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## INTERRELATION MULTIFACTORS OF MICE DESTINATION TO TOURIST REVISIT

Ni Made Eka Mahadewi<sup>1</sup>, Komang Gde Bendesa<sup>2</sup> and I Made Antara<sup>2</sup>

<sup>1</sup>*Sekolah Tinggi Pariwisata Bali, Nusa Dua, Bali, Indonesia*

<sup>2</sup>*Universitas Udayana, Denpasar, Bali, Indonesia*

**Abstract**— This paper presents a study on the multi factors of MICE destination by explaining how the tourism system approach implemented in a role of tourism destinations and its affects to the MICE industry as sub sectors. The MICE destination is influenced by multi factors where defined as product of MICE destination, satisfaction, image, promotion and its effect to tourist revisit. The result of research shows that promotion contributes the biggest effect to Revisit, both directly as well as indirectly through image. It means that tourist visit to Bali for MICE destination can be enhanced through promotion.

**Keywords**— Tourism system approach; MICE; Multifactors; Promotion; Destination

### 1. INTRODUCTION

The tourist visit, in Indonesia, is expected to increase to be 9.2 million persons in 2014 from 8.6 million persons in 2013. The number of tourist visit in 2013 amounted to 8,637,275 persons, or a growth of 7.37 percents compared to 2012 in which the number of visit was as many as 8.04 million persons. For domestic tourists in 2013, the number of trips reached 248 trips with an average expenditure on each trip reached Rp. 711 thousand. The number of meetings in the form of MICE tourism has become part of efforts to enhance tourist visit to Indonesia. Bali is one of the leading tourist destinations in the world. Bali is still the icon of Indonesian tourism up to the present. Bali is again crowned as the best tourist destination (Island Destination of the Year) in the event China Travel & Meeting Industry Awards 2013. This award is regarded as one of the forms of recognition by the international community to Bali which has successfully managed tourism industry and MICE (meetings, incentives, conference and exhibition) in excellent world-class. MICE needs to be always developed, because: (1) MICE business market is a market that is not easily affected by fluctuations than leisure tourism [1]; (2) MICE Tourists are generally classified into 'quality tourists' who tend to stay longer and spend more money than regular travelers [2]; (3) MICE travelers spending is 7 times more than ordinary travelers [3]; (4) Related to the effects of globalization, the competition of MICE business has shifted from competition amongst firms becomes competition amongst destinations [4].

In relation to Bali as a MICE destination, within a period of 5 years from 2008-2012, it was recorded that MICE activities were only 7.63% in 2008 with a ratio of the number of tourists both foreign and domestic, and the number of tourists visiting Bali attending MICE activities was about 4.93 % tourists in the year 2009, about 6.01 % tourists in 2010, about 4.25 % in 2011 and 7.30% in 2012.

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Therefore, this research reveals on how the multifactors effects of MICE destination attributes, promotions and satisfaction to visit back (revisit) through image.

The rest of this paper is organized as follow: Section 2 describes the proposed method. Section 3 presents the obtained results and following by analysis. Finally, Section 4 concludes this work.

## 2. PROPOSED METHOD

This research is one of the writing forms to determine the factors affecting tourist revisit to Bali. This study is composed using SEM (Structural Equation Modeling). The discussion of this research refers to the theory of Consumer Behavior, emphasizing on the factors of tourist decision-making and tourism systems approach particularly tourism planning. A complete SEM Modeling essentially consists of Measurement Model and Structural Model. Measurement is intended to confirm a dimension or factor based on the indicators. Structural model is a model on the structure of relationships forming or explaining causality amongst factors. As per the rules of SEM, this study applies the same thing, preparing a research model with the measures specified in the rules of SEM as follows.

### 2.1. THEORETICAL MODEL FORM

Theoretical Model Form is described in Table I below.

Table I. Theoretical Model

Construct	Dimension
1. Exogenous Construct:	
a) Attribute MICE Destination	a. Bali as MICE Destination (X1.1) b. Meeting Facilities (X1.2) c. Hotel with MICE facilities (X1.3) d. Accessibilities (X1.4) e. Event with its entertainment (X1.5) f. Infrastructure (X1.6) g. Airport Facility (X1.7)
b) Promotion	a. Publication (X2.1) b. Incentive (X2.2) c. Friend/Relatives (X2.3) d. Word of Mouth (X2.4) e. Advertising
c) Satisfaction	a. Competitive Price (X3.1) b. Ground Handling (X3.2) c. Security Standard (X3.3) d. Food & Beverage Standard (X3.4) e. Information services (X3.5)
d) MICE Planning	Plan to revisit Bali for MICE(X4)
e) MICE Policy	Policy for MICE Business (X5)
2. Endogenous Construct	
a. Image	a. Bali is safe (Y1.1) b. Bali is clean (Y1.2) c. Easy public transport (Y1.3) d. Professional staffs (Y1.4)
b. Revisit	a. Frequently come to Bali for many times (Y2.1) b. Decide to choose Bali with your friend/relatives (Y2.2) c. Opportunity revisit Bali in the future (Y2.3) d. Will revisit Bali with your family/friend/relative (Y2.4)

Adopted from Mc.Intosch in [5]; Scmoll in [6]; Parasuraman, *et al.*, [7]; Mill and Morrison in [8]; Getz in [9]; Cooper *et.al*, in [10]; Oppermann and Chan,in [11]; Swarbrooke and Horner in [12]; Buhalis in [13]; Gunn in [13]; Leiper in [14]; Goldblatt in [15]; Jago *et.al*, in [16]; Weaver and Lawton in [17]; Schiffman and Kanuk in [18]; Berridge in [19]; Wagen in [20]; Hall in [21]; Holloway *et.al*, in [22]; Kottler in [23], [24].

## 2.2. TOURISM SYSTEM APPROACH MODEL

The MICE tourism businesses in tourism is part of artificial attraction (*manmade attraction*). The venue of holding MICE as the selected destination is part of the research. Figure Conceptual Framework is a research model with tourism approach. The conceptual framework of the research model is an abstraction and synthesis of theories and research problems. This research refers to the concepts and theories which are aimed to determine the effect of MICE destination attributes, promotion and satisfaction to image and revisit of MICE travelers to Bali. This model is expected to be able to answer the problems revealed previously. Figure 1 below illustrates an overview of the research to be conducted with the approach of writing research, conceptual framework and research model.

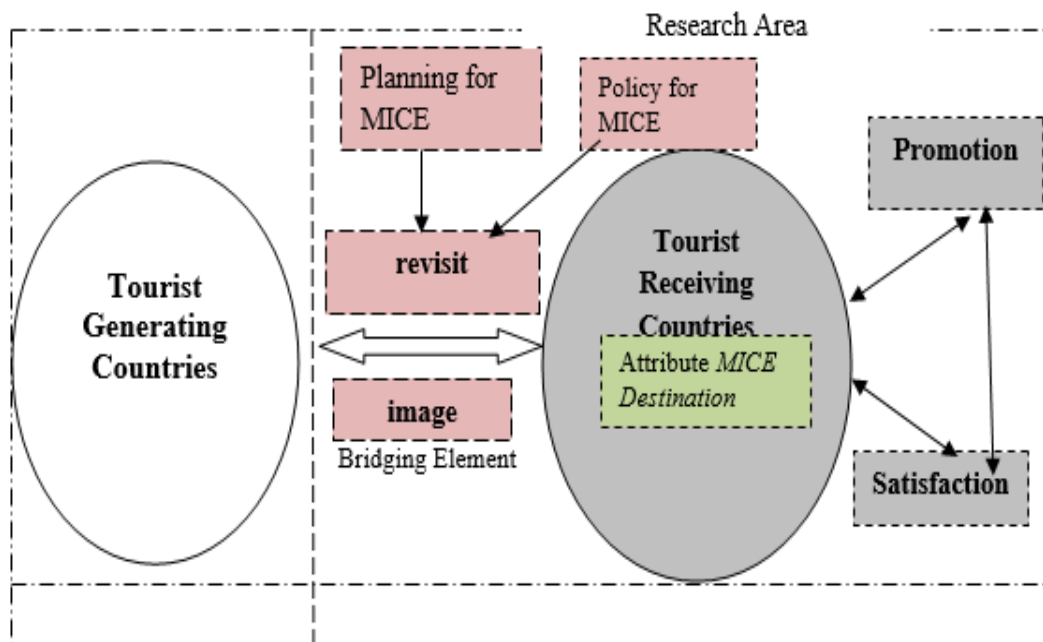


Fig. 1 Tourism System Approach – Research Model

Adopted from Mc.Intosch in [5]; Scmoll in [6]; Parasuraman, *et al.*, [7]; Mill and Morrison in [8]; Getz in [9]; Cooper *et.al*, in [10]; Oppermann and Chan,in [11]; Swarbrooke and Horner in [12]; Buhalis in [13]; Gunn in [13]; Leiper in [14]; Goldblatt in [15]; Jago *et.al*, in [16]; Weaver and Lawton in [17]; Schiffman and Kanuk in [18]; Berridge in [19]; Wagen in [20]; Hall in [21]; Holloway *et.al*, in [22]; Kottler in [23], [24]. Referring to Bali as one of the leading tourist destinations in the world, Bali is still a national tourism icon until now. With various unique cultural attractions plus the nature, which is still beautiful, and the service provided, Bali can attract tourists to visit. The activities of MICE in Bali, within the last ten years have increased in term of the number of participants. The MICE activities in Bali are dominated by events Meetings and Conference. For Incentive and Exhibition activity has not increased in term of activities.

### 3. RESULTS AND DISCUSSION

The research was conducted in three (3) largest venues in Bali. In this study, respondents used are MICE participants. The questionnaires were distributed at two meeting venues, namely at the Bali International Convention Center (BICC) and Grand Hyatt Hotel Nusa Dua. 189 questionnaires were collected. The biggest number of respondents came from Asian countries about 84 persons (44.4 %); the countries in American territories about 39 persons (20.6 %); Australian countries about 57 persons (30.2 %); European countries about 9 persons (4.8 %). For the age of respondents who were pleased to participate in this research ranged 41- 50 year about 50.8 %. For the age of older than 50 years occupied the second position with the number of 86 persons or about 45.5 %, and the age category of 30-40 years was about 7 persons or 3.7 %. The description of respondents is illustrated in Table II below.

Table II. Respondent Description

No.	Classification	Criteria	Total	%
1.	Group Country	a. Asia	84	44,4
		b. Australia	57	30,2
		c. America	39	20,6
		d. Europe	9	4,8
2	Age	a. 30-40 years	7	3,7
		b. 41-50 years	96	50,8
		c. > 50 years	86	45,5
3.	Job	a. Government	48	25,4
		b. Business	89	47,1
		c. Professional	48	25,4
4.	Length of Stay	a. 1-3 days	7	3,7
		b. 4-6 days	112	59,3
		c. 7-9 days	70	37,0
5.	Expenditure	a. < USD 1000	7	3,7
		b. USD 1000-3000	125	66,1
		c. > USD 3000	57	30,2

The variables observed in this research include 5 latent variables (unobservable variables), namely MICE Destination (X1), promotion (X2), convention tourist satisfaction (X3), image (Y1) and decision making to visit back/revisit (Y2), and 2 (two observable variable), namely, the plan to visit Bali for MICE purpose (X4), and MICE business policy (X5). The details of composite variable descriptions are as follows:

#### 3.1. MICE DESTINATION (X1)

Latent exogenous variables of MICE Destination (X1) consists of 7 indicators, namely Bali as a MICE Destination (X1.1), meeting facilities (x1.2), hotels with all their facilities (X1.3), accessibility (X1.4), Event with its entertainment (X1.5), Infrastructure (X1.6), Airport Facilities (X1.7). The respondents' assessment of the indicators and latent exogenous variables of MICE Destinations (X1) is in the average of 4.29 and the standard deviation of 0.851 means that overall respondents providing responses tended to agree to the indicator statements of the MICE Destination variable (X1).

#### 3.2. PROMOTION (X2)

Latent exogenous variables of Promotion (X2) consist of 5 indicators, namely Publications (X2.1), Incentive (X2.2), Friends/ relationships (X2.3), word of mouth (X2.4), Advertising (X2.5). The respondents' assessment of the indicators and latent exogenous variables of Promotions (X2) is in the average of 3.55 and the standard deviation of 0.819 means that overall respondents providing responses tended to agree to the indicator statements of Promotion variable (X2).

### 3.3. CONVENTION TOURIST SATISFACTION (X3)

Latent exogenous variables of convention tourist satisfaction (X3) consists of 4 indicators, namely competitive shop price (X3.1), ground handles (X3.2), consistent security officer (X3.3), standard food and beverage (X3.4). The respondents' assessment of the indicators and the latent exogenous variable of convention tourist satisfaction (X3) is in the average of 3.79 and the standard deviation of 0.857 means that overall respondents providing responses tended to agree to the indicator statements of convention tourist satisfaction variable (X3).

### 3.4. IMAGE (Y1)

Latent endogenous of Image variable (Y1) consist of four indicators, namely, Bali is safe as destination (Y1.1), Cleanliness of destinations (Y1.2), Public transport/taxi (Y1.3), workforce are professionals in their field (Y1.4). The respondents' assessment of the indicators and the latent exogenous variables of Image (Y1) is in the average of 3.81 and the standard deviation of 0.708 means that overall respondents providing responses tended to agree to the indicator statements of Image variable (Y1).

### 3.5. REVISIT (Y2)

Latent endogenous variables of Revisit (Y2) consist of 4 indicators, namely, frequent visits (Y2.1), prefer friends/relations (Y2.2), opportunity to visit in the future (Y2.3), will visit with relatives/friends/relations (Y2.4). The respondents' assessment of the indicators and the latent endogenous variable of Revisit (Y2) is in the average of 3,12 and the standard deviation of 0.901 means that overall respondents providing response tended to quiet agree to the statements of the indicator of Revisit variable (Y2).

### 3.6. PLAN TO VISIT BALI FOR MICE (X4) AND MICE BUSINESS POLICY (X5)

Observable exogenous variables in this research include plans to visit Bali for MICE destination (X4) and MICE business policies (X5). The respondents' assessment of the observable exogenous variables of plan to visit Bali for MICE destination (X4) is in the average of 4.67 and the standard deviation of 1.046 means that overall respondents providing responses tended to agree to the statements of Plan to visit Bali for MICE (X4). While the average value of the MICE business policy (X5) is in the average of 4.38 and the standard deviation of 1.043 means that overall respondents giving responses tended to agree on the statements of MICE business policy (X5). Validity in every factor are tested. The result of test by using *Confirmatory Factor Analysis* shows that the value of loading factor at the seven indicators on X1 is significant. All loading values are higher than 0.5 and significant ( $p < \alpha$ ), then all indicators can be applied to measure the Attribute of MICE Destination (X1), namely, X1.1 –X1.7. The result of test of X2 shows that the four loading values are higher than 0.5 and significant ( $p < \alpha$ ), and one indicator on *word of mouth* (X2.4) provided loading value of less than 0.5 although it is significant, so there are four indicators can be applied to measure Promotion (X2), namely, Publication (X2.1), Incentive (X2.2), Friends/relations (X2.3), and Advertising (X2.5). Latent endogenous convention tourist satisfaction (X3) consists of 5 indicators; the five loading values are greater than 0.5 and significant ( $p < \alpha$ ), therefore all the indicators can be used to measure convention tourist satisfaction (X3). The result of test latent endogenous of Image variables (Y1) shows that all indicators can be used to measure the Image (Y1). The result of revisit test (Y2) shows that the values of loading factors on the three indicators of loading factor are greater than 0.5 and significant ( $p < \alpha$ ), and there is an indicator of opportunity to visit in the future (Y2.3) contributing loading value of less than 0.5 despite significant, then all indicators can be used to measure Revisit (Y2).

Reliability in every factor calculated. The calculation of reliability in this research applied *composite (construct) reliability* with a minimum cut-off value of 0.7. The result shows that all indicators are reliable. After all validity and reliability tests were conducted in each latent variable, some prerequisite to be complied in structural modeling are the assumption of normal multivariate, the assumption of no multicollinearity or singularity and outlier.

**a. NORMALITY TEST**

The complete results on normality test of the data in all research variables reveals a Pearson Correlation value between dj and q of 0.942 or  $p = 0.000 < \alpha = 0.05$  level, or the number of data at 68.7831 which is more than 50 percents, so that it can be said that the data distribute normal multivariate.

**b. SINGULARITY TEST**

The results of research provide *Determinant of the sample covariance matrix* value of 0.0000001. This value is almost close to zeros; thus, it can be said that there is a singularity problem in the data being analyzed, but the value of the AMOS program may still produce parameter coefficient.

**c. MULTICOLINEARITY**

The results of research can be said to have no multicollinearity problems in the data being analyzed, since mostly there is no relationship occurring amongst variables.

**d. OUTLIER**

There are three outlier data in this research, however as it is still below 5 percents of the observations, they can be said that no outlier happens.

- a. Having tested the validity and reliability of all latent variables of which results are valid and reliable, the data are not normal multivariate, no multicollinearity and outlier occur below 5 percents, then the latent variables can be continued in the analysis in the form of a path diagram presented as follows. We look for the effects of MICE Destination (X1), promotion (X2), convention tourist satisfaction (X3), Bali as MICE Destination (X4), and MICE Business Policy (X5) to the decision-making to revisit (Y2) through image (Y1).

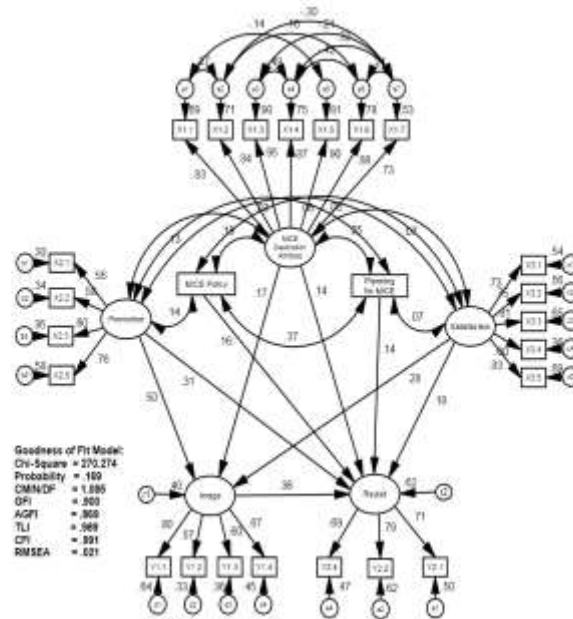


Fig. 2 Attribute of MICE Destination (X1), Promotion (X2), MICE Tourist Satisfaction (X3), Planning for MICE Destination (X4), and MICE Business Policy (X5) to decision-making to revisit (Y2) through image (Y1)

The test results of the above complete model by the application of AMOS program can be completely seen in the following Table III.

Table III. The Result of Test for Decision Making Model to Revisit (Y2) through Image (Y1)

Criteria	Cut-Off Value	Result of Calculation	Remarks
Chi – Square	Expected to be small	269,690	$\chi^2$ with df = 424 is 473,009 Good
Significance Probability	$\geq 0.05$	0.124	Good
RMSEA	$\leq 0.08$	0.024	Good
GFI	$\geq 0.90$	0.900	Good
AGFI	$\geq 0.90$	0.866	Quite Good
CMIN/DF	$\leq 2,00$	1,105	Good
TLI	$\geq 0.90$	0.987	Good
CFI	$\geq 0.90$	0.989	Good

The Table III above shows that 8 (eight) criteria used to assess the worth/not of a model reveals the remarks of Good and Quite Good. It can be said that the model is acceptable, meaning that there is compliance between the model and data. Of the compliance model, each path coefficient can be interpreted. The coefficients of this path are hypothesized in this research, which can be presented in the following structural equation:

$$Y1 = 0.151 X1 + 0.505 X2 + 0.282 X3$$

$$Y2 = 0.147 X1 + 0.312 X2 + 0.180X3 + 0.142 X4 + 0.165 X5 + 0.366 Y1$$



Where,

X1 = Attribute of MICE Destination

X2 = Promotion

X3 = MICE Tourist Satisfaction

X4 = Planning for MICE Destination

X5 = MICE Business Policy

Y1 = Image

Y2 = Decision-Making to *Revisit*

Path coefficient test in Figure 2 above and the equations above are presented in detail in the following Table IV:

Table IV. The Result of Test on Model Compliance pf Decision-Making to Revisit (Y2)

Variable	Coefisient	C.R.	Prob.	Remarks
MICE Destination (X1)→ image (Y1)	0.151	2.073	0.038	Significant
Promotion (X2) → image (Y1)	0.505	4.802	0.000	Significant
Convention tourist satisfaction (X3)→ image (Y1)	0.282	3.491	0.000	Significant
MICE Destination (X1)→ Decision-Making to Revisit (Y2)	0.147	2.181	0.029	Significant
Promotion (X2)→ Decision-Making to Revisit (Y2)	0.312	2.949	0.003	Significant
Convention Tourist Satisfaction (X3)→ Decision-Making to Revisit (Y2)	0.180	2.362	0.018	Significant
Plan to Visit Bali for <i>MICE</i> (X4)→ Decision-Making to revisit (Y2)	0.142	2.051	0.040	Significant
MICE Business Policy (X5)→ Decision-Making to revisit (Y2)	0.165	2.377	0.017	Significant
image (Y1)→ decision-making to revisit (Y2)	0.366	3.348	0.000	Significant

Based on Table IV above, the interpretation to each *path* coefficient are as follows:

- Attributes of MICE Destinations (X1) has a positive effect and significant on the image (Y1). It can be seen from the path coefficient with positive sign in the value of 0.151 with CR of 2,073 and significance probability (p) of 0.038 which is smaller than significant level ( $\alpha$ ) which has been set at 0.05. Thus, MICE Destinations (X1) directly affect the image (Y1) of 0.151, meaning that every increase in MICE Destinations (X1) will raise the image (Y1) of 0.151.
- Promotion (X2) has a positive effect and significant on the image (Y1). It can be seen from the path coefficient with positive sign in the value of 0.505 with CR of 4.802 and significance probability (p) of 0.000 which is smaller than significant level ( $\alpha$ ) which has been set at 0.05. Thus, promotion (X2) directly affects the image (Y1) of 0.505, meaning that every increase in promotion (X2) will raise the image (Y1) of 0.505.
- MICE tourist satisfaction (X3) has a positive effect and significant on the image (Y1). It can be seen from the path coefficient with positive sign in the value of 0.282 with CR of 3,491 and significance probability (p) of 0.000 which is smaller than significant level ( $\alpha$ ) which has been set at 0.05. Thus, the convention tourist satisfaction (X3) directly affects the image (Y1) of 0.282, meaning that every increase in convention tourist satisfaction (X3) will raise the image (Y1) of 0.282.
- Attributes of MICE Destinations (X1) has a positive effect and significant on decision making to return/revisit (Y2). It can be seen from the path coefficient with positive sign in the value of 0.147 with CR of 2,181 and significance probability (p) of 0.029 which is smaller than significant level ( $\alpha$ ) which has been set at 0.05. Thus, MICE

Destinations (X1) directly affects the decision-making to visit back/revisit (Y2) of 0.147, meaning that every increase in MICE Destinations (X1) will raise the return/revisit (Y2) of 0.147.

- Promotion (X2) has a positive effect and significant on decision making to return/revisit (Y2). It can be seen from the path coefficient with positive sign in the value of 0.312 with a value of CR of 2.949 and significance probability (p) of 0.003 which is smaller than significant level ( $\alpha$ ) which has been set at 0.05. Thus, promotion (X2) directly affects the decision-making to visit back/ revisit (Y2) of 0.312, meaning that every increase in MICE Destinations (X) will raise the return/revisit (Y2) of 0.312.
- MICE tourist satisfaction (X3) has a positive effect and significant on decision making to return/revisit (Y2). It can be seen from the path coefficient with positive sign in the value of 0.180 with a value of CR of 2,362 and significance probability (p) of 0.018 which is smaller than significant level ( $\alpha$ ) which has been set at 0.05. Thus, the convention tourist satisfaction (X3) directly affects the decision-making to visit back/revisit (Y2) of 0.180. Hence, it means that every increase in convention tourist satisfaction (X3) will raise the return/revisit (Y2) of 0.180.
- MICE Planning or plan to visit Bali for MICE destination (X4) has a positive effect and significant on decision making to return/revisit (Y2). It can be seen from the path coefficient with positive sign in the value of 0.142 with a value of CR of 2,051 and significance probability (p) of 0.040 which is smaller than significant level ( $\alpha$ ) which has been set at 0.05. Thus, plan to visit Bali for MICE destination (X4) directly affects the decision making to return/revisit (Y2) of 0.142, meaning that every increase in plan to visit Bali for MICE destination (X4) then will raise the return/revisit (Y2) of 0.142.
- MICE business policy (X5) has a positive effect and significant on decision making to return/revisit (Y2). It can be seen from the path coefficient with positive sign in the value of 0.165 with a value of CR of 2.377 and significance probability (p) of 0.017 which is smaller than significant level ( $\alpha$ ) which has been set at 0.05. Thus, MICE business policy (X5) directly affects the decision-making to return/ revisit (Y2) of 0.165 meaning that every increase in MICE business policy (X5) will raise the return/revisit (Y2) of 0.165.
- Image (Y1) has a positive effect and significant on decision making to return/revisit (Y2). It can be seen from the path coefficient with positive sign in the value of 0.366 with a value of CR of 3.348 and significance probability (p) of 0.000 which is smaller than significant level ( $\alpha$ ) which has been set at 0.05. Thus, image (Y1) directly affects the decision-making to return/revisit (Y2) of 0.366, meaning that an increase in each image (Y1) will raise the return/revisit (Y2) of 0.366.

Direct relationship occurs between latent exogenous variables (Attributes of MICE Destinations (X1), Promotion (X2), MICE Tourist Satisfaction (X3) and Plan to Visit Bali for MICE Destination (X4), MICE Business Policy (X5), with latent endogenous intervening variables (Image (Y1)) and latent endogenous variables (decision making to return/revisit (Y2)). The following Table V presents the direct result of direct relationship occurs amongst the variables – latent exogenous and endogenous variables:

Table V. Direct Effect of Research Variables

Direct Effect		Variabel Intervening	Variabel Endogen
		Image (Y1)	Decision-Making to return/ <i>revisit</i> (Y2)
Exogenous Variabels	Attribute of MICE Destination (X1)	0.151	0.147
	Promotion (X2)	0.505	0.312
	MICE Tourist Satisfaction (X3)	0.282	0.180
	Plan to Visit Bali for <i>MICE</i> (X4)	0.000	0.142
	MICE Business Policy (X5)	0.000	0.165
Intervening	Image (Y1)	0.000	0.366

From the Table V above, it can be described that the *direct effects* of latent exogenous variables to latent endogenous variables is high. X2 provides the highest direct effect to Y1, then Y1 to Y2 and X2 to Y1. Indirect relationship occurs between latent exogenous variables (Attributes of MICE Destinations (X1), Promotion (X2), MICE Tourist Satisfaction (X3) and Plan to Visit Bali for MICE Destination (X4), MICE Business Policy (X5), with latent endogenous intervening variables (Image (Y1)) and latent endogenous variables (decision making to return/revisit (Y2)). The following Table VI presents the indirect result of indirect relationship occurs amongst the variables – latent exogenous and endogenous variables:

Table VI. Indirect Effect of Research Variables

Direct Effect		Variabel Intervening	Variabel Endogen
		Image (Y1)	Decision-Making to return/ <i>revisit</i> (Y2)
Exogenous Variabels	Attribute of MICE Destination (X1)	0.000	0.055
	Promotion (X2)	0.000	0.185
	MICE Tourist Satisfaction (X3)	0.000	0.103
	Plan to Visit Bali for <i>MICE</i> (X4)	0.000	0.000
	MICE Business Policy (X5)	0.000	0.000
Intervening	Image (Y1)	0.000	0.000

From the Table VI above, it can be described that the *indirect effects* of latent exogenous variables to latent endogenous variables is high. Y1 provides the highest indirect effect on X2 to Y2, then on X3 to Y2. Total effect constitutes the sum of direct and indirect effect between latent exogenous variables (Attributes of MICE Destinations (X1), Promotion (X2), MICE Tourist Satisfaction (X3) and Plan to Visit Bali for MICE Destination (X4), MICE Business Policy (X5), with latent endogenous intervening variables (Image (Y1)) and latent endogenous variables (decision making to return/revisit (Y2)). The following Table VII presents total result on the direct and indirect result of relationship occurring amongst the variables – latent exogenous and endogenous variables:

Table VII. Total Effect of Research Variable

Direct Effect		Variabel Intervening	Variabel Endogen
		Image (Y1)	Decision-Making to return/ <i>revisit</i> (Y2)
Exogenous Variables	Attribute of MICE Destination (X1)	0.151	0.203
	Promotion (X2)	0.505	0.496
	MICE Tourist Satisfaction (X3)	0.282	0.283
	Plan to Visit Bali for <i>MICE</i> (X4)	0.000	0.142
	MICE Business Policy (X5)	0.000	0.165
Intervening	Image (Y1)	0.000	0.366

From the Table VII above, it can be described that the *total effects* of latent exogenous variables to latent endogenous variables is high. X2 provides the highest total effect to Y1, then X2 to Y2 and Y1 to Y2.

#### 4. CONCLUSION

Overall, tourists are interested in Bali for leisure purposes. This is shown by the data of tourist arrivals to Bali which are dominated by leisure travelers. MICE tourists coming to Bali are continuously afforded to be able to revisit. Bali has prepared services, facilities and infrastructure. Various other attempts have been made to increase tourist visits Bali for MICE, namely by continuing to do promotion, service and good image. The result of research shows that promotion contributes the biggest effect to Revisit, both directly as well as indirectly through image. It means that tourist visit to Bali for MICE destination can be enhanced through promotion.

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