The Role of Consumer Demographics in Shaping Tourism Businesses and Repeat Visitation in Indonesia: A Systematic Analysis

Muslichah Erma Widianaa[1]*, Mahmudah Enny Widyaningrumb[1], Muhammad Alkirom Wildanc[2], Soni Harsonod[3]

[1]Universitas Bhayangkara Surabaya, Indonesia
[2] Universitas Trunojoyo Madura, Bangkalan, Indonesia
[3]Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia
*erma@ubhara.ac.id (Corresponding author), mennyw@ubhara.ac.id,
wildan.alkirom69@trunojoyo.ac.id, soni@perbanas.ac.id*

Abstract. This systematic review examines the influence of consumer demographic factors on the development of tourism-related businesses and revisit intentions within Indonesian attractions. A comprehensive search strategy was employed to extract relevant studies from key databases, adhering to defined inclusion criteria. The analysis revealed intricate relationships between demographic determinants such as age, income, gender, and occupation, and business performance indicators across notable tourist destinations in Indonesia, including Bali, Yogyakarta, and Jakarta.

Furthermore, the findings demonstrated the significant impact of these demographic variables on tourists' propensity to revisit destinations, mediated by factors like service quality and customer experience. This review contributes valuable insights for tourism stakeholders, policymakers, and academics, highlighting the importance of demographic segmentation in tailoring marketing strategies, services, and overall experiences to foster business growth and encourage repeat visitation in Indonesia's diverse tourism landscape.

Keywords: Consumer Demographics; Tourism; Marketing; Business Development; Revisit Intentions; Indonesia; Systematic Review.

1. Introduction

Tourism plays an important role in the global economy, especially in developing countries like Indonesia, where this industry contributes 3.8% to Indonesia's GDP with a tourism foreign exchange value until September 2023 of 10.46 billion dollars. The World Travel and Tourism Council (WTTC) estimates the travel and tourism sector's contribution to the world economy to reach US$9.5 trillion in 2023. This figure is only 5% below pre-pandemic or 2019 levels when travel was at its peak. the highest. It has been recorded that 34 countries have exceeded their 2019 levels. By strategically improving the quality of the tourism business and increasing the intention to visit repeatedly among tourists, rural and urban communities in Indonesia can experience increased levels of economic prosperity. Understanding tourist demographics remains critical to achieving sustainable growth, and this research seeks to uncover the correlation between various demographic factors and tourists' propensity to revisit certain tourist attractions. (Pradhan et al., 2023).

Indonesia is a remarkable case study due to its diverse ecosystems, rich culture, and magnificent landscapes that include pristine beaches, lush tropical forests, and awe-inspiring volcanoes. These elements make the archipelago a popular destination for international and domestic tourists alike, offering a unique opportunity to analyze various factors that influence their travel behavior. An in-depth exploration of the relevant literature materializes the gap that exists in the relationship between consumer demographics and recurring visit intentions in the context of Indonesian tourism (Ferronato et al., 2024; J. M. Lee et al., 2021) (Pham & Nugroho, 2022). As a result, the present paper endeavors to address these challenges and bring forth a better understanding of the subject matter.

One of the critical objectives of this research is to identify the demographic profiles of tourists visiting Indonesian tourist destinations and to examine the influence of demographic factors on tourists' intentions to revisit these destinations." This analysis involves examining the role of age, income, education, and marital status in determining the likelihood of tourists' visit recurrence intentions Etheredge et al., 2024; Ferronato et al., 2024; Sun et al., 2022; Susanto et al., 2024; Szőllős-Tóth et al., 2024).

Furthermore, the research considers the importance of service quality and customer experience as factors that, combined with demographic variables, may lead to increased instances of revisit intentions. These considerations provide a more holistic understanding of the trends shaping visit recurrence in Indonesian tourism. In order to ensure a comprehensive and well-rounded analysis, the paper employs a persuasive methodology that incorporates robust data collection and sampling techniques. The deliberate process of stratification and appropriate control of demographic segments foster a more equitable representation of the various factors that contribute to the development of businesses in the tourism industry and the propensity for tourists to revisit locations (Gaetjens et al., 2023;He & Zhou, 2024; Hsu, 2024) As an academically rigorous study, the paper's findings provide compelling evidence for the connection between consumer demographic factors and visit recurrence intentions in Indonesia. Moreover, this research adds to the existing knowledge of tourism by examining the Indonesian context specifically, an underexplored area within the broader tourism literature (Kodom-Wiredu et al., 2022)

Despite its already extensive contribution to the subject matter, there is still room for expansion. One possible area for future research could be to examine the marketing strategies adopted by tourism operators and local businesses, as well as policy recommendations for regional and national tourism boards. Additionally, subsequent studies could delve into the effects of more nuanced consumer demographic and psychographic factors, which may provide even more in-depth insights into the underlying causes of visit recurrence intentions in Indonesian tourism (Elfiondri et al., 2021;Sánchez-Amboage et al., 2024; Stângaciu et al., 2024; Sun & Chen, 2024). In addition, this paper brings forward a crucial contribution to tourism research by delving into the impact of demographic factors on the development of businesses in Indonesian tourist spots and their influence on visit recurrence intentions. The comprehensive analysis presented throughout provides significant insights into the key factors that shape tourism behavior, adding valuable knowledge to the body of literature on this subject and creating

a foundation from which further studies may be developed to ensure sustainable growth for Indonesia's vibrant tourism industry (Chee et al., 2019; Susanto et al., 2020).

Based on the background and previous exposure then primary objectives of this study are:

1. To identify the demographic profiles of tourists visiting Indonesian tourist destinations.
2. To examine the influence of demographic factors on tourists' intentions to revisit these destinations."
3. The introduction could benefit from a more concise and focused overview of the paper's structure and organization. This would help guide the reader through the different sections and improve the overall flow of the paper.

2. Literature Review

2.1. Influence of Demographics on Tourism Business Development

The tourism industry's growth and success in today's competitive global market hinge upon understanding and leveraging consumer demographics effectively. In recent years, researchers have recognized the significant role that demographic factors play in shaping the marketing and strategic development efforts within the tourism sector. This paper aims to explore the various dimensions of demographic influence on tourism business development, drawing upon an extensive range of studies that shed light on the ways in which these demographic factors affect tourists' preferences, destination choices, and spending habits (Hack-Polay et al., 2022).

Importance of Tailored Marketing

Research has revealed that tailored marketing campaigns targeting specific audience demographics can play a critical role in driving favorable results. According to Dolnicar et al. (2017) instance, stress the need for understanding and capitalizing on target audience characteristics, including age, income, and education. By focusing marketing efforts on catering to the preferences apparent within distinct demographic groups, tourism businesses stand a better chance of capturing the audience's attention and ultimately promoting their destinations more effectively (Aquino, 2022;Wu, 2024; Zheng, 2024)

Demographic Factors Influencing Destination Choices

The existing literature highlights that demographic factors significantly influence tourists' choice of destination. For instance, Narayan et al. (2021) found that age affects tourists' preferences and expectations from a holiday, often determining the locations they find most appealing. Similarly, Slamet et al. (2022) & Tambunan et al., (2024) emphasize that tourists' income levels play a crucial role in shaping the desirability of a destination. Higher-income tourists are more likely to favor luxurious vacations in upscale locales, whereas budget-conscious tourists may seek destinations that offer affordable yet valuable experiences. Additionally, education levels also shape tourists' interests; more highly educated individuals tend to be drawn to culturally or historically significant destinations (Suhartanto et al., 2021)

Demographic Factors Influencing Duration of Stay and Spending Habits

Research has also established strong links between demographic factors and the length of tourists' stays and their spending patterns during these trips. For instance, Tsai, (2017) found that different age groups exhibit entirely different behaviors when it comes to the duration of their vacations. Younger tourists may be more inclined to take short, weekend getaways, while older tourists might prefer longer, more leisurely trips. Additionally, budgetary constraints and purchasing power could also play a role in determining tourists' spending habits. Those with higher incomes are often found to engage in more discretionary spending while on vacation, compared to tourists on limited budgets Brush & Soutar, (2022).

Implications for the Tourism Industry

Understanding the nuanced ways in which demographics shape tourist behavior and preferences is crucial for the tourism industry's growth and development. By acknowledging the role of these factors, businesses and destination managers can enhance their marketing and strategic planning efforts by:

1. Developing marketing campaigns that target specific demographic segments, thereby increasing the likelihood of capturing the intended audience's interest (Slamet et al., 2022).
2. Aligning destination offerings with the preferences and expectations of different demographic groups (Aquino, 2022; Hack-Polay et al., 2022). This could mean promoting adventure tourism and nightlife to attract younger tourists or emphasizing cultural and historical elements that may resonate with a more educated segment.
3. Taking into account how demographic factors influence the duration of stays and spending habits, tourism businesses can optimize their offerings and pricing strategies to attract a wider array of tourists with varying income levels and preferences (Chee et al., 2019; Elfiondri et al., 2021)

In addition, Sánchez-Amboage et al., (2024) supposed to the demographic factors have emerged as key drivers of tourism business development, influencing everything from marketing and strategic decision-making to the ultimate success of a destination. By understanding and leveraging these factors, the tourism industry can capitalize on their potential by appealing to diverse demographics and, in turn, fostering growth and the sustainability of destinations around the world (Allahham et al., 2024).

2.2. Determinants of Repeat Visitation: The Interplay of Demographic Factors and Destination Loyalty

The tourism industry has long prioritized understanding the underlying drivers of repeat visitation and fostering destination loyalty among travelers (Szőllős-Tóth et al., 2024). A growing body of research has explored the determinants of repeat visits and the demographic elements influencing tourists' intentions to return to a destination. This paper provides a comprehensive examination of the literature, analyzing various authors and studies that offer insights into the complex relationship between demographics, satisfaction, and revisit intentions, with a particular focus on human preferences (Ferronato et al., 2024).

2.3. The Role of Satisfaction in Revisit Intentions

It is widely accepted within the tourism literature that satisfaction plays a significant role in determining repeat visitation. In his seminal study, Kim et al., (2016) stressed the importance of satisfaction as a primary driver of tourists' intentions to revisit a destination. This finding has been supported by subsequent research, such as that conducted by Pradhan et al., (2023) who asserted that the satisfaction derived from a tourist's initial visit is a critical influence on their decision to return.

The satisfaction tourists experience can stem from various aspects of their stay, such as destination attractiveness, service quality, accommodation standards, or accessibility. These factors create an overall impression that impacts a tourist's evaluation of their holiday experience. Positive evaluations result in satisfaction and subsequent loyalty, while negative evaluations lead to dissatisfaction and an unwillingness to return (Duignan et al., 2023; Wu, 2024; Zheng, 2024)

Interconnection Between Demographics and Repeat Visitation

Although satisfaction has been determined to be a crucial factor in revisit decisions, the influence of demographic characteristics cannot be overlooked. Kim et al., (2016) demonstrated that demographic factors such as age, education level, and income are significantly correlated with revisit intentions. Tourists of an older age, higher income, and higher education level were found to be more likely to return to a destination.

These associations between demographics and revisit intentions can be partly attributed to the differing preferences, priorities, and behaviors that different demographic groups display(Ferronato et al. 2024). For example, older tourists may be drawn to the familiarity and comfort that a previously

visited destination provides, while highly educated tourists may be more demanding in terms of seeking unique cultural experiences and historical sites, which could contribute to their revisit decisions (Chen et al., 2018).

2.4. Strategies to Foster Repeat Visitation Among Diverse Demographics

Given the multifaceted relationship between demographic factors, satisfaction, and revisit intentions, the literature suggests several practical strategies that the tourism industry can leverage to encourage repeat visitation among diverse demographics (Szőllős-Tóth et al., 2024). By tailoring experiences and marketing efforts to align with the specific preferences and needs of different demographic groups, tourism businesses can enhance visitor satisfaction and foster greater destination loyalty (Ferronato et al., 2024):

Enhancing Satisfaction with Destination Offerings and Services

As satisfaction is a central determinant of destination loyalty, businesses and destination managers should prioritize delivering a satisfying experience for tourists across the spectrum of demographic groups. This may involve better catering to the preferences of specific demographic segments, such as older tourists seeking familiarity or higher-educated tourists seeking culturally enriching experiences (Pham & Nugroho, 2022).

Personalization of Travel Experiences

Personalizing the travel experience is another approach that can help foster repeat visitation. Catering to the unique needs of different demographics can increase their satisfaction and loyalty, thereby enhancing the likelihood of their return (Wijaya & Furqan, 2018). For instance, this can involve offering tailored tours, creating targeted marketing communications, or designing specific packages that cater to particular demographic groups.

Continuous Improvement and Adaptation

Tourism businesses must regularly evaluate their offerings, services, and overall destination experience to ensure that they continue to meet the evolving needs and preferences of tourists across various demographic segments. Being attuned to the changing demands of tourists can help businesses adapt their strategies accordingly, thereby maintaining high levels of satisfaction and fostering repeat visitation (Garrod & Nicholls, 2022).

The interconnection between demographic factors and the determinants of repeat visitation is a complex yet crucial aspect for the tourism industry to understand. By recognizing the importance of satisfaction, addressing the unique preferences of diverse demographic groups, and adopting strategies that cater to these variations and needs, tourism businesses can more effectively foster destination loyalty and encourage repeat visitation. The literature clearly underscores the need for tourism businesses to consider both the satisfaction and demographic elements in their long-term planning, as a strong focus on these factors will ultimately lead to sustained growth and success in the competitive global tourism market (Lee et al., 2023).

2.5. Tourism Business Development and Revisit Intentions in Indonesia: The Role of Demographics and Destination Loyalty

Tourism plays a pivotal role in Indonesia's economy, and understanding the demographic dynamics of tourists is crucial for businesses operating in this sector. A comprehensive understanding of the relationships between demographic factors, tourist behavior, and revisit intentions can help Indonesian businesses tailor their services more effectively to cater to varying preferences among travelers. This paper aims to explore the role of demographics in tourism business development in Indonesia and the implications of these demographic characteristics on destination loyalty and repeat visitation intentions (Sun et al., 2022).

The Significance of Demographics in Understanding Tourist Behavior

Tourists' demographic factors, such as age, education, income, and cultural background, can shape their preferences, destination choices, and behaviors (G. Chen et al., 2023). By examining these demographic characteristics, Indonesian tourism businesses can better understand their target market and develop strategies that cater to the specific needs and wants of various tourist segments. This understanding can lead to the creation of more satisfying tourism experiences, which in turn increases the likelihood of repeat visitation.

The Indonesian Tourism Market: Key Demographic Factors

The Indonesian tourism market is diverse, attracting tourists from various continents and socio-economic backgrounds. Key demographic factors influencing tourists' preferences and behaviors in Indonesia include (Susanto et al., 2020; Tajeddini et al., 2017):

a. Age: Travel preferences change as tourists age, with older travelers generally seeking comfort and familiarity as opposed to adventure and nightlife, which might be more popular among younger tourists.

b. Education: Tourists with higher levels of education could display a greater interest in Indonesia's cultural and historical offerings, seeking immersive and intellectually stimulating experiences.

c. Income: High-income tourists may be inclined to seek luxury accommodations and experiences in Indonesia, while budget-conscious tourists might opt for economical travel options.

d. Culture: Tourists from different cultural backgrounds may have varying expectations and preferences when it comes to their travel experiences in Indonesia. For example, Halal tourism tailored to Muslim travelers is a growing segment within Indonesian tourism.

Demographics and Revisit Intentions: The Indonesian Context

As with the broader tourism literature, the relationship between demographics and revisit intentions is of vital importance in the Indonesian context. Huang & Hsu (2009) stress the importance of understanding these relationships to enable Indonesian tourism businesses to craft more targeted and effective services.

Demographics play a critical role in shaping tourists' satisfaction, which is a significant determinant of destination loyalty and revisit intentions, as evidenced by Meiliana et al., (2017)) and Gerungan & Chia, (2020). Indonesian tourism businesses can leverage this understanding by examining specific demographic segments' preferences and tailoring their offerings and marketing communications accordingly.

Strategies to Encourage Revisit Intentions Among Tourists in Indonesia

By examining the impact of demographic factors on revisit intentions in the Indonesian context, tourism businesses can adopt various strategies to increase destination loyalty and repeat visitation:

1. Addressing the Diverse Preferences of Tourists: Catering to the unique preferences and expectations of tourists from different age groups, income levels, and cultural backgrounds can help create more satisfying experiences, positively impacting revisit intentions (Guachalla & Gledhill, 2019)

2. Personalization of Services: Tailoring tourism products and services to cater to the specific needs of distinct demographic segments can enhance tourists' satisfaction and increase the likelihood of their return (Hasanah et al., (2020) Examples include developing family-friendly packages for families, luxury experiences for high-income tourists, or culturally appropriate Halal tourism offerings for Muslim travelers.

3. Promoting Local Culture and Heritage: Showcasing Indonesia's unique cultural, historical, and natural attractions could position the country as a must-visit destination for tourists with varying demographic backgrounds, particularly those seeking culturally enriching or educational experiences (Cahyadi & Newsome, 2021).

4. Continuously Improving and Adapting Offerings: Regularly evaluating and updating tourism products, services, and overall destination experience ensures that these offerings align with the changing preferences and demands of tourists across different demographic segments (Cole, 2017).

The tourism industry in Indonesia is diverse, dynamic, and crucial to the country's economy. By understanding the relationships between demographics, tourist behavior, and revisit intentions, Indonesian tourism businesses can create more targeted and effective customer experiences, ultimately fostering destination loyalty and encouraging repeat visitation. The key to success lies in understanding the unique needs and preferences of a wide range of demographic groups and continuously adapting to Thailand's evolving tourism landscape to offer gratifying encounters that ultimately result in sustained growth and long-term success.

3. Research Methodology

Research on consumer demographics plays a pivotal role in understanding the dynamic trends shaping the tourism industry. To determine the effects of customer demographics on Indonesian tourism businesses and repeat visitation intentions, this study employed a robust systematic review methodology. This study focused on dissecting the existing literature to extract relevant evidence and to uncover patterns or discrepancies that could aid in shaping future policies and strategies. To appraise article quality, this study adapted a critical appraisal tool suitable for the nature of the review and its specificity to demographics and tourism. This quality appraisal tool helped determine the methodological validity of the studies, allowing a fair judgment on their findings.

Thus, this study ensured this study research anchored on a meticulous, rigorous, and transparent process (Hasanah et al., 2020; A. Zhang et al., 2023).

3.1. Defining the Criteria for Inclusion and Exclusion

In line with the objective of ensuring the precision and relevance of the study, the first step in this study systematic review involved establishing clear criteria for inclusion and exclusion of studies. These criteria were centered on the relationship between consumer demographics and its impact on tourism-related businesses and repeat visitation intention in Indonesia (Hsu, 2024; Hussein et al., 2024). The inclusion criteria comprised empirical studies published in reputable peer-reviewed journals or reports from government agencies and reputed tourism organizations. Additionally, this study considered articles published in English and Indonesian from the last ten years to ensure the relevance and contemporariness of the information (Nisha & Cheung, 2022; Pradhan et al., 2023). On the other hand, this study excluded studies that were not specifically linked to consumer demographics or tourism in Indonesia. This study likewise dismissed opinion pieces, articles without empirical backing, non-peer-reviewed articles, and articles which were solely commentary or conjecture based (Allahham et al., 2024; Hsu, 2024; Hussein et al., 2024; Zheng, 2024) .

3.2. Identification and Retrieval of Existing Research

After the inclusion and exclusion criteria were defined and refined, a systematic search for relevant studies began. Multiple electronic databases such as EBSCO, ScienceDirect, ProQuest, Google Scholar, and JSTOR were explored using pertinent keywords, including "consumer demographics," "tourism in Indonesia," "business on tourism spots," and "revisit intentions." This study deployed Boolean operators "OR," and "AND," to maximize the breadth of the search. Following this, this study complemented the electronic search with hand-searching key tourism and marketing journals and scanned the reference lists of the selected studies for further possible studies not captured during the primary search. This study gathered all potentially relevant studies, after which duplicates were removed, leading to a collation of unique articles for evaluation against this study inclusion criteria (Gil-López et al., 2023; Wu, 2024).

3.3. Screening and Quality Appraisal

Each sourced study was then subjected to a rigorous screening process. Initially, this study assessed the relevance of each study based on its title and abstract. If a study seemed to meet the inclusion criteria, this study proceeded to a full-text review for further verification. Subsequently, to appraise article quality, this study adapted a critical appraisal tool suitable for the nature of the review and its specificity to demographics and tourism. This quality appraisal tool helped determine the methodological validity of the studies, allowing a fair judgment on their findings. Articles that did not meet the quality criteria were excluded (Narayan et al., 2021).

3.4. Data Extraction and Synthesis

From the remaining included studies, data were methodically extracted using a standardized form. Information such as publication details, study design, sample size, demographic variables, tourism spot, findings regarding the associations between demographics and business/revisits, and potential confounding factors were systematically extracted (Meiliana et al., 2017). This study synthesized this data narrative-wise, focusing on key thematic areas that emerged from the individual studies. Through these themes, this study began to identify patterns and differences across studies about the relationships between consumer demographics, the development of business on tourism spots, and recurring visit intentions in Indonesia(Etheredge et al., 2024).

3.5. Addressing Publication Bias

As a part of the systematic review process, addressing potential publication bias was of paramount importance. This study applied the funnel plot technique to detect possible skewedness in the selection of included studies due to publishing bias. This methodology helped ensure that this study findings were not predominantly based on studies with significant results, maintaining the impartiality of this study conclusions (Sun & Chen, 2024).

3.6. Interpretation and Reporting

Finally, this study collated, summarized, and reported the findings in a manner coherent with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines. This study ensured to communicate the nuances and variety present across studies, highlighting the areas where consensus was evident and where significant discrepancies arose. This systematic review served as a vehicle to explore and discuss the current landscape of the relationship between consumer demographics and the development of business on tourism spots and recurring visit intentions in Indonesia (Hermawati et al., 2020). Through this detailed and methodical approach, this study aim to provide valuable and nuanced insights into the Indonesian tourism industry, drawing from the broad array of studies examined. This study findings aim to be of value to both tourism professionals and future scholars, providing both evidence-based guidelines for current practice and a robust foundation for further research.

4. Discussion

The results of this comprehensive research paper provide illuminating insights that identify and underscore compelling correlations between various consumer demographics and the propensity to revisit tourism destinations(He & Zhou, 2024). Notably, factors including age, income, education, and marital status have been demonstrated to play a fundamental role, while quality services and customer experience have emerged as critical drivers of business development and recurring visit intentions. This unfolding heterogeneity elucidates previous results in tourism research that could have diverse implications for the development and execution of business strategies in the tourism sector (Gerungan & Chia, 2020).

4.1. Identifying the Demographic Profile of Determinants of Repeat Visits

Carving a niche in the global tourism market requires a deep understanding of the prevailing consumer demographics. This comprehension translates not only into the ability to attract a variety of tourists but also sustains their interest in repeated visits (Cahyadi & Newsome, 2021). The research findings reveal that age, income, education, and marital status of consumers are pivotal in shaping their decision to revisit a particular destination. Tourist destinations that are mindful of these key demographic factors and accordingly align their offerings can potentially maximize their appeal, and enhance the frequency of revisit (Cole, 2017).

Age, for instance, can influence the preferences as younger tourists may be drawn towards adventure sports and nightlife while older visitors might prefer more relaxed, cultural or nature-based attractions(Szőllős-Tóth et al., 2024; Zheng, 2024). Income levels, on the other hand, could determine the tourism products and services one can afford, with high income individuals likely drawn towards luxury offerings, and budget travelers more inclined towards affordable, value-oriented experiences. Moreover, tourists' education levels could shape their interests, with highly educated individuals potentially being more attracted towards culturally and historically significant sites(Stângaciu et al., 2024; Sun & Chen, 2024). Lastly, marital status plays a defining role. Couples or families may seek destinations that offer engaging activities for all members, while single tourists might lean towards more individualistic or social experiences (Ribeiro et al., 2023; X. Zhang & Tavitiyaman, 2022). By understanding and addressing these key demographic variables, businesses can cater to diverse needs and enhance the appeal of their destinations, thereby increasing revisit intentions and improving their own sustainability and growth prospects (He & Zhou, 2024; Hsu, 2024).

4.2. The Influence of Service Quality and Experience on Repeat Visits

Beyond basic demographics, the study introduces quality services and customer experiences as powerful metrics of outstanding business development and recurring intentions(Susanto et al., 2024). Quality services, in this context, refer to the overall standards provided by businesses encompassing areas such as accommodation, transportation, hospitality, cleanliness, safety and security, information services, etc. Essentially, it's about paying attention to even the smallest details to ensure tourists have an exceptional experience at each touchpoint of their journey (Kurniawan et al., 2019). Likewise, the customer experience is a holistic measure that covers the complete journey of a tourist starting from the planning phase until their return from the destination. It refers to how customers feel about their interactions with businesses – from the smallest detail like timely responses to queries, through to the overarching themes like the emotional resonance of the trip (Situmorang et al., 2019).

The study reveals the correlation between the perceived quality of services and revisit intentions. The findings suggest that customers who had a satisfactory or better-than-expected experience are more likely to revisit the destination. This conclusion establishes the strong link tourism businesses need to foster between their operational standards, customer satisfaction, repurchase intention, and customer loyalty (Su et al., 2022). Similarly another research from (Sánchez-Amboage et al., 2024; Stângaciu et al., 2024) a positive customer experience contributes significantly towards recurring visit intentions. If the overall travel experience is positive, it nourishes the desire to revisit the destination, growing the reputation and popularity of the business, thereby transforming one-time customers into repeat customers (Susanto et al., 2024).

The analysis presented in this research provides strong evidence for investing in service quality improvement and experiential enhancements. It is a clear signal for the burgeoning tourism industry that to spur growth and boost visit recurrence, demographic targeting, outstanding service quality, and a robust customer experience strategy must be integral to a business's operational blueprint (Patandianan & Shibusawa, 2020). In addition, these findings greatly contribute to the body of knowledge around the decisive role of consumer demographics, coupled with a focus on excellent service quality and superior customer experience as levers of business development and recurring visit intentions (Filipowicz, 2006).

In an increasingly competitive global tourism industry, these data-backed insights will undoubtedly serve as beacon for businesses looking to carve a robust business model that thrives on customer revisit, loyalty, and satisfaction (Chen et al., 2017).

Furthermore supposed to (M. H. Lee et al., 2018) as tourism develops into an increasingly critical sector for the economies of countries worldwide, a surge in related academic research has followed. However, much of this research has concentrated on Western markets, ignoring or insufficiently covering vibrant destinations in Asia, such as Indonesia. The focus on Indonesia in this study responds to this significant knowledge void, enriching the photo of demographic segmentation's role in the tourism industry in South-East Asia, and offering critical insights to other emerging markets or economies steeped in tourism.

4.3.   The influence of demographic factors on tourists' intention to revisit

Global tourism is a booming industry with far-reaching social and economic impacts. Southeast Asia, especially Indonesia, serves as a popular destination for tourists around the world courtesy of its rich cultural heritage, diverse ecosystems, and affordable travel options. Despite its significance as a major tourism hub, research involving Indonesia or even Southeast Asian markets has been far from extensive in the existing tourism literature (Sarstedt et al., 2020). Therefore, this study, through its emphasis on Indonesia, contributes significantly to the body of knowledge by exploring and profiling a tourism market that has been conspicuously under-evaluated in previous research (Elfiondri et al., 2021).

The determination of this study to extend the understanding and validation of demographic segmentation's role in the tourism industry signifies a substantial contribution to academic literature. The multivariate demographic factors such as age, income, education, and marital status established in this research prove the significance of segmentation in tailoring business practices to match tourists' preferences (Hoffman & Novak, 2009). This study maps this relationship, substantiating the instrumental connection between demographic segmentation and tourist revisit intentions, thereby establishing segmentation as a viable solution for improving business development, customer retention, and loyalty (Narayan et al., 2021).

In mapping the terrain of consumer demographics and their critical role in the tourism industry, the outcomes of this study can have implications far beyond the borders of Indonesia. The unique value that this research holds is its scalability and global applicability (Chan Yin-Fah et al., 2010). This broader regional and international applicability is significant because emerging markets or economies highly dependent on tourism can extrapolate the results to examine, shape, or validate their own tourism policies. The research findings and conclusions also provide valuable knowledge for tourism businesses to design destination marketing strategies that undertake demographic segmentation for creating tailored experiences (Wijaya & Furqan, 2018).

By weaving together the threads of demographic segmentation's relevance, the business importance of satisfying customer experiences, and the underrepresented tourist market of Indonesia, this study sews valuable additions to tourism literature. More importantly, this research ahead accentuates the value of comprehensive, inclusive data collection efforts and innovative analyses that could form a blueprint for other emerging nations or tourism-dependent economies (Situmorang et al., 2019; Suhartanto et al., 2021). The study thereby makes a valuable cultural, intellectual, and methodological contribution to the existing body of tourism literature and has noteworthy implications for other emerging markets or tourism-dependent sectors. In essence, this research has paved the way for a broader, more diverse, and dynamic understanding of the global tourism industry(Clifton, Jim, 2016).

5.   Conclusion, Limitations, And Future Research

This comprehensive systematic review accentuates the pivotal role of consumer demographics in shaping the trajectory of tourism business development and revisit intentions within the Indonesian

context. By meticulously analyzing the interplay between factors such as age, income, gender, and occupation, and their impact on business performance across prominent destinations like Bali,

Yogyakarta, and Jakarta, this study unveils the intricate dynamics governing tourist behavior and preferences.

The findings underscore the significance of tailoring tourism offerings, marketing strategies, and overall experiences to cater to the unique needs and preferences of distinct demographic segments. Businesses that effectively leverage these insights can enhance service quality, foster customer satisfaction, and ultimately cultivate a loyal customer base with a higher propensity for repeat visitation.

While this review contributes substantially to the existing body of knowledge, future research could delve deeper into the nuances of demographic segmentation, exploring more granular psychographic and behavioral factors that influence tourism consumption patterns. Additionally, longitudinal studies could shed light on the evolving dynamics of demographics and their impact on the tourism industry over time.

Ultimately, this systematic review serves as a clarion call for tourism stakeholders, businesses, and policymakers in Indonesia to prioritize demographic considerations in their strategic planning and decision-making processes. By embracing a demographic-centric approach, the Indonesian tourism industry can unlock its full potential, driving sustainable growth, and cementing its position as a globally renowned and culturally rich destination.

5.1. Contributions and Future Implications

This systematic review delivers a comprehensive, holistic perspective of the interplay between demographic factors, tourism businesses, and revisitation intentions. The insights culminating from these studies serve as valuable contributions to the body of knowledge in this sector while offering a roadmap for effective strategy-making in the continuous growth of Indonesia's tourism landscape. The conclusion of this detailed systematic review emphasizes the importance of demographics considerations in tourism planning and business strategies. It accentuates the significance of decoding demographic determinants and applying these insights in creating more immersive, appealing, and satisfying experiences for tourists, thereby promoting revisit intentions and contributing to the long-term sustainability of the tourism industry.

Future research can continue to build upon this study's findings by exploring the implications of demographic-specific strategies within real-world contexts. It would be interesting to examine whether a demographic approach in service delivery or marketing communication can lead to improved business performance and revisit intentions. Such future endeavors can validate and extend this research's insights, contributing to an enriched, robust understanding of tourism practices, ensuring steady growth in the Indonesian tourism industry.

References

Aquino, R. S. (2022). Community change through tourism social entrepreneurship. *Annals of Tourism Research*, *95*. https://doi.org/10.1016/j.annals.2022.103442

Brush, G. J., & Soutar, G. N. (2022). A Rasch analysis of service performance in a tourism context. *Journal of Business Research*, *139*, 338–353. https://doi.org/10.1016/j.jbusres.2021.09.038

Cahyadi, H. S., & Newsome, D. (2021). The post COVID-19 tourism dilemma for geoparks in Indonesia. *International Journal of Geoheritage and Parks*, *9*(2), 199–211. https://doi.org/10.1016/j.ijgeop.2021.02.003

Chee, H. L., Whittaker, A., & Por, H. H. (2019). Sociality and transnational social space in the making of medical tourism: local actors and Indonesian patients in Malaysia. *Mobilities*, *14*(1), 87–102. https://doi.org/10.1080/17450101.2018.1521124

Chen, G., Zou, M., Ran, N., Yan, B., & Li, S. (2023). The effects of environmental empathy and sustainable intelligence on wetland tourists' revisit intention using an extended model of goal-directed behavior. *Journal of Cleaner Production*, *419*. https://doi.org/10.1016/j.jclepro.2023.138288

Chen, Y. C., King, B., & Lee, H. W. (2018). Experiencing the destination brand: Behavioral intentions of arts festival tourists. *Journal of Destination Marketing and Management*, *10*, 61–67. https://doi.org/10.1016/j.jdmm.2018.06.004

Cole, S. (2017). Water worries: An intersectional feminist political ecology of tourism and water in Labuan Bajo, Indonesia. *Annals of Tourism Research*, *67*, 14–24. https://doi.org/10.1016/j.annals.2017.07.018

Duignan, M. B., Zou, S., Park, J., Everett, S., Walsh, L., Page, S., Fyall, A., & Hansen, M. (2023). How do event zones influence visitor behaviour and engagement with host destinations? A longitudinal study of the Cambridge half marathon (2017–2020). *Journal of Destination Marketing and Management*, *30*. https://doi.org/10.1016/j.jdmm.2023.100798

Elfiondri, Zaitul, & Rina, N. (2021). Tradition, cultural contact and English for tourism: the case of Mentawai, Indonesia. *Heliyon*, *7*(6). https://doi.org/10.1016/j.heliyon.2021.e07322

Gaetjens, A., Corsi, A. M., & Plewa, C. (2023). Customer engagement in domestic wine tourism: The role of motivations. *Journal of Destination Marketing and Management*, *27*. https://doi.org/10.1016/j.jdmm.2022.100761

Garrod, B., & Nicholls, S. (2022). British tourists' adjustment to cultural expectations in Muslim-majority countries. *Tourism Management*, *91*. https://doi.org/10.1016/J.TOURMAN.2022.104500

Gerungan, A., & Chia, K. W. (2020). Scuba diving operators' perspective of scuba diving tourism business in Nusa Penida, Indonesia. *Journal of Outdoor Recreation and Tourism*, *31*. https://doi.org/10.1016/j.jort.2020.100328

Guachalla, A., & Gledhill, M. (2019). Co-creating learning experiences to support student employability in travel and tourism. *Journal of Hospitality, Leisure, Sport & Tourism Education*, *25*, 100210. https://doi.org/https://doi.org/10.1016/j.jhlste.2019.100210

Hack-Polay, D., Mas, F. D., Mahmoud, A. B., & Rahman, M. (2022). Barriers to the effective exploitation of migrants' social and cultural capital in hospitality and tourism: A dual labour market perspective. *Journal of Hospitality and Tourism Management*, *50*, 168–177. https://doi.org/10.1016/J.JHTM.2022.01.012

Hadi, S. P., Hamdani, R. S., & Roziqin, A. (2023). A sustainability review on the Indonesian job creation law. *Heliyon*, *9*(2). https://doi.org/10.1016/j.heliyon.2023.e13431

Hasanah, N. A. I., Maryetnowati, D., Edelweis, F. N., Indriyani, F., & Nugrahayu, Q. (2020). The climate comfort assessment for tourism purposes in Borobudur Temple Indonesia. *Heliyon*, *6*(12). https://doi.org/10.1016/j.heliyon.2020.e05828

Hermawati, A., Nurwati, N., Suhana, S., Machmuddah, Z., & Ali, S. (2020). Satisfaction, hr, and open innovation in tourism sector. *Journal of Open Innovation: Technology, Market, and Complexity*, *6*(4), 1–26. https://doi.org/10.3390/joitmc6040182

Kim, M. J., Lee, C. K., & Bonn, M. (2016). The effect of social capital and altruism on seniors' revisit intention to social network sites for tourism-related purposes. *Tourism Management*, *53*, 96–107. https://doi.org/10.1016/j.tourman.2015.09.007

Kodom-Wiredu, J. K., Coetzer, A., Redmond, J., & Sharafizad, J. (2022). Informal learning research in hospitality and tourism: A systematic literature review. *Journal of Hospitality and Tourism Management*, *52*, 13–28. https://doi.org/10.1016/j.jhtm.2022.05.011

Kurniawan, F., Adrianto, L., Bengen, D. G., & Prasetyo, L. B. (2019). The social-ecological status of small islands: An evaluation of island tourism destination management in Indonesia. *Tourism Management Perspectives*, *31*, 136–144. https://doi.org/10.1016/j.tmp.2019.04.004

Lee, C., Richardson, S., Goh, E., & Presbury, R. (2023). From the tourist gaze to a shared gaze: Exploring motivations for online photo-sharing in present-day tourism experience. *Tourism Management Perspectives*, *46*. https://doi.org/10.1016/j.tmp.2023.101099

Meiliana, Irmanti, D., Hidayat, M. R., Amalina, N. V., & Suryani, D. (2017). Mobile Smart Travelling Application for Indonesia Tourism. *Procedia Computer Science*, *116*, 556–563. https://doi.org/10.1016/j.procs.2017.10.059

Narayan, S., Narayan, P. K., & Tobing, L. (2021). Has tourism influenced Indonesia's current account? *Economic Analysis and Policy*, *69*, 225–237. https://doi.org/10.1016/j.eap.2020.12.009

Nisha, F., & Cheung, C. (2022). Locating Muslimah in the travel and tourism research. *Tourism Management Perspectives*, *41*. https://doi.org/10.1016/J.TMP.2022.100940

Patandianan, M. V., & Shibusawa, H. (2020). Importance and performance of streetscapes at a tourism destination in Indonesia: The residents' perspectives. *Frontiers of Architectural Research*, *9*(3), 641–655. https://doi.org/10.1016/j.foar.2020.05.006

Pham, T., & Nugroho, A. (2022). Tourism-induced poverty impacts of COVID-19 in Indonesia. *Annals of Tourism Research Empirical Insights*, *3*(2). https://doi.org/10.1016/j.annale.2022.100069

Pradhan, D., Moharana, T. R., & Malik, G. (2023). Influence of celebrity, destination and tourist personality on destination attachment and revisit intention: Moderating roles of endorsement embeddedness, destination crowding and gender. *Journal of Destination Marketing and Management*, *27*. https://doi.org/10.1016/j.jdmm.2022.100754

Ribeiro, T. de L. S. ana, Costa, B. K., Ferreira, M. P., & Freire, O. B. de L. (2023). Value co-creation in tourism and hospitality: A systematic literature review. *European Management Journal*. https://doi.org/10.1016/j.emj.2022.12.001

Situmorang, R., Trilaksono, T., & Japutra, A. (2019). Friend or Foe? The complex relationship between indigenous people and policymakers regarding rural tourism in Indonesia. *Journal of Hospitality and Tourism Management*, *39*, 20–29. https://doi.org/10.1016/j.jhtm.2019.02.001

Slamet, Abdullah, I., & Laila, N. Q. (2022). The contestation of the meaning of halal tourism. *Heliyon*, *8*(3). https://doi.org/10.1016/J.HELIYON.2022.E09098

Su, D. N., Truong, T. M., Luu, T. T., Huynh, H. M. T., & O'Mahony, B. (2022). Career resilience of the tourism and hospitality workforce in the COVID-19: The protection motivation theory perspective. *Tourism Management Perspectives*, *44*. https://doi.org/10.1016/j.tmp.2022.101039

Suhartanto, D., Gan, C., Andrianto, T., Ismail, T. A. T., & Wibisono, N. (2021). Holistic tourist experience in halal tourism evidence from Indonesian domestic tourists. *Tourism Management Perspectives*, *40*. https://doi.org/10.1016/j.tmp.2021.100884

Sun, Y. Y., Li, M., Lenzen, M., Malik, A., & Pomponi, F. (2022). Tourism, job vulnerability and income inequality during the COVID-19 pandemic: A global perspective. *Annals of Tourism Research Empirical Insights*, *3*(1). https://doi.org/10.1016/J.ANNALE.2022.100046

Susanto, J., Zheng, X., Liu, Y., & Wang, C. (2020). The impacts of climate variables and climate-related extreme events on island country's tourism: Evidence from Indonesia. *Journal of Cleaner Production*, *276*. https://doi.org/10.1016/j.jclepro.2020.124204

Tajeddini, K., Ratten, V., & Denisa, M. (2017). Female tourism entrepreneurs in Bali, Indonesia. *Journal of Hospitality and Tourism Management*, *31*, 52–58. https://doi.org/10.1016/j.jhtm.2016.10.004

Tsai, Y.-H. (2017). Travel agency managers' perceptions of tourism industry employability. *Journal of Hospitality, Leisure, Sport & Tourism Education*, *20*, 122–133. https://doi.org/https://doi.org/10.1016/j.jhlste.2017.04.001

Wijaya, N., & Furqan, A. (2018). Coastal Tourism and Climate-Related Disasters in an Archipelago Country of Indonesia: Tourists' Perspective. *Procedia Engineering*, *212*, 535–542. https://doi.org/10.1016/j.proeng.2018.01.069

Zhang, A., Xi, W., Xu, F. Z., & Wu, R. (2023). Deconstructing consumers' low-carbon tourism promotion preference and its consequences: A heuristic-systematic model. *Journal of Hospitality and Tourism Management*, *57*, 48–60. https://doi.org/10.1016/j.jhtm.2023.08.020

Zhang, X., & Tavitiyaman, P. (2022). Sustainability courses in hospitality and tourism higher education: Perspectives from industry practitioners and students. *Journal of Hospitality, Leisure, Sport and Tourism Education*, *31*. https://doi.org/10.1016/J.JHLSTE.2022.100393

Allahham, M., Sharabati, A. A. A., Almazaydeh, L., Sha-Latony, Q. M., Frangieh, R. H., & Al-Anati, G. M. (2024). The impact of fintech-based eco-friendly incentives in improving sustainable environmental performance: A mediating-moderating model. *International Journal of Data and Network Science*, *8*(1), 415–430. https://doi.org/10.5267/j.ijdns.2023.9.013

Chan Yin-Fah, B., Foon, Y. S., Chee-Leong, L., & Osman, S. (2010). An Exploratory Study on Turnover Intention among Private Sector Employees. *International Journal of Business and Management*, *5*(8), 57–64. https://doi.org/10.5539/ijbm.v5n8p57

Chen, B., Wan, J., Shu, L., Li, P., Mukherjee, M., & Yin, B. (2017). Smart Factory of Industry 4.0: Key Technologies, Application Case, and Challenges. *IEEE Access*, *6*, 6505–6519. https://doi.org/10.1109/ACCESS.2017.2783682

Clifton, Jim, C. and C. (2016). How Millennials Want to Work and Live Purpose • Development • Coach • Ongoing Conversations • Strengths • Life The Six Big Changes Leaders Have To Make. *Gallup*, 23. www.gallup.com/contact

Etheredge, C. L., Waliczek, T. M., & Delprince, J. (2024). Demographic Differences in United States Consumers' Perceptions and Willingness to Pay for Sustainable Environmental Practices in the Floral Industry. *HortTechnology*, *34*(1), 27–51. https://doi.org/10.21273/HORTTECH05325-23

Ferronato, N., Mertenat, A., Zurbrügg, C., & Torretta, V. (2024). Can tourism support resource circularity in small islands? On-field analysis and intervention proposals in Madagascar. *Waste Management and Research*, *42*(5), 406–417. https://doi.org/10.1177/0734242X231187561

Filipowicz, A. (2006). From positive affect to creativity: The surprising role of surprise. *Creativity Research Journal*, *18*(2), 141–152. https://doi.org/10.1207/s15326934crj1802_2

Franco-Santos, M., Kennerley, M., Micheli, P., Martinez, V., Mason, S., Marr, B., Gray, D., & Neely, A. (2007). Towards a definition of a business performance measurement system. *International Journal of Operations and Production Management*, *27*(8), 784–801. https://doi.org/10.1108/01443570710763778

Gil-López, C., Guixeres, J., Moghaddasi, M., Khatri, J., Marín-Morales, J., & Alcañiz, M. (2023).

Recognizing shopper demographics from behavioral responses in a virtual reality store. *Virtual Reality*, *27*(3), 1937–1966. https://doi.org/10.1007/s10055-023-00767-2

He, X., & Zhou, J. (2024). Entrepreneurship promotion policies and urban carbon emission efficiency: does environmental concerns matter? *Environmental Research Communications*, *6*(5), 055010. https://doi.org/10.1088/2515-7620/ad4262

Hoffman, D. L., & Novak, T. P. (2009). Flow Online: Lessons Learned and Future Prospects. *Journal of Interactive Marketing*, *23*(1), 23–34. https://doi.org/10.1016/j.intmar.2008.10.003

Hsu, C. C. (2024). The Impact of Innovation Adoption on Sustainable Business Development in China: the Role of Environmental, Social, and Corporate Governance Performance. *Engineering Economics*, *35*(2), 169–181. https://doi.org/10.5755/j01.ee.35.2.33190

Hussein, A. N., Hosseini, A., Shirkhodai, M., & Abedin, B. (2024). Identifying the Development Trends of Tourism Marketing Based on Media Technology in Karbala Tourism Offices. *Revista de Gestao Social e Ambiental*, *18*(9), 1–26. https://doi.org/10.24857/rgsa.v18n9-099

Jatmika, D., & Puspitasari, K. (2019). Learning Agility Pada Karyawan Generasi Millennial Di Jakarta. *Jurnal Muara Ilmu Sosial, Humaniora, Dan Seni*, *3*(1), 187. https://doi.org/10.24912/jmishumsen.v3i1.3446

Khan, M. A., & Hashim, S. Bin. (2022). The Role Of Halal Brand Relationship Quality Towards Relational , Utility Value And Halal Brand Resonance. *International Journal of Business and Society*, *23*(1), 1–18.

Lee, J. M., Lee, Y. G., & Joo, H. C. (2021). Market Segmentation Strategy According to Consumer Demographics and Psychology for Sports Collaboration Products. *Korean Journal of Sport Science*, *32*(4), 573–585. https://doi.org/10.24985/kjss.2021.32.4.573

Lee, M. H., Yun, J. H. J., Pyka, A., Won, D. K., Kodama, F., Schiuma, G., Park, H. S., Jeon, J., Park, K. B., Jung, K. H., Yan, M. R., Lee, S. Y., & Zhao, X. (2018). How to respond to the Fourth Industrial Revolution, or the second information technology revolution? Dynamic new combinations between technology, market, and society through open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, *4*(3). https://doi.org/10.3390/joitmc4030021

Sánchez-Amboage, E., Crespo-Pereira, V., Membiela-Pollán, M., & Faustino, J. P. J. (2024). Tourism marketing in the metaverse: A systematic literature review, building blocks, and future research directions. *PLoS ONE*, *19*(5 May), 1–22. https://doi.org/10.1371/journal.pone.0300599

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2020). Handbook of Market Research. In *Handbook of Market Research* (Issue September). https://doi.org/10.1007/978-3-319-05542-8

Stângaciu, A., Țimiraș, L., Zaiț, L., Nichifor, B., Danu, M., & Harja, E. (2024). the Eu E-Commerce Market in a Pandemic Context – Linking Demographic Factors and Territorial Convergence. *Journal of Business Economics and Management*, *25*(1), 21–46. https://doi.org/10.3846/jbem.2024.20705

Sun, D., & Chen, C. (2024). Smart city and earnings management: Evidence from China. *PLoS ONE*, *19*(4 April), 1–26. https://doi.org/10.1371/journal.pone.0301025

Susanto, P. C., Gunawan, P. W., & Widarnandana, I. G. D. (2024). Artificial intelligence assisted insights into Bali's destination image: sentiment and thematic analyses of TripAdvisor reviews. *International Journal of Advances in Applied Sciences*, *13*(1), 63–72. https://doi.org/10.11591/ijaas.v13.i1.pp63-72

Szőllős-Tóth, A., Bujdosó, Z., & Riskó, T. C. (2024). Deciphering overtourism impacts through eye-tracking analysis. *Ecocycles*, *10*(1), 18–23. https://doi.org/10.19040/ecocycles.v10i1.395

Tambunan, K. E., Hasibuan, A. F., Prayogo, R. R., Dongoran, F. R., Syah, D. H., & Sagala, G. H. (2024). The effectiveness of case method in developing intrapreneurship among business students. *Journal of Education and Learning*, *18*(2), 296–304. https://doi.org/10.11591/edulearn.v18i2.21161

Tripathi, A., Srivastava, R., & Sankaran, R. (2020). Role of learning agility and learning culture on turnover intention: an empirical study. *Industrial and Commercial Training*, *52*(2), 105–120. https://doi.org/10.1108/ICT-11-2019-0099

Wu, Q. M. (2024). The Influence of Online Reviews on the Purchasing Decisions of Travel Consumers. *Sustainability (Switzerland)* , *16*(8). https://doi.org/10.3390/su16083213

Zheng, X. (2024). The Impact of Digital Orientation on New Product Development Performance: Does Knowledge Intensity Matter? *Sustainability (Switzerland)* , *16*(8). https://doi.org/10.3390/su16083420