

ANALYSIS OF THE INFLUENCE OF DESTINATION IMAGE, TOURIST ATTRACTIVENESS AND EXPERIENCE OF CLIMBERS ON INTEREST IN REPEAT VISITS WITH SATISFACTION AS AN INTERVENING VARIABLE

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ABSTRACT

The purpose of this study was to identify and analyze the influence of destination image, tourist attraction, and experience of climbers on intention to return with satisfaction as an intervention variable for climbers of Mount Gede Pangrango. Instruments used in this research were questionnaires to 150 respondents with descriptive and quantitative data processing and analysis. Descriptive analysis in the research aims at describing the characteristics of the respondents and describing the research variables, while quantitative analysis is carried out using SEM - PLS (Partial Least Square) tools with the aim of testing the hypothesis. Based on the results of the analysis in this study, it can be explained that the image of the destination, tourist attraction, and experience of climbers has a positive and significant effect on satisfaction among climbers of Mount Gede Pangrango. Destination image, tourist attraction, climber experience, and satisfaction have a positive and significant effect on intention to return to climbers of Mount Gede Pangrango. Travel image, tourist attraction, and climber experience have a positive and significant effect on Repeat Visit Interest with Satisfaction as an intervention variable for climbers of Mount Gede Pangrango.

KEYWORDS

Destination Image; Tourist Attraction; Experience Of Climbers; Intention To Revisi; Satisfaction; SEM; PLS

INTRODUCTION

Mount Gede Pangrango is one of the natural destinations located in West Java and is included in the National Park area. From 2016 to 2018 there was a decrease in the percentage of tourist visits in 2016 with 68,242 hiking participants and a decrease of 23.5% in the following year and in 2018 with a decrease of 21.7% from the previous year. The cause of the decline could be due to the less memorable visit experience resulting in decreased tourist interest. In addition, there is an increasingly rapid development and increasingly diverse climbing tourism in Indonesia, causing a high level of tourist exploration to try visiting various destinations with the aim of adding new experiences. Therefore, the increase in the interest of tourists to revisit the tourist attractions of Mount Gede Pangrango is unstable.

Based on journal reviews from previous studies, it was stated that the goal of tourist destination managers is to increase interest in repeat visits. Tourism managers must make a strategy in achieving interest in repeat visits with stages that must be taken by managers and their own consumers (Yuniawati & Finardi, 2016). To relate this, climbers or tourists are seen as customers who need to be satisfied. Customer satisfaction is important for business success, because every organization aims to satisfy the needs or wants of its customers (Ali & Bhasin, 2019). This is reinforced according to (Kusumawardani, 2021) the intention to revisit is significantly influenced by tourist satisfaction. Another factor that can influence tourists' intention to revisit is the image of the destination. Based on previous research conducted by (Kusumawardani, 2021) destination image can have a significant influence on tourist

satisfaction. A factor that can also influence the intention to revisit a tourist destination is attractiveness. Tourist attraction can also be one of the main reasons tourists want to visit tourist attractions. Based on research (Kawatu et al., 2020) tourist attraction has a significant effect on repeat visit intentions. This is in line with research (Nguyen Viet et al., 2020) which is reinforced by research (Kusumawardani, 2021) and (Batubara & Putri, 2022).

Based on the results of a preliminary survey conducted by researchers, 96.66% of respondents chose the image of the destination as the reason for making an interest in repeat visits. Furthermore, as many as 93.33% of respondents chose attractiveness as the reason for repeat visits. Furthermore, as many as 96.66% of respondents chose satisfaction as the reason for making a repeat visit. On the other hand, experience was also confirmed as one of the variables that had an effect on repeat visits with a value of 96.66%. Based on the results of the pre-survey and the phenomena described earlier, the authors are interested in further researching the Analysis of the Influence of Destination Image, Tourist Attractiveness and Climber Experience on Interest in Repeat Visits with Satisfaction as an Intervening Variable (Study on Climbers in Mount Gede Pangrango National Park (TNGGP, West Java)).

Literature Riview

The Effect of Tourism Image on Interest to Revisit

According to research indirectly by increasing the image of tourism towards tourists (Utami & Ferdinand, 2019) it can increase interest in visiting again. This is in line with the results of research conducted by (Kusumawardani, 2021).

The Effect of Tourist Attraction on Repeat Interests

According to (Kusumawardani, 2021) that the variable tourist attraction has a significant effect on the variable interest in repeat visits. Research conducted by (Kawatu, V. S., Mandey, S. L., Lintong, D. C., & Mandey, 2020) proves that without having to go through tourist satisfaction as an intervening variable the direct effect of tourist attraction on repeat visit intentions is stronger.

The Influence of Tourist Experience on Interest to Revisit

Based on the results of the (Ahmad et al., 2020) it can be concluded that the tourist experience partially influences the intention to return. The tourist experience that can be improved will have an impact on the interest in repeat visits. A pleasant climbing process will be a reason for tourists to make a repeat visit.

The Effect of Destination Image on Tourist Satisfaction

According to research (Kusumawardani, 2021) that the destination image variable has a significant effect on the satisfaction variable. Improved destination image will certainly have an impact on the high perceived tourist satisfaction.

Tourist Attraction Against Tourist Satisfaction

Satisfaction can result from feelings of pleasure or disappointment that a person feels after comparing the expectations and perceived perceptions. If the attractiveness of a tour is in accordance with what is expected, the satisfaction of visiting tourists will be felt. Based on the results of research (Kawatu et al., 2020) it shows that good tourist attraction will affect satisfaction.

The Effect of Tourist Experience on Tourist Satisfaction

According to (Prakoso et al., 2020) satisfaction with the travel experience is a comprehensive concept that can be described by feelings of satisfaction through different destination attributes as well as varying levels of satisfaction based on experience (satisfaction or displeasure) (Reisinger & Turner, 2003; Chen, & Chen, 2010; Alegre & Garau, 2010). The results showed that tourist experience has a significant effect on satisfaction.

The Effect of Tourist Satisfaction on Repeat Interests

According to (Kawatu et al., 2020) the intention to revisit tourists results from perceived satisfaction. If satisfaction can occur with the services provided, then the desire of tourists to return to visit these tourist attractions will arise and they can even become loyal tourists.

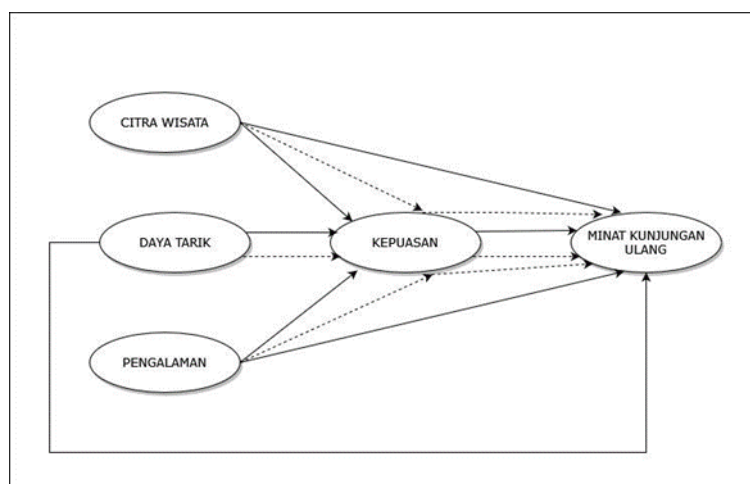


Figure 1. Framework
Source: Processed Results (2022)

METHOD

Research Type, the descriptive research method is a type of quantitative research with survey research which is the method chosen by the researcher.

Population and sample, according to (Sugiyono, 2016) the population consists of objects and research subjects which consist of certain qualities and characteristics determined by the researcher to be able to explain a conclusion as the information to be obtained. The sampling method in this study was purposive sampling, which according to Sugiyono (2016) is a sample elaboration technique with certain considerations. The criteria for the respondents who were sampled in this study were climbers who had climbed more than 1 time with the number of samples set to be taken as many as 150 respondents.

Method of collecting data, data collection techniques in conducting data processing in quantitative research, where the data is obtained based on the results of the questionnaire, the data processing stage of this study uses the ordinal measurement scale type, using the Likert scale method (Sugiyono, 2016).

Descriptive data analysis, according to (Ghozali & Latan, 2015) stated descriptive analysis was used to describe the variables used in this study such as descriptions of respondents and descriptions of variables.

Data analysis using smartPLS, The analysis in this study uses the SEM approach through testing the instrument using the smartPLS test tool. SEM is an analytical technique in testing and estimating causal relationships by integrating path analysis and factor analysis. According to (Ghozali & Latan, 2012) PLS is a test with a method that performs Structural Equation Modeling (SEM) analysis using variance-based multivariate statistical techniques. The following are the steps in data analysis using smartPLS, namely evaluating the Outer Model which consists of: Convergent Validity Test, Discriminant Validity Test, Composite Reability Test, Cronbach Coefficient Alpha Test, Evaluating the Inner Model which consists of: Evaluating R² and F values, Goodness of Fit Model (GoF), Performing Hypothesis testing, and Inter-Dimensional Correlation Matrix.

Table 1. Variable Operationalization

Variable	Dimensions	Indicator	Items
Destination Image (Damayanti & Ferdinan, 2018)	Beautiful view	Experiencing beautiful scenery can be one of the long-awaited goals of climbers	CD1.1
	Nice weather	Feeling good weather can support climber activities	CD2.1
	Good infrastructure	Feeling good infrastructure in the climbing process is part of the climber's success	CD3.1
	Good social conditions	Feeling good activity or social interaction in the climbing process is fun	CD4.1
	Easy accommodation	Feeling that accommodations are provided efficiently and easily accessible can help the climbing process optimally	CD5.1
Tourist attraction (Marpaung, 2019)	The uniqueness of natural attractions	Feeling amazed by the splendor of Mount Gede Pangrango	DTW1.1
	Diversification or variety of tourism object products	Feel happy with the hiking trails that are not extreme	DTW2.1
		Feel interested in other tours such as cheerful camping, horse riding, outbound etc	DTW2.2
	The beauty of tourist Objects	Feel happy with the beauty of the peak of Pangrango Gede	DTW3.1
	Fresh air/weather	Feeling happy with the big Pangrango weather	DTW4.1
Climber Experience (Chhetri et al, 2004)	Positive Intrinsic	Motivating, Enjoying, Challenging, Stimulating	PW1.1
	Negative Intrinsic	Depressing, Tense, Isolating, Enclosing	PW2.1
	Positive Extrinsic	Attracting, Exciting, Pleasing, Relaxing	PW3.1
	Negative Extrinsic	Crowding, Frustrating, Boring	PW4.1
Satisfaction (Marpaung, 2019)	Tourist attraction	Feel satisfied to enjoy the top of the mountain with a directed hiking trail and enjoy the scenery that is passed during the ascent	KEP1.1
		Satisfied with the direction of the national park officer	KEP2.1
		Satisfied with the friendliness and dexterity of national park officials	KEP2.2
	tourist facilities	Satisfied with the hiking trail signs arranged by national park officials	KEP2.3
		Satisfied with the parking area, the cleanliness of the facilities, and the rest area before & after the hike provided	KEP3.1

RESULTS AND DISCUSSION

Results

Characteristics of respondents

(1) Gender of respondents 75% are male and 25% female. (2) Age of respondents 3% aged <20 years, 75% aged 20-25 years, 17% aged 25-26 years, and 5% aged >30 years. (3) Visits Respondents 37% have visited 2-5 times, 52% have visited 6-10 times, 11% have visited > 10 times

Description of Data Analysis

The average results in the destination image statement are 3.56, tourist attractiveness is 3.60, climber experience is 3.57, satisfaction is 3.58, and intention to return is 3.62 which means that all the average statements on the input variables into the category of "Agree" in the interval interpretation. These results indicate that the variables within the scope of the sample can be categorized as Good.

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Analysis Using smartPLS

Convergent Validity Test

The value of outer loadings for each variable of destination image, tourist attraction, climber experience, satisfaction, and intention to return has a value above 0.7. This can state that all indicators used to measure these variables are valid or have met convergent validity.

Discriminant Validity Test

Based on calculations using smartPLS, the following cross loading values from this study are in table 2 below.

Table 2. Cross Loading Value of Each Variable and Research Model Construct

	DESTINATION IMAGE	TOURIST ATTRACTION	SATISFACTION	INTEREST VISIT RETURN	CLIMBING EXPERIENCE
CD1.1	0,798	0,601	0,778	0,639	0,809
CD2.1	0,781	0,620	0,756	0,625	0,620
CD3.1	0,762	0,684	0,787	0,775	0,769
CD4.1	0,806	0,665	0,804	0,767	0,837
CD5.1	0,807	0,630	0,686	0,768	0,660
DTW1.1	0,622	0,753	0,742	0,582	0,620
DTW2.1	0,640	0,782	0,633	0,810	0,643
DTW2.2	0,624	0,772	0,623	0,589	0,615
DTW3.1	0,646	0,790	0,628	0,635	0,608
DTW4.1	0,598	0,766	0,616	0,599	0,578
KEP1.1	0,798	0,601	0,778	0,639	0,809
	DESTINATION IMAGE	TOURIST ATTRACTION	SATISFACTION	INTEREST VISIT RETURN	CLIMBING EXPERIENCE
KEP2.1	0,765	0,603	0,749	0,606	0,607

KEP2.2	0,724	0,652	0,764	0,766	0,742
KEP2.3	0,773	0,630	0,789	0,733	0,806
KEP3.1	0,580	0,719	0,709	0,548	0,588
MKU1.1	0,691	0,570	0,691	0,763	0,747
MKU1.2	0,791	0,618	0,669	0,783	0,646
MKU2.1	0,575	0,747	0,576	0,764	0,581
MKU2.2	0,719	0,652	0,751	0,765	0,736
PW1.1	0,585	0,574	0,610	0,604	0,719
PW2.1	0,798	0,601	0,778	0,639	0,809
PW3.1	0,741	0,660	0,764	0,751	0,760
PW4.1	0,786	0,641	0,782	0,743	0,830

Source: Data Processing with SmartPLS 3.2.9 (2022)

From the results of table 2 it can be seen that there is a correlation between the constructs and their indicators for each variable showing comparisons with numbers that can define the differences in each construct.

Average Variance Extracted (AVE)

The AVE value can be considered good if it shows a number that exceeds the value of 0.50 (Ghozali & Latan, 2012). The following is the result of processing the AVE value.

Table 3. Average Variance Extracted for each Variable

Variable	AVE
DESTINATION IMAGE	0,626
TOURIST ATTRACTION	0,597
SATISFACTION	0,575
INTEREST VISIT RETURN	0,591
CLIMBING EXPERIENCE	0,609

Based on Table 3 above, it can be seen that the resulting Average Variance Extracted (AVE) value is > 0.5 for each variable. This can illustrate that the AVE values on the variables for testing convergent validity have fulfilled for further testing.

Composite Reliability and Cronbach's Alpha

Based on calculations using smartPLS, the following are the Composite Reliability and Cronbach's Alpha values from this study in table 4 below.

Table 4. Composite Reliability and Cronbach's Alpha for each variable

Variable	Composite Reliability	Cronbach's Alpha	Syarat	Keterangan
DESTINATION IMAGE	0,893	0,850	>0.7	Reliabel
TOURIST ATTRACTION	0,881	0,831	>0.7	Reliabel
SATISFACTION	0,871	0,815	>0.7	Reliabel
INTEREST VISIT RETURN	0,853	0,770	>0.7	Reliabel
CLIMBING EXPERIENCE	0,861	0,786	>0.7	Reliabel

From the results of Table 4 above, it can be seen that the results of processing composite reliability and Cronbach alpha values can show a value of 0.70. This shows that all latent variables are reliable and the questionnaire used is reliable or consistent (Ghozali & Latan, 2015).

Evaluate the value of R2 and F Count

The results of evaluating the value of R2 based on the results of calculations using the SmartPLS algorithm calculated at 0.951 which was obtained for the results on the satisfaction variable, and 0.869 for the return intention variable. The R2 value in this study can illustrate that there is a high level of determination of exogenous variables towards endogenous variables.

Table 5. R Square Value

	R Square	R Square Adjusted
SATISFACTION	0,951	0,950
INTEREST VISIT RETURN	0,869	0,866

The simultaneous influence of the variables of satisfaction and intention to return to destination image, tourist attraction, experience of climbers can be done by calculating the statistic f count/f using the following calculation results.

Table 6. F Square Value

Jalur	Σf^2	Influence f^2
Destination Image => Satisfaction	0,751	Kuat
Tourist Attraction => Satisfaction	0,130	Medium
Climber Experience => Satisfaction	0,198	Medium
Destination Image => Interest in Repeat Visit	0,305	Kuat
Tourist Attraction => Interest in Repeat Visits	0,275	Kuat
Climber Experience => Interest in Repeat Visits	0,171	Medium
Satisfaction => Interest in Repeat Visits	0,169	Medium

Based on Table 6 above, it is found that the Tourism Image variable has a 75.1% (Strong) influence on Satisfaction, Tourist Attraction has a 13.0% (Medium) influence on Satisfaction, Climber Experience has a 19.8% (Medium) influence on Satisfaction, Destination Image has a 30.5% (Strong) influence on Repeat Interests, Tourist Attraction has a 27.5% (Strong) influence on Revisit Interests, Climber Experience has a 17.1% (Medium) influence on Revisit Interests, Satisfaction has a 16.90% (Medium) effect on repeat visit intention.

Validations of the overall structure model with the Goodness of Fit Index (GoF)

The purpose of testing the Goodness of Fit Index (GoF) is to validate the combined performance of a measurement model and a structural model as follows:

$$\begin{aligned}
 GoF &= \sqrt{AVE \times R^2} \\
 &= \sqrt{0,91 \times 0,739} \\
 &= 0,739
 \end{aligned}$$

The resulting GoF value is 0.36 (large category GoF scale). Based on these results, it can be stated that the overall model combining performance is good.

Hypothesis Test

Evaluation of the Path Coefficient Value.

In carrying out the process of evaluating the path coefficient values, the results obtained using the SmartPLS bootstrap illustrate the strength of the relationship between constructs / variables in table 7 and table 8 below.

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Table 7. Path Coefficient values , t-statistic, and P-Values (Direct Effects)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
DESTINATION IMAGE -> SATISFACTION	0,583	0,576	0,064	9,167	0,000
DESTINATION IMAGE -> INTEREST VISIT	0,805	0,806	0,135	5,954	0,000
TOURISM ATTRACTION -> SATISFACTION	0,138	0,138	0,036	3,809	0,000
TOURISM ATTRACTION -> INTEREST TO REVISIT	0,350	0,359	0,057	6,136	0,000
SATISFACTION -> INTEREST VISIT BACK	0,489	0,510	0,174	2,801	0,005
CLIMBING EXPERIENCE -> SATISFACTION	0,288	0,295	0,064	4,486	0,000
CLIMBING EXPERIENCE -> INTEREST VISIT	0,310	0,323	0,110	2,813	0,005

The following is an image of the calculation results of the inner bootstrap model which is presented in the image below.

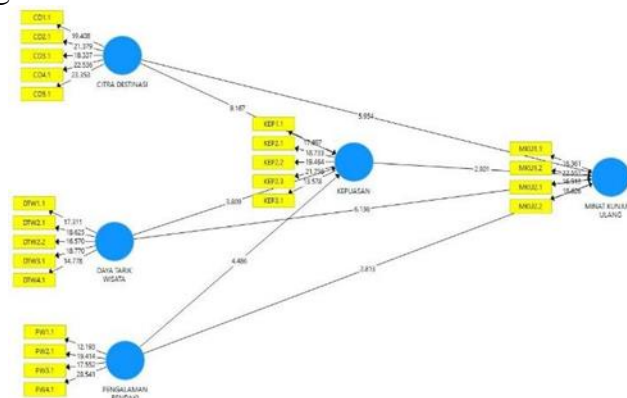


Figure 2. Coefficient values, t-statistic, and P Values (Indirect Effects)

Table 8. Path Coefficient values, t-statistic, and P-Values (Indect Effects)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
DESTINATION IMAGE -> SATISFACTION -> INTEREST IN REVISITING	0,285	0,292	0,102	2,802	0,005
TOURISM ATTRACTION -> SATISFACTION -> INTEREST IN RETURN VISIT	0,068	0,070	0,029	2,336	0,020

CLIMBING EXPERIENCE -> SATISFACTION -> INTEREST IN REVISITING	0,141	0,153	0,068	2,078	0,038
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Based on table 7 and table 8 above, it can be concluded that all hypotheses tested on direct influence show a t statistics value that is greater than the t table value = 1.976, meaning that the results tested are significant, and the P-Values show a value that is less than $\alpha = 0.05$. Each - each coefficient value is positive which can illustrate that the hypothesis being tested has a positive influence.

Discussion

Effect of Destination Image on Satisfaction

The results of this hypothesis support research (Kusumawardani, 2021), (Aliman et al., 2014), and research (RM, 2021) which explains that the hypothesis has a positive and significant influence. Improving the image of the destination will have an impact on the high satisfaction felt by tourists.

The Effect of Tourist Attraction on Satisfaction

Research conducted by (Kawatu et al., 2020), (Nugroho & Istriani, 2021), (Apriliyanti et al., 2020) can show results that have a positive and significant effect on the hypotheses being tested.

The Effect of Climber Experience on Satisfaction

The results of this hypothesis support research (Prakoso et al., 2020) which shows that the tourist experience variable has a significant and positive effect on satisfaction. According to (Prakoso et al., 2020) satisfaction with the travel experience is a concept involving feelings of satisfaction with different destination attributes.

The Influence of Destination Image on Interest in Repeat Visits

The influence of destination image has a positive and significant effect on intention to return, as evidenced by research conducted by (Utami & Ferdinand, 2019), (Kusumawardani, 2021), (Irfan et al., 2020). A good destination image can increase tourist motivation to make return visits on the intended tour. However, this contradicts research (Primadi et al., 2021) which proves that tourist destinations or destination image have no significant effect on consumer satisfaction.

The Effect of Tourist Attraction on Repeat Interests

In research (Kusumawardani, 202; Kawatu et al., 2020; Batubara & Putri, 2022; Irfan et al., 2020) can provide evidence of the variable Tourist Attraction which has a positive and significant influence on the variable Interest in Repeat Visits .

The Effect of Climbers' Experience on Interest in Repeat Visits

The results of this hypothesis support research (Ahmad et al., 2020) which shows that tourist experience partially influences intention to return and perceived climbing is an interesting experience for tourists and tourist interest is seen as an incentive for tourists to make another climb.

The Effect of Satisfaction on Interest in Repeat Visits

According to research (Kawatu et al., 2020), (Primadi et al., 2021) the satisfaction variable significantly influences the intention to return variable, the desire to make a repeat visit can be based on perceived satisfaction. However, this study contradicts research (Nurlestari, 2016) which shows that there is no significant effect between satisfaction and intention to return.

The Influence of Destination Image on Return Visit Interest with Satisfaction as an Intervening Variable

According to research (Irfan et al., 2020) in indirect testing of destination image variables mediated by tourist satisfaction with the decision to revisit tourist objects can prove a positive and significant influence.

The Effect of Tourist Attraction on Repeat Interests with Satisfaction as an Intervening Variable

Research conducted by (Nurlestari, 2016) showed that there was a significant influence between the variable tourist attraction on repeat visit intentions and tourist satisfaction as an intervening variable. However, the results of this study contradict research conducted by (Kawatu et al., 2020) which proves that there is a direct effect of tourist attraction on repeat visit intentions without having to go through tourist satisfaction as an intervening variable.

The Effect of Climbers' Experience on Interest in Repeat Visits with Satisfaction as an Intervening Variable

According to research (Dewi et al., 2021) there is a significant influence of the experience of climbers both directly and indirectly on the intention to return with satisfaction as a mediating or intervening variable. This was also found in research (Ahmad et al., 2020) which proved that the effect of tourist experience on satisfaction as an intervening was able to influence tourists' intention to return to the mountains.

CONCLUSION

The results of testing the hypothesis on the effect of Destination Image on Satisfaction show results that have a positive and significant effect; The results of testing the hypothesis on the influence of Tourist Attraction on Satisfaction show results that have a positive and significant effect; The results of testing the hypothesis on the effect of the Climber's Experience on Satisfaction show results that have a positive and significant effect; The results of testing the hypothesis on the effect of Destination Image on Interest in Repeat Visits show results that have a positive and significant effect; The results of testing the hypothesis on the influence of Tourist Attraction on Repeat Interests show results that have a positive and significant effect; The results of testing the hypothesis on the effect of the Climber's Experience on Interest in Repeat Visits show results that have a positive and significant effect; The results of testing the hypothesis on the effect of Satisfaction on Interest in Repeat Visits show results that have a positive and significant effect; The results of testing the hypothesis on the effect of Destination Image on Interest in Repeat Visits with Satisfaction as an Intervening Variable show results that have a positive and significant effect; The results of testing the hypothesis on the effect of tourist attraction on intention to revisit with satisfaction as an intervening variable show results that have a positive and significant effect; The results of testing the hypothesis on the effect of the Climber's Experience on Interest in Repeat Visits with Satisfaction as an Intervening Variable show results that have a positive and significant effect.

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