intention variable. The four indicators are willingness to revisit, word-of-mouth, more frequent visits, and usefulness. The results of data collection show that the usefulness indicator with the statement "I would like to stay more often in Batam" is the indicator that contributes most to the return intention variable. This is proven by the average value of 3.81. This means that usefulness is the aspect that needs to be improved to increase the level of tourist return visits. One of the respondents in this study suggested increasing the diversity of tourist attractions in Batam to increase their desire to visit again. From this statement, the factor that can increase the desire to visit again is the diversity of attractions at tourist attractions, not tourist satisfaction with the quality of the e-visa service they receive.

This result is not in line with previous research conducted by (Jakti et al., 2022), which stated that tourist loyalty is directly or indirectly influenced by perceptions of tourism service users. A similar finding was also revealed by (Setiawan, 2019) regarding the relationship between perceptions and intentions to revisit. (Pramana & Sukresna, 2016) also indicated a connection between price perception and consumer loyalty. Another difference is that most previous studies examined the influence of service user perceptions on services provided by private entities, such as services in the banking and transportation sectors. Therefore, this research differs as it focuses on government-owned electronic services.

Finally, the results of the first indirect effect test, which examines the influence of perception on the intention to revisit mediated by tourist satisfaction, show a coefficient value of -0.111. This indicates that tourist satisfaction has a negative direction on the relationship between perception and the intention to revisit. The t-statistic value obtained is 0.751, which is smaller than 1.96, and the p-value is 0.453, which is greater than 0.05. These results indicate that tourist satisfaction does not mediate the relationship between perception and the intention of foreign tourists to revisit Batam. In other words, high tourist satisfaction does not influence the relationship between perception and the intention of foreign tourists to revisit Batam.

Based on these results, it is known that the direct influence value is -0.327, and the indirect influence value is -0.111, indicating that the direct influence value is smaller than the indirect influence value. This means that tourist satisfaction is a mediating variable that strengthens the relationship. The influence of perception on the intention to revisit remains insignificant after controlling for the mediating variable, although its coefficient value has increased. Therefore, tourist satisfaction can be referred to as a partial mediating variable. Tourist satisfaction is considered a partial mediating variable if, after including tourist satisfaction, the influence of perception on the intention to revisit, which was previously not significant, remains non-significant after incorporating tourist satisfaction into the regression equation model.

These results contradict previous research conducted by (Setiawan, 2019), which stated that perception affects loyalty. This discrepancy could occur because in Setiawan's study, only the direct relationship between perception and loyalty was assessed. No other variables were found to mediate between these two variables. Meanwhile, in the study by (Jakti et al., 2022), perception was a mediating variable in the relationship with the intention to revisit. In their research, as a mediating

variable, perception could only serve as a partial mediating variable, similar to tourist satisfaction in this study.

The Direct and Indirect Effects of Service Quality

The results of hypothesis testing on the influence of service quality on tourist satisfaction yielded a coefficient of 0.284. This coefficient indicates a positive relationship between service quality and tourist satisfaction. The hypothesis testing also showed a t-statistic value of 2.459, which is greater than 1.96. The obtained p-value is 0.014, which is smaller than 0.05. Therefore, it can be concluded that service quality has a significant positive impact on tourist satisfaction, and the second hypothesis is accepted. This means that if the perceived service quality improves, tourist satisfaction will also increase.

In this study, 5 (five) indicators were used to construct the service quality variable. These indicators are informativeness, accessibility, interactivity, personalization, and security. The data collection results indicated that the security indicator with the statement "e-Visa website provides adequate security to protect my personal information" contributed the most to the service quality variable. This was evident from the average score of 4.21. This means that security is a crucial aspect for enhancing e-Visa service quality, and it is considered necessary to maintain and even improve it. This can be related to the limited experience of using government electronic services. Based on the characteristics of the respondents in this study, 60 people had used government electronic services for less than a year. In this initial stage, a sense of security is required to build trust among service users.

In relation to this, the majority of tourists perceive the security aspect of the e-Visa website as the best quality of the e-Visa service. This significantly enhances tourist satisfaction after utilizing the e-Visa service. Besides improving tourist satisfaction, ensuring the security of personal data of e-Visa applicants can also enhance the positive image and trust in the government agency as a whole, especially the Immigration department. This aligns with the initial purpose of launching the e-Visa service innovation, which is to demonstrate to the world that Indonesia is ready to become an investment and tourism destination.

The findings of this research align with previous studies on service quality, such as the one conducted by (Papadomichelaki & Mentzas, 2012), which discussed that user satisfaction with government electronic services is built by defining quality and creating concepts to evaluate e-Government services. Good service quality can directly influence the satisfaction of e-Visa service users, particularly foreign tourists in this case. Similar findings were also reported by (Song et al., 2012) in their study on the tourist satisfaction index in Hong Kong. According to their research, there are 3 (three) supporting aspects of tourist satisfaction in Hong Kong: transportation services, tourist attractions, and immigration services. The e-Visa service is one of the many public services offered by the Immigration department.

Second, the relationship between service quality and intention to visit again has a test result of 0.507, indicating a positive relationship between service quality and tourists' intention to visit again. The t-statistic value obtained was 2.927. The results show that this value is more significant than 1.96, and the p-value obtained is 0.003, which indicates the value is smaller than 0.05. With the results of these tests, it can be concluded that service quality positively influences tourists' intention

to visit again, so that the fifth hypothesis can be accepted. This means that as the quality of e-visa services for foreign tourists increases, tourists' desire to visit again will also increase.

In this research, 5 (five) indicators are used as components of service quality variables. The five indicators are informativeness, accessibility, interactivity, personalization, and security. The results of data collection show that the security indicator with the statement "e-Visa website provides adequate security to protect my personal information" is the indicator that contributes most to the service quality variable. This is proven by the average value of 4.21. Apart from that, the indicator that contributes to the service quality variable is informativeness, with the statement "e-Visa website provides me with useful information about how to apply e-Visa" being the next indicator that contributes the most to the service quality variable. This is proven by the average value of 4. Besides security, tourists using e-visa services also like the precise information on the e-visa page. In this research, informativeness means the large amount of information on the e-Visa website that tourists can access using e-Visa services. This can be attributed to the lack of experience of most respondents in using government electronic services; the majority have only used them for less than one year. This means that apart from a sense of security, clear information regarding the e-visa is also needed to improve the quality of e-visa services, which will directly influence intentions to return to visit.

These results align with previous research conducted by (Miskan, 2019), who stated that service quality positively and significantly affects return visit intentions. Services in the tourism sector that are of good quality and can fulfill tourists' desires can lead to tourist satisfaction, which is also expected to increase tourists' intention to visit again. Research related to service quality was also conducted by (Kalebos, 2016), who stated that service quality is the variable that has the most influence on tourist satisfaction, which is expected to increase tourists' desire to visit again. Meanwhile, regarding the quality of electronic services owned by the government (Papadomichelaki & Mentzas, 2012), it has conducted research on this matter.

In their research, they stated that reliability, ease of use, community support, and trust are the things that most influence the quality of electronic services owned by the government. The e-visa page is reliable because it provides good personal data security and has much helpful information that tourists need when making an e-visa.

Furthermore, the influence of service quality on tourists' revisit intentions, mediated through tourist satisfaction, shows a coefficient value of -0.056. This indicates that tourist satisfaction provides a negative relationship between service quality and tourists' intention to revisit. The t-statistic value obtained was 0.817, more diminutive than 1.96, with a p-value of 0.414, more significant than 0.05. Based on the indirect effect test results, tourist satisfaction does not mediate the influence between service quality and intention to visit again. This means that tourist satisfaction does not impact the relationship between the quality of e-visa services and tourists' intention to revisit Batam (Tartiani & Fariscka, 2023).

Based on these results, it is known that the direct influence value is 0.507, and the indirect influence value is -0.056, which indicates that the direct influence value is greater than the indirect influence value. This means that the tourist satisfaction variable is a weakening mediating variable. The influence of service quality on the intention to return to visit becomes insignificant after

controlling for mediating variables because the coefficient value decreases. So, the tourist satisfaction variable can be called a perfect mediation variable. The tourist satisfaction variable is declared a perfect mediating variable if, after entering the tourist satisfaction variable, the influence of the service quality variable on intention to revisit, which was previously significant, becomes insignificant after entering the tourist satisfaction variable into the regression equation model.

These results conflict with previous research conducted by (Putra et al., 2016) regarding the influence of service quality and tourist satisfaction on intention to revisit. In this research, service quality and tourist satisfaction significantly affect the intention to visit again. Things that might cause differences in results may be because, in this study, hypothesis testing was carried out using SPSS. In addition, in this study, tourist satisfaction was not a variable that mediates the relationship between service quality and revisit intention. So, it is possible to get test results that differ from those in this study.

Direct Influence on Tourist Satisfaction

The results of testing the relationship hypothesis between tourist satisfaction and intention to visit again is -0.179. These results indicate a negative relationship between tourist satisfaction and intention to revisit. The t-statistic value obtained was 0.834, more diminutive than 1.96, with a p-value of 0.405, more significant than 0.05. These results indicate no influence of tourist satisfaction on intention to revisit, so the third hypothesis is rejected. Increasing tourist satisfaction may not necessarily influence the desire of foreign tourists to revisit Batam. This is in line with the results of the R2 measurement, which states that the revisit intention variable is influenced by other variables in this study only by 9.6 percent, which means other variables outside this study influence 90.4 percent.

In this research, 5 (five) indicators are used as components of tourist satisfaction variables. The five indicators are system quality, fees, service quality, facilitating conditions, and transparency and accountability. The results of data collection show that the fee indicator with the statement "I think the e-Visa service fee is worth the service that I get" is the indicator that contributes the least to the tourist satisfaction variable. This is proven by the average value of 3.32. This means fees are the aspect that most needs improvement in e-Visa services. Many tourists using e-visa services feel that their costs need to be commensurate with the services they receive. This certainly needs to be improved in order to increase tourist satisfaction.

These results contradict research (Putra et al., 2016), which states that tourist satisfaction is related to tourists' intention to revisit a tourist destination. This research stated that tourist satisfaction had a positive and significant effect on foreign tourists' revisit intentions. (Mulyana & Ayuni, 2016) Their research also revealed that tourist satisfaction is significantly related to tourist loyalty, in this case, in the form of the desire to visit again. (Rohman, 2019) even stated emphatically that the higher tourist satisfaction is directly proportional to their loyalty to a destination.

However, several studies suggest that tourist satisfaction sometimes influences the intention to visit again. First, there is research conducted by (Um et al., 2006), which states that the thing that has the most influence on the intention to visit again is not tourist satisfaction but rather the perception of attractiveness or perceived attractiveness. Then, in research (Karunia & Setiawan,

2012), satisfaction did not affect the intention to revisit. So, there is a possibility that tourist satisfaction does not affect the intention to revisit, as is the result of the hypothesis test in this study.

CONCLUSION

This research highlights the importance of e-visa service quality in influencing the experience of foreign tourists in Batam in the new standard era. Although tourist perception and satisfaction are essential, the research results confirm that service quality, especially in personal data security, directly and significantly impacts tourist satisfaction. Although tourist satisfaction does not influence revisit intentions, other factors such as distance, cost, and the COVID-19 pandemic play an essential role in tourists' decision to return. Therefore, improving service quality, especially in maintaining the security of user data, must be a top priority to increase Batam's attractiveness as a tourist destination for foreign tourists.

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