

CHAPTER V

CONCLUSION

This chapter contains with the conclusion from the research discussion and findings that presented on the previous chapter, followed by assessment of the potential limitation present in study, implication, and possible future direction for the research.

5.1. Conclusion of the Research

The purpose of this research is to find out the validity and reliability construct for Novelty seeking, Memorable tourism Experience, and Revisit Intention. This research is using primary data collected by distributing 195 questionnaires to respondents who are from outside West Sumatera that visited heritage tourism objects. This research is focus on three heritage tourism object which are Istana Basa Pagaruyung, Jam Gadang, and Lobang Jepang. There are three hypothesis developed in this research. The results are shown below:

1. Novelty seeking did not effects memorable tourism experience for the visitors outside West Sumatera. Shown that novelty seeking has not significantly effects the memorable tourism experience of the respondents. Thus, memorable tourism experience cannot be predicted by novelty seeking.
2. Memorable tourism experience effect the revisit intention for the visitors from outside West Sumatera. Shows that memorable tourism

has significantly effects the visitors revisit intention. Summary, the revisit intention can be predicted by memorable tourism experience.

3. Novelty Seeking did not effects revisit intention for the visitors outside West Sumatera which means novelty seeking has not significantly effect on revisit intention. Therefore, revisit intention cannot be predicted by novelty seeking.

5.2. Implication of the Research

This research creates several implications for academics and practitioners. For academics, this research can be use for train and develop another reference, also as add some insight and knowledge about novelty seeking, memorable tourism, and revisit intention.

For practitioner, this research can be used to provide input, information, and reference which used as consideration or inputs for the practitioner that related to effects of novelty seeking to memorable tourism experience and revisit intention. The finding of the research can be used by the government or private tourism object which continuesly develop the service of tourist or even the destination attribute based on the research findings.

5.3. Limitation of the Research

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

1. This research has limitation of response bias of the respondents. Response bias is the information given by respondents through questionnaires sometimes does not show the actual opinion of the respondents. This happened because of inability of the respondents to understand the item of each point in 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 novelty seeking, memorable tourism and revisit intention as the variables. It is better to use more variables, such as visitors satisfaction, destination attributes, and others.

5.4. Recommendation of the research

The result of this research is expected to improve and become reference to conduct further research in the futures, some suggest topics to be develop in further research:

1. The number of samples used for the next research can be propagated. Characteristic of the respondent may be develop to the particular category of which the sample are already visiting the destination or the first time visit.
2. The location can be expanded to the other heritage tourism location

inside or outside of West Sumatera.

3. Different variables such as hedonism, destination attribute, word of mouth or other variable can be added or encompassed regarding the topic of the research in order to create and found of the variety of the result.

