

CHAPTER V

CONCLUSION

This chapter provides conclusion from finding and discussion presented on the previous chapter, followed by assessment of the potential limitation present in study, implication and possible future directions for the research.

5.1. Conclusions of the Research

The purpose of this research is to find out validity and reliability construct for Sensation Seeking, Memorable Tourism Experience and Revisit Intention. This research is using primary data collected by spreading 175 questionnaires to respondents who are not West Sumatera's citizen that visit marine tourism in West Sumatera especially Pagang island, Pasumpahan island and Suwarnadwipa Island. There are three hypotheses developed in this research. Therefore, the analysis of results:

1. Sensation seeking effects memorable tourism experience for the visitors from outside of West Sumatera. It means that memorable tourism experience can be predicted by the sensation seeker. Therefore, local government has to had deeper understanding about the personality of the visitor, especially sensation seeking. By understanding the personality and behavior, it can help the visitor to create memorable tourism experience.
2. Memorable tourism experience effects revisit intention for the visitors from outside of West Sumatera. It means that memorable tourism experience has significantly effect on revisit intention. So, the visitor that has the



memorable tourism experience tend to revisit the destination. The local government has to understand what makes the visitor create the memorable tourism experience. From this research, local government has to add more new and exciting experiences, but also has to add innovative activity for the visitor.

3. Sensation seeking does not effects revisit intention for the visitors from outside of West Sumatera. It means that sensation seeking does not has the significantly effect on revisit intention. Revisit intention can-not be predicted by the sensation seekers.

5.2.Implications of the Research

This research creates several implications for academic and practitioner. For academic, this research is for train and develop another reference, as well as add some insights and knowledge about sensation seeking, memorable tourism experience and revisit intention. This research also gives knowledge or recommendation to the local government. First, local government has to add more activity of marine tourism for young people. Second, local government has to add more new and exciting experiences for marine tourism. Third, local government has to add more innovative activity of marine tourism in order to help the visitor create memorable tourism experience.

For practitioner, this research can be used for provide input, information and references which can be used as consideration or inputs for the practitioner that are related to effects of sensation seeking to memorable tourism experience and behavioral intention.



5.3.Limitation of the Research

Researcher found some limitation when conducted this research. Some of the limitations are as follows:

1. This research has limitations of the response bias of the respondents. Response bias is the information given by respondents through questionnaire sometimes does not show the actual opinion of the respondents. This happened because of the inability of the respondents to understand the items of each point in the questions. So that the honesty of respondents in answering the questions and the limitation time given to them in filling the questionnaires are slightly inappropriate.
2. The sampling technique which used is non-probability, convenience sampling. This sampling technique researcher chooses the respondent base on the accessibility or easy to reach. So, the possibilities of the sample can't describe all the population is higher.
3. Researcher only used sensation seeking, memorable tourism and revisit intention as the variables. It is better to use more variables, such as word of mouth, destination attributes, novelty seeking, and others.



5.4.Recommendation of the Research

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For the further research, the number of samples used for the next research can be propagated.
2. For the further research, the location of research can be expanded to the other marine tourism location in West Sumatera.
3. For the further researcher, different variables can be added or encompassed regarding the topic of the research in order to create and found varieties of the result.

