

## Three Modified Models to Predict Intention of Indonesian Tourists to Revisit Sydney

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### Abstract

For some reasons, tourists who experienced visiting a foreign city or country, have an intention to revisit that city or country. This study was aimed to predict intention of Indonesian tourists to revisit Sydney, the most popular destination among other cities in Australia for Indonesians. The authors applied four predictor variables including tour service quality, image destination, perceived value, and tourist satisfaction. Based on literature review, this combination of variables had never been used by existing researchers. An online survey attracted 227 participants who experienced visiting Sydney before, listed in three big tour operators in Jakarta. Data were analysed using exploratory factor analysis and confirmatory factor analysis. The findings produced three competing models. The first fitted model retained three of four predictor variables: tour service quality and destination image negatively linked to revisit intention whereas tourist satisfaction positively linked to revisit intention. The second fitted model dropped perceived value. The remaining variables directly linked to revisit intention. Additionally, tourists satisfaction became a mediator variable for tour service quality and destination image to link to revisit intention. All relationships between variables were positively significant, unless between tour service quality and revisit intention, and destination image and revisit intention. The third fitted model applied all predictor variables and all of them had a direct link to revisit intention. Like in the second model, tourist satisfaction became a mediator variable for tour service quality and destination image. In the second model, tourist satisfaction also mediated perceived value to link to revisit intention. Further, like in the first and second fitted model, in the third model, relationships between tour service quality and revisit intention, and destination image and revisit intention were negative. On the other hand, other relationships were positive.

**Keywords:** revisit intention, destination image, tour service quality, perceived value, tourist satisfaction, Indonesia, Sydney, structural equation model

### 1. Introduction

Revisit intention in tourism and leisure has been studied by many researchers in many settings of countries, such as Australia (Quintal & Phau, 2008), China (Zhou, 2011), Hong Kong (Huang & Hsu, 2009), Indonesia (Pratminingsih, Rudatin, & Rimenta, 2014), Italy (Brida, Meleddu, & Pulina, 2012), Malaysia (Yusni, 2012), Singapore (Hui, Wan, & Ho, 2007), Taiwan (K. Y. Chen, 2010; K. Y. Chen et al., 2011; Chou, 2013), Thailand (Rittichainuwat & Mongkhonvanit, 2006; Supitchayangkool, 2012), and Vietnam (Tran, 2011). These quantitative studies involved various predictor variables, such as service quality, perceived value, satisfaction, tourism image, consumption experience, recreational benefits, distance, specific novelty, attraction, promotion, service, and transportation, to predict intention to revisit. However, in this study, only four predictor variables were chosen (see the table below). Combination of these four variables has not been applied by other researchers.

**Table 1**  
**List of variables used in this study**

Tour service quality (X <sub>1</sub> )	Destination image (X <sub>2</sub> )	Perceived value (X <sub>3</sub> )	Tourist satisfaction (X <sub>4</sub> )	Revisit intention (Y)	Sources
✓				✓	Cole (2000),
	✓	✓	✓	✓	Som and Badarneh (2011)
	✓	✓		✓	H. Li (2014)
			✓	✓	Pei and Veerakumaran (2007)
	✓		✓	✓	Pratminingsih et al. (2014)
			✓	✓	(Mahasuweerachai & Qu, 2011)
	✓	✓	✓		Badarneh and Som (2011)
✓		✓	✓	✓	Quintal and Phau (2008)
			✓	✓	Valle, Silva, Mendes, and Guerreiro (2006)

This study was addressed to examine whether tour service quality ( $X_1$ ), destination image ( $X_2$ ), perceived value ( $X_3$ ), and tourist satisfaction ( $X_4$ ) might influence intention to revisit Sydney. For tourism destination operators, revisit tourists are important as well as new tourists. To attract both these categories of tourists, it may be essential to understand the influencing factors. The authors were interested in examining Indonesian tourists, who experienced visiting Australia, whether they had an intention to revisit this country. Australia is one of Indonesia's neighbours with such different environment – people, nature, social, and culture – comparing with other surrounding countries, like Singapore, Malaysia, Thailand, Vietnam, and the Philippines. A preliminary research was conducted to interview that category of tourists. As a result, most respondents chose Sydney as their main destination and they wished to revisit this city sometimes in the future. Therefore, the main objective of this study was to test factors influencing Indonesian tourists to revisit Sydney. Besides, there is a wide gap in literature relating to this context.

## 2. Literature review

Researchers like Cole (2000), Supitchayangkool (2012), Raza, Siddiquei, Awan, and Bukhari (2012), Emir and Kozak (2011) included tour service quality to predict intention to revisit certain tourism destinations. Other researchers, such as Assaker, Vinzi, and O'Connor (2011), Boit (2013), (N. Chen & Funk, 2010), Som and Badarneh (2011), and Tran (2011) tested revisit intention by including destination image. These researchers mentioned that tour service quality and destination image positively and significantly influenced revisit intention.

Furthermore, perceived value was applied by Yusni (2012), Raza et al. (2012), Quintal and Phau (2008), Pratminingsih et al. (2014), Som and Badarneh (2011), and Chang and Backman (2013) to examine revisit intention in their studies. In addition, tourist satisfaction was used by Assaker et al. (2011), Yusni (2012), Boit (2013), Supitchayangkool (2012), Raza et al. (2012), Chou (2013), Quintal and Phau (2008), Emir and Kozak (2011), Pratminingsih et al. (2014), and Tran (2011) to predict revisit intention. As a result, perceived value and tourist satisfaction had a positive and significant link to revisit intention.

In the table below, the authors shows each variable and its relation to revisit intention. All relations have a positive form.

**Table 2**

**List of literature referenced in this study**

Independent variable	Dependent variable	Sources
Tour service quality	→ Intention to revisit (+)	Cole (2000), Supitchayangkool (2012), Raza et al. (2012), Emir and Kozak (2011),
Destination image	→ Intention to revisit (+)	Assaker et al. (2011), Boit (2013), (N. Chen & Funk, 2010), Som and Badarneh (2011), Tran (2011)
Perceived value	→ Intention to revisit (+)	Yusni (2012), Raza et al. (2012), Quintal and Phau (2008), Pratminingsih et al. (2014), Som and Badarneh (2011), (Chang & Backman, 2013),
Tourist satisfaction	→ Intention to revisit (+)	Assaker et al. (2011), Yusni (2012), Boit (2013), Supitchayangkool (2012), Raza et al. (2012), (Chou, 2013), Quintal and Phau (2008), Emir and Kozak (2011), Pratminingsih et al. (2014), Tran (2011)

### 2.1. The proposed model

Based on the literature review above, the proposed model was built involving four predictor variables: tour service quality, destination image, perceived value, and tourist satisfaction. Each of these variables had a direct link to revisit intention.

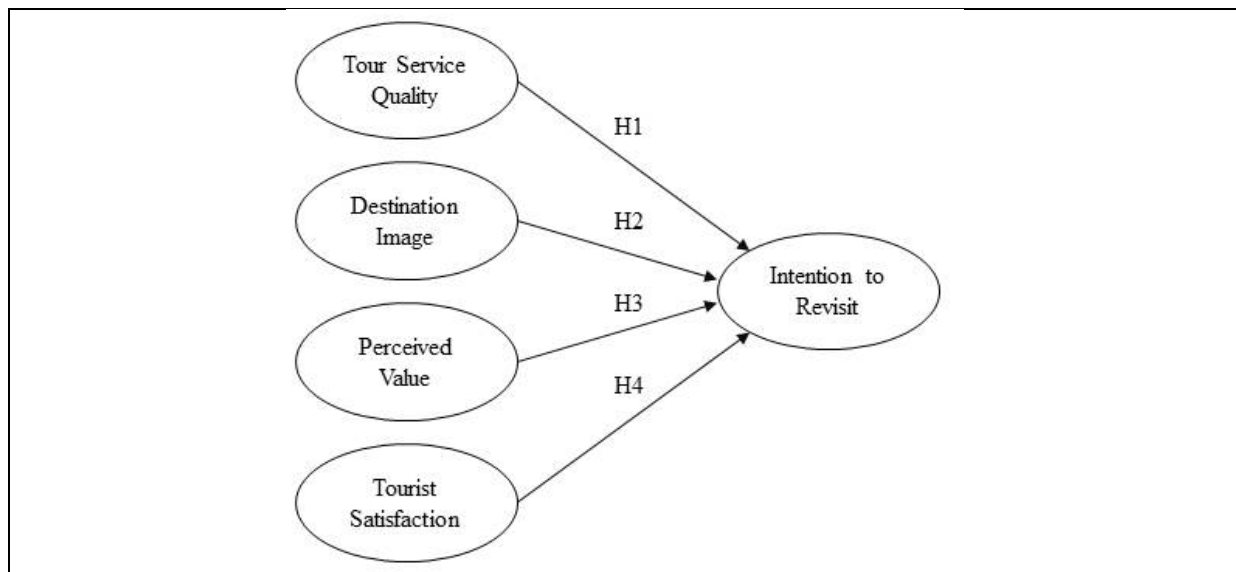


Figure 1-The proposed model

## 2.2. Hypothesis

This study tested four hypotheses as follow as indicated on the proposed model above.

H1: Tour service quality had a positive link with revisit intention to Sydney.

H2: Destination image had a positive link with revisit intention to Sydney.

H3: Perceived value had a positive link with revisit intention to Sydney.

H4: Tourist satisfaction had a positive link with revisit intention to Sydney.

## 3. Methods

### 3.1. Respondent profiles

An online survey attracted 227 participants who experienced visiting Sydney before, listed in three big tour operators in Jakarta. The demographic profile of participants showed that about: 60% of them were female; 60% were 31-40 years old and 20% were 21-30 years old; 60% were employees of private companies and 30% were entrepreneurs; 50% were undergraduate and 45% were post graduate; 80% were married with children and 10% were separated; 40% had monthly income between USD2001-3000 and another 40% had monthly income between USD3001-4000.

### 3.2. Instrument development

Indicators used in this study were adapted from literature in tourism and leisure.

- Indicators of tour service quality were adapted from Canny and Hidayat (2012) and Ali and Howaidee (2012).
- Indicators of destination image were adapted from Artuger and Çetinsöz (2013) and C.-F. Chen and Tsai (2007), and X. R. Li (n.d.).
- Indicators of perceived value were adapted from Sanchez, Callarisa, Rodriguez, and Moliner (2006).
- Indicators of tourist satisfaction were adapted from Truong and Foster (2006), Valle et al. (2006), Naidoo, Ramseook-Munhurrin, and Ladsawut (2010), and Canny and Hidayat (2012).
- Indicators of intention to revisit were adapted from Canny and Hidayat (2012) and Artuger and Çetinsöz (2013).

### 3.3. Data analysis

Data were analysed using exploratory factor analysis (SPSS) and confirmatory factor analysis (AMOS). The first stage of analysis was examining the proposed model. Another two fitted models were developed as experiments to obtain other alternatives to predict intention to revisit Sydney.

## 4. Findings and discussion

### 4.1. Exploratory factor analysis

All variables were examined using exploratory factor analysis to reduce indicators and to group indicators in dimensions. Details of results are presented on the appendix pages.

#### 4.1.1. Tour service quality

Tour service quality variable was factor analysed resulting five dimensions: communication (six indicators ranging from 0.71 to 0.93), responsiveness (four indicators ranging from 0.64 to 0.92), tangible (four indicators

ranging from -0.86 to -0.93), information (three indicators ranging from -0.89 to -0.93), and reliability (two indicators ranging from 0.83 to 0.88).

**4.2.2. Destination Image**

Exploratory factor analysis result of destination image formed four dimensions, i.e. tourist leisure and entertainment, with five indicators and factor loadings ranging from 0.81 to 0.95; touristic attractiveness, with six indicators and factor loadings ranging from -0.79 to -0.94; infrastructure and accessibility, with five indicators and factor loadings ranging from 0.66 to 0.95; and environment, with five indicators and factor loadings ranging from 0.62 to 0.96.

**4.2.3. Perceived Value**

Two dimensions of perceived value were resulted from exploratory factor analysis, including transactional value and acquisition value. The transactional value retained six indicators with factor loadings ranging from 0.92 to 0.97 and the acquisition value had four indicators with factor loadings ranging from 0.90 to 0.95.

**4.2.4. Tourist Satisfaction**

Four dimensions of tourist satisfaction were produced by factor analysis, including local attraction with four indicators, with factor loadings ranging from 0.84 to 0.96; Sydney icons with five indicators, with factor loading ranging from -0.80 to -0.94; easiness, with two indicators, with factor loadings each 0.98; and transport, with three indicators, with factor loadings ranging from 0.71 to 0.88.

**4.2.5. Intention to Revisit**

After intention to revisit was factor analysed, it resulted two dimensions – transactional intention (four indicators ranging from 0.88 to 0.96) and intention to reference (three indicators ranging from 0.67 to 0.90) (see the table on the appendix).

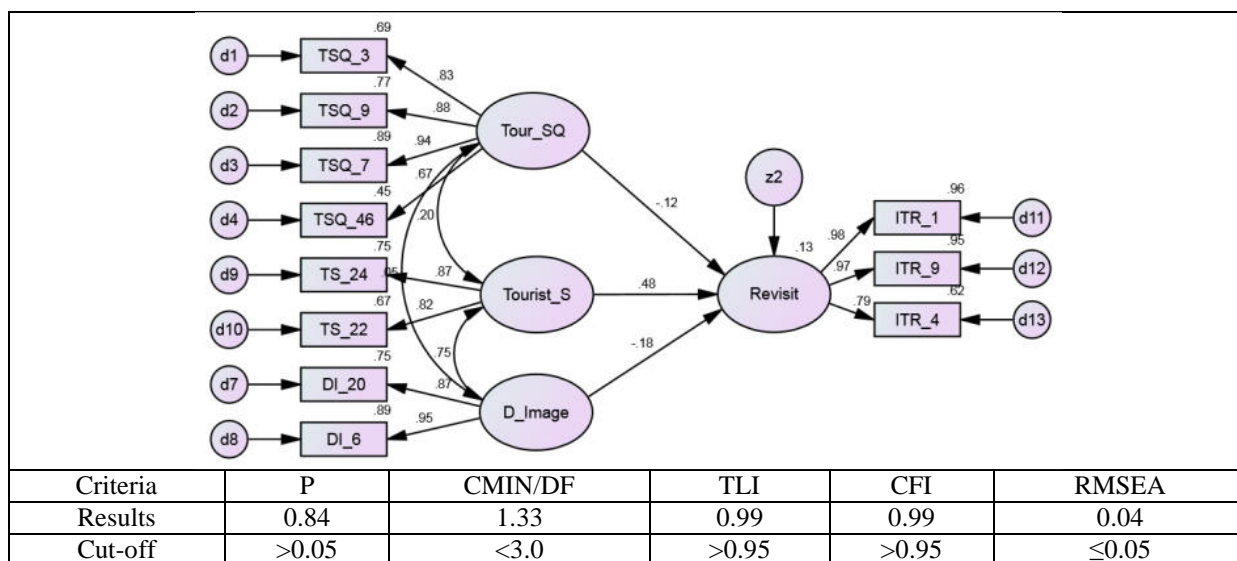
**4.2. Confirmatory factor analysis**

Confirmatory factor analysis was applied for the first step to confirm results of exploratory factor analysis. Each dimension was constructed as a congeneric model and tested. The second step was to examine second order constructs of each variable. After obtaining fitted constructs of each variable, all were put together in a full model to represent the proposed model. The testing of the proposed model produced the first fitted model. Further, another two fitted models were developed to understand the combinations of variables used in this study.

**4.2.1. Model #1**

In the first model, three variables – tour service quality, tourist satisfaction, and destination image – were retained whereas perceived value was dropped. Tour service quality and destination image linked negatively to revisit intention whereas tourist satisfaction linked positively to revisit intention.

This fitted model indicates that tour service quality negatively affects revisit intention. Looking back to the literature review, this finding against previous study undertaken by Cole (2000) that proved that tour service quality had a positive relation on revisit intention. Further, another finding was that tourist satisfaction positively influence revisit intention. On the other hand, this finding Rejected findings of study undertaken by Hui et al. (2007) and Gitelson and Crompton (1984). These researchers found that satisfied tourists had no intention to revisit destinations they had visited in the future.



Note: Tour\_SQ: Tour service quality; D\_Image: Destination image; Revisit: Revisit intention

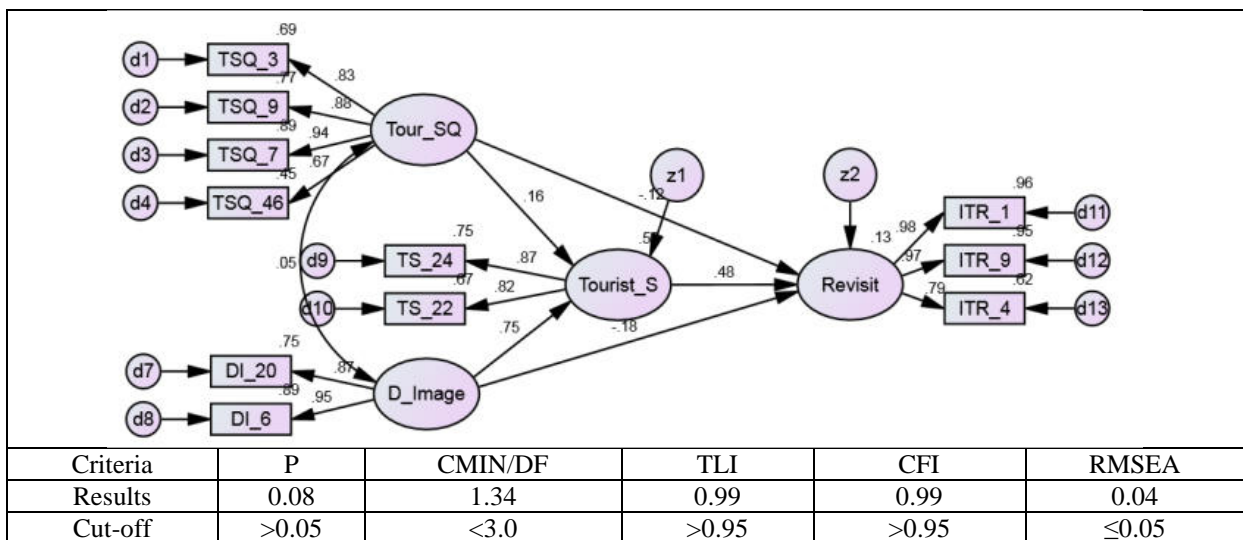
Figure 2: The first fitted model

#### 4.2.2. Model #2

The second fitted model had probability of 0.08, CMIN/DF of 1.34, TLI of 0.99, CFI of 0.99, and RMSEA of 0.04. In this model, tourist satisfaction became a mediated variabel for tour service quality and destination image to link to intention to revisit. Negative links occurred between tour service quality and revisit intention, and destination image and revisit intention whereas positive links existed on relationships between tour service quality and tourist satisfaction, destination image and tourist satisfaction, and tourist satisfaction and revisit intention.

This study was not intentionally to measure a link between tour service quality and tourist satisfaction. However, the second fitted model experimented this link and resulted a positive link between these variables. This finding was supported by Som and Badarneh (2011) who carried out on their study that destination image positively influenced tourist satisfaction. On the other hand, this finding also against the study of Som and Badarneh (2011), Assaker et al. (2011), Boit (2013), and Tran (2011) as they found a positive relation between tour service quality and revisit intention whereas the finding of this study was otherwise.

Further, another new positive link was resulted, between destination image and tourist satisfaction. Destination image influenced revisit intention.

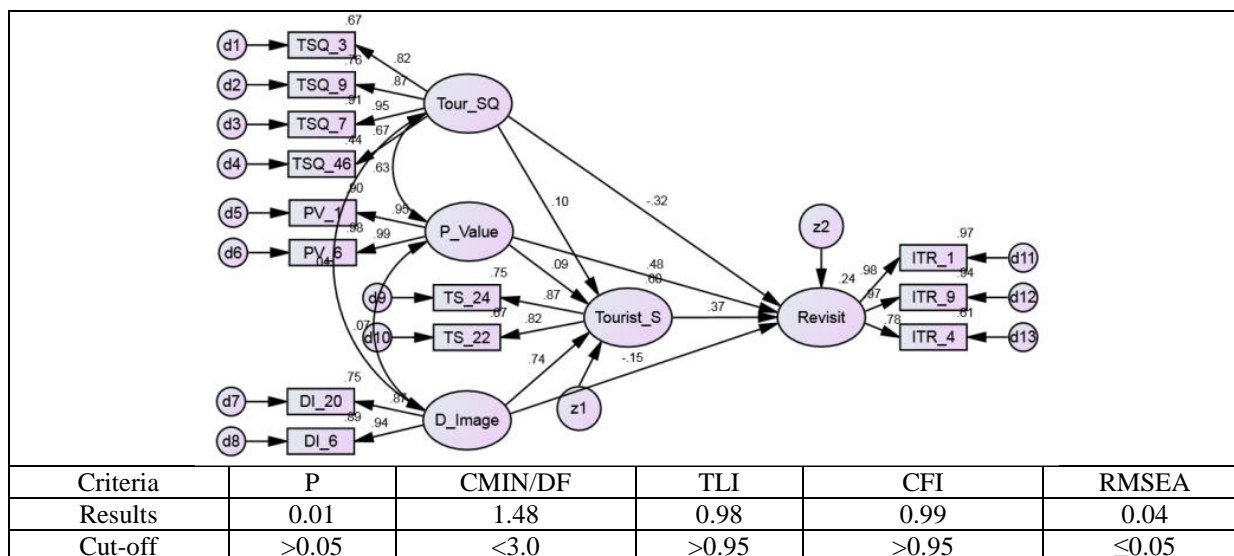


Note: Tour\_SQ: Tour service quality; D\_Image: Destination image; Revisit: Revisit intention

Figure 3-The second fitted model

#### 4.2.3. Model #3

In the third fitted model, revisit intention was influenced directly by tour service quality, perceived value, destination image, and tourists satisfaction and indirectly by tour service quality, perceived value, and destination image, as they were mediated by tourist satisfaction. Tour service quality had a negative link to revisit intention but a positive link to tourist satisfaction; perceived value had both positive links to revisit intention and tourist satisfaction; destination image had a negative link to revisit intention, but a positive link to tourist satisfaction. This model had probability of 0.001, CMIN/DF of 1.48, TLI of 0.98, CFI of 0.99, and RMSEA 0.004.



Note: Tour\_SQ: Tour service quality; P\_Value: Perceived value; D\_Image: Destination image; Revisit: Revisit intention

Figure 4-The third fitted model

#### 4.2.4. Summary of fitted model results

Based on the three fitted models above, the following table sums all the results, including t-value, standardised total effect, effect interpretation, hypotheses, forms of significance, and information whether each hypothesis was supported or unsupported.

Table 3. Summary of t-values and standardised total effects

Independent variable	Dependent variable	t-value	Standardised total effects	Effect interpretation	Hypotheses	Significance	Supported/ Rejected
Model #1							
TSQ	RI	-1.23	-0.14	Weak	H1	(-)	Rejected
DI	RI	-1.12	-0.44	Moderate	H2	(-)	Rejected
TS	RI	0.26	0.73	Strong	H3	(+)	Rejected
Model #2							
TSQ	TS	2.81	0.16	Weak	New link	(+)	
TSQ	RI	-1.23	-0.38	Moderate	H1	(-)	Rejected
DI	TS	10.10	0.75	Strong	New link	(+)	
DI	RI	-1.12	0.18	Weak	H2	(-)	Rejected
TS	RI	2.73	0.48	Moderate	H4	(+)	Supported
Model #3							
TSQ	TS	1.40	0.1	Weak	New link	(+)	Rejected
TSQ	RI	-3.13	-0.28	Mild	H1	(-)	Rejected
DI	TS	10.74	0.74	Strong	New link	(+)	
DI	RI	-0.63	0.12	Weak	H2	(-)	Rejected
PV	TS	1.21	0.9	Strong	New link	(+)	Rejected
PV	RI	4.82	0.51	Strong	H3	(+)	Supported
TS	RI	1.52	0.37	Moderate	H4	(+)	Rejected

#### 5. Conclusion

The objective of this study was to examine factors that influenced revisit intention to Sydney, applying four predictor variables, including tour service quality, destination image, perceived value, and tourist satisfaction.



Two-hundred-twenty-seven respondents, who experienced visiting Sydney and joined travel agents, participated in an online survey.

Using exploratory and confirmatory factor analyses, data were analysed, particularly to test the proposed research model. The test suggested that perceived value had to be dropped due to insignificance and retaining tour service quality, tourist satisfaction, and destination image. Therefore, all criteria to obtain a fitted model in structural equation model had followed rule of cut-off. Nevertheless, even though all criteria followed rules of thumbs, each relationship in the model had t-value less than 2.0. It means, these relationships were insignificant (Holmes-Smith, 2010) and all remain hypotheses were rejected. Besides, H1 and H2 were unsupported because the t-value were in a negative form which were opposite from the ones presented on the proposed model.

Furthermore, the authors reanalysed the model, by linking tour satisfaction and destination image to tourist satisfaction as well as to revisit intention. As a result, from this second fitted model, two hypotheses (H1 and H2) were rejected due to negative links and t-values that lower than 2.0 (Holmes-Smith, 2010). Only one hypothesis (H4) was supported and two new links were created with t-values of 2.81 and 11.10.

Another fitted model was resulted by dedicating destination image to retain. This third model had a supported hypothesis (H3), three rejected hypotheses (H1, H2, and H4), and three new links. However, two of three new links were insignificant as had t-values lower than 2.0 (Holmes-Smith, 2010).

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## Appendices

### 1) Tour service quality

**Table 4**  
**Factor analysis of tour service quality**

	<b>Dimensions and indicators</b>	<b>Factor loadings</b>
	<b>Communication</b>	
TSQ 7	I felt the tour guides provide information that was easily understood.	0.93
TSQ 9	I felt the tour guide gives clear information to me about a place to worship.	0.90
TSQ 3	I felt the tour guide gives clear information to me about the toilet facilities.	0.84
TSQ 11	The tour guides could communicate clearly.	0.79
TSQ 5	The tour guides were knowledgeable about the language of "Aussie Slang" which was an added advantage.	0.76
TSQ 46	My tour guide was a good narrator.	0.71
	<b>% of Variance</b>	29.75
	<b>Cronbach's Alpha</b>	0.90
	<b>Responsiveness</b>	
TSQ 20	I felt the tour guides always helped tour participants if there were difficulties.	0.920
TSQ 16	The tour guides provided a quick response whenever I needed something.	0.91
TSQ 29	I felt the tour guides were never too busy to respond to me quickly.	0.81
TSQ 49	I felt the tour guide had a good attention on the needs of tour participants.	0.64
	<b>% of Variance</b>	16.26
	<b>Cronbach's Alpha</b>	0.85
	<b>Tangible</b>	
TSQ 21	Arranging existing tables at restaurants made me comfortable.	-0.93
TSQ 25	Seating availability at restaurants made me comfortable.	-0.92
TSQ 27	The buses that were provided for participants were worth.	-0.88
TSQ 23	Existing restaurants have interesting views.	-0.86
	<b>% of Variance</b>	13.81
	<b>Cronbach's Alpha</b>	0.92
	<b>Information</b>	
TSQ 31	Restaurant menu papers were easy to be understood.	-0.93
TSQ 33	Tourism attractions were informed on map.	-0.92
TSQ 35	Bus timetable was easy to be understood.	-0.89
	<b>% of Variance</b>	9.59
	<b>Cronbach's Alpha</b>	0.90
	<b>Reliability</b>	
TSQ 40	We visited attractions as offered in the tour package.	0.88
TSQ 42	Travel agent provided hotel facilities as promised in the tour package.	0.83
	<b>% of Variance</b>	6.45
	<b>Cronbach's Alpha</b>	0.70

## 2) Destination image

**Table 5**  
**Factor analysis of destination image**

	<b>Dimensions and indicators</b>	<b>Factor loadings</b>
	<b>Tourist Leisure and Entertainment</b>	
DI 28	Sydney has good shopping facilities.	0.95
DI 13	Sydney has a unique traditional market for my visit.	0.94
DI 26	Sydney has a pleasant evening entertainment.	0.90
DI 11	Sydney has adequate sports facilities.	0.88
DI 34	Sydney has attractive recreation areas.	0.81
	<b>% of Variance</b>	26.66
	<b>Cronbach's Alpha</b>	0.94
	<b>Touristic Attractiveness</b>	
DI 20	Sydney has a zoo with typical of Australian animals, e.g. kangaroos.	-0.94
DI 2	Sydney has an art of orchestral drama of cultural attractions.	-0.92
DI 6	Sydney has tourism icons (opera house) that is beautiful.	-0.90
DI 8	Sydney has a beautiful beach.	-0.86
DI 10	Sydney has a number of good museums.	-0.85
DI 4	Sydney has a delicious typical food.	-0.79
	<b>% of Variance</b>	21.04
	<b>Cronbach's Alpha</b>	0.94
	<b>Infrastructure and Accessibility</b>	
DI 23	Sydney has a good quality of infrastructure (roads).	0.95
DI 21	Sydney has a convenient transportation service in encounter.	0.94
DI 25	Sydney has a convenient transportation services.	0.89
DI 27	Sydney has many kinds of restaurants,	0.72
DI 33	Sydney has a wide range of hotel classes,	0.66
	<b>% of Variance</b>	15.30
	<b>Cronbach's Alpha</b>	0.89
	<b>Environment</b>	
DI 7	Sydney has a beautiful nature.	0.96
DI 15	Sydney is a city that has a relax atmosphere.	0.95
DI 1	Sydney has an environment free from air pollution.	0.81
DI 9	Sydney has a friendly weather.	0.72
DI 3	Sydney is a safe city.	0.63
	<b>% of Variance</b>	13.01
	<b>Cronbach's Alpha</b>	0.89

### 3) Perceived value

**Table 6**

#### Factor analysis of perceived value

	Dimensions and indicators	Factor loadings
	<b>Transactional Value</b>	
PV 6	Attractions in Sydney gives a good impression for me	0.97
PV 1	I had the pleasure of visiting the attractions that fit my chosen	0.97
PV 4	I feel gain additional knowledge through trips in Sydney	0.93
PV 3	I feel a new experience unforgettable journey through Sydney travel	0.93
PV 8	I feel unique attractions in Sydney, not owned other destinations	0.93
PV 9	I gain valuable experience I can tell you after your tour	0.92
	<b>% of Variance</b>	53.50
	<b>Cronbach's Alpha</b>	0.97
	<b>Acquisition Value</b>	
PV 5	I get the services of attractions in Sydney worth the money that I spend	0.95
PV10	The price I paid to get into attractions in Sydney is quite fair	0.95
PV 2	I visited attractions in accordance with the price I paid on the tour package	0.91
PV 7	I feel travel benefits in accordance with the price I paid	0.90
	<b>% of Variance</b>	34.24
	<b>Cronbach's Alpha</b>	0.95

### 4) Tourist satisfaction

**Table 7**

#### Factor analysis of tourist satisfaction

	Dimensions and indicators	Factor loadings
	<b>Local Attraction</b>	
TS 18	I am pleased visiting an ethnic minority (aborigines) of Australia in Sydney.	0.96
TS 16	I am satisfied visiting national park conservation in Sydney.	0.95
TS 32	I am satisfied visiting recreational parks in Sydney.	0.92
TS 4	I am satisfied visiting the Opera House.	0.84
	<b>% of Variance</b>	33.03
	<b>Cronbach's Alpha</b>	0.94
	<b>Sydney icons</b>	
TS 21	I was satisfied with the typical animals of Australia (e.g. kangaroo) in Sydney.	-0.94
TS 27	I was satisfied watching traditional music/songs in Sydney.	-0.83
TS 25	I was satisfied trying typical food of Australia in Sydney.	-0.83
TS 23	I was satisfied trying typical beverage of Australia in Sydney.	-0.81
TS 29	I was pleased to see unique handicrafts of Australia in Sydney.	-0.80
	<b>% of Variance</b>	20.87
	<b>Cronbach's Alpha</b>	0.90
	<b>Easiness</b>	
TS 1	I was satisfied because when I visited Sydney, the immigration process was NOT complicated.	0.98
TS 5	I was satisfied because it is easy finding money changers.	0.98
	<b>% of Variance</b>	15.29
	<b>Cronbach's Alpha</b>	0.98
	<b>Transport</b>	
TS 22	I was satisfied rented a bike to get around seeing sights in Sydney	0.88
TS 24	I was satisfied boarding the ship to get around in Sydney	0.85
TS 26	I was satisfied using public transport in Sydney	0.71
	<b>% of Variance</b>	10.31
	<b>Cronbach's Alpha</b>	0.75

5) Revisit intention

**Table 8**

**Factor analysis of revisit intention**

	<b>Dimensions and indicators</b>	<b>Factor Loadings</b>
	<b>Transactional intention</b>	
ITR 1	I would revisit Sydney for vacation	0.96
ITR 9	I would visit the same attractions (which I've visited), if I was on vacation back to Sydney	0.96
ITR 3	Australia is the country of my primary choice for a vacation in the future	0.95
ITR 4	I would rather visit the city of Sydney, compared to other cities in Australia	0.88
	<b>% of Variance</b>	55.84
	<b>Cronbach's Alpha</b>	0.96
	<b>Intention to recommend</b>	
ITR 6	I would recommend Sydney to my friends as a destination for vacation	0.90
ITR 8	I would tell positive things about my experience during my vacation in Sydney	0.90
ITR 2	I would recommend Sydney, to my relatives as a destination for vacation	0.67
	<b>% of Variance</b>	26.33
	<b>Cronbach's Alpha</b>	0.77

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