Tourist Revisit Intention: The Role of Destination Image, Satisfaction and Quality

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Abstract

Tourist revisit intention is a key indicator of loyalty that benefits the sustainability of destinations. This study examines the impact of destination image, satisfaction, and quality on revisit intention, focusing on Ambon Island. Using a quantitative approach, we collected data from 151 university students through purposive sampling. Multiple regression analysis revealed that all three variables significantly influence revisit intention, with destination image creating memorable experiences, satisfaction enhancing loyalty, and quality improving overall tourist experiences. The study highlights the need for strategic promotion, improved services, and upgraded infrastructure to boost repeat visits. While limited by its time-specific and location-specific scope, the findings offer valuable insights for enhancing Ambon's tourism sustainability and long-term development. Future research should expand variables and contexts to provide broader applicability.

Keywords: *Destination Image, Destination Satisfaction, Destination Quality, Tourist Revisit Intention*

Abstrak

Niat wistawan berkunjung kembali adalah indikator utama loyalitas wisatan yang akan menguntungkan keberlanjutan suatu destinasi wisata. Penelitian ini mengkaji dampak citra, kepuasan, dan kualitas destinasi wisata terhadap niat berkunjung kembali wisatawan di Pulau Ambon. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan dari 151 sampel mahasiswa yang ditentukan dengan metode purposive sampling. Analisis regresi berganda mengungkapkan bahwa ketiga variabel tersebut secara signifikan memengaruhi niat kunjungan kembali, dengan citra destinasi menciptakan pengalaman yang tak terlupakan, kepuasan meningkatkan loyalitas, dan kualitas meningkatkan pengalaman wisatawan secara keseluruhan. Studi ini menyoroti perlunya promosi strategis, peningkatan layanan, dan peningkatan infrastruktur untuk meningkatkan kunjungan berulang. Meskipun dibatasi oleh ruang lingkup khusus waktu dan lokasi, temuan ini menawarkan wawasan berharga untuk meningkatkan keberlanjutan dan pengembangan jangka panjang pariwisata di kota Ambon. Penelitian di masa depan harus memperluas variabel dan konteks untuk memberikan penerapan yang lebih luas.

Kata Kunci : Citra, Kepuasan, Kualitas, Daerah Wisata, Kunjungan.

1. INTRODUCTION

Revisit intention is one of the leading indicators of tourist loyalty. This loyalty has economic benefits for the destination and contributes to long-term sustainability. Understanding the factors influencing revisit intention can help destination managers design more satisfying and attractive tourist experiences and develop effective destination marketing and management strategies (Yoon & Uysal, 2005). The general impression that visitors have of a place affects their level of satisfaction and loyalty. Destination's image directly impacts the traveller intention to return (Stylidis et al., 2017). Meanwhile, destination quality, including services, facilities, and infrastructure, also significantly shapes tourists' experiences and perceptions of the destination.

Because these two aspects interact and mutually impact visitor behaviour, it is imperative to explore the integration between destination image and destination quality. These variables can enhance revisit

intention through the mediation mechanism of tourist satisfaction (Su et al., 2017). This research is essential because it provides a robust theoretical foundation for developing more effective and segmented marketing strategies. It helps destination managers design tourism experiences that can increase tourist loyalty. Destination image and destination quality are often studied separately, but few studies explore the interaction between these two concepts. There is potential that destination quality can influence the perception of destination image or vice versa, but this relationship has not been extensively researched. Stylidis et al. (2017) show a reciprocal relationship between these variables, but more research is required to comprehend this dynamic fully.

One of the major islands in the Maluku Province is Ambon Island, which has a variety of tourist attractions, such as historical, religious, and cultural tourism. Unfortunately, Ambon's tourism industry needs more attention because of its poor infrastructure, which makes it expensive to visit popular destinations and results in inadequate facilities and amenities (Sitaniapessy, 2023). Through a comprehensive comprehension of the correlation among destination image, destination quality, and revisit intention, destination managers can implement practical measures to enhance crucial tourist elements, thereby contributing to the industry's sustainability and expansion. This study aims to investigate the impact of destination image, satisfaction, and quality on travelers' desire to return to popular tourist destinations on Ambon Island, as well as the degree to which these characteristics influence travelers' choices to travel back to Ambon Island. This study aims to investigate how visitors' impressions of the destination—including their views of its natural beauty, culture, and amenities—affect their likelihood of planning to return.

Additionally, this study will assess tourists' satisfaction levels regarding their experiences while visiting Ambon Island, encompassing aspects such as services, accommodations, and tourist attractions offered. Furthermore, this research will investigate how the overall quality of the destination, which includes infrastructure, safety, and comfort, can enhance tourists' intention to return. In order to improve visitor attractiveness and satisfaction, the study's findings should offer recommendations to Ambon Island's tourism destination management. This will encourage sustainable repeat travel and strengthen the local tourism sector.

2. LITERATURE REVIEW
2.1. Destination Image

Tourists' general impression of a destination is referred to as its "destination image". Natural features, cultural components, amenities, and the friendliness of locals are all included in this notion. Tourists' decisions are heavily influenced by the perception they have of a destination, which affects how satisfied they are with their visit and whether or not they plan to go back. Destination image is shaped by tourists' direct experiences and the information they receive through media, recommendations from friends and family, and destination marketing campaigns (Stylidis et al., 2017). More precisely, cognitive and emotive factors make up the two primary components of destination image. A visitor's reasonable knowledge and perceptions about a destination's features, like its amenities, infrastructure, and level of service, are referred to as the cognitive image.

As opposed to this, the affective image captures the sentiments and emotions connected to the location. According to Chiu et al. (2016), these two interrelated elements shape how visitors view the location overall, which in turn affects how satisfied and devoted they are. In order to make sure that every encounter visitors have with the destination leaves them with a favorable and lasting impression, tourism managers must effectively manage the destination image. (Zhang et al., 2014).

2.2. Destination Satisfaction

In tourism research, destination satisfaction—a measure of how happy visitors are with their experiences there—is a key topic. This satisfaction is often regarded as a primary indicator of the quality of services received, the experiences encountered, and the expectations met during the visit. Destination satisfaction results from comparing tourists' expectations before their visit and their perceptions after experiencing the destination's services and facilities (Chen & Chen, 2010).

Tourist satisfaction comprises various components: service quality, tourist attractions, accommodation, transportation, and resident interactions. Tourists who feel they have received good service and a warm welcome tend to have higher satisfaction levels (Kim et al., 2015).

Tourists' emotive experiences throughout their visit also have an impact on their pleasure with the destination. Feelings and emotions that tourists have, such delight, enthusiasm, and wonder at tourist sites, are included in these affective experiences. There is a significant relationship between tourists' satisfaction levels and the positive feelings they have while visiting. Travelers are more likely to feel content with their destination when they are experiencing favorable feelings (Prebensen et al., 2013). Tourists who are happy with their experience are more inclined to go back there and tell others about it (Wang & Hsu, 2010).

2.3. Destination Quality

The term "destination quality" describes how visitors view the different quality features that a place has to offer. This covers infrastructure, amenities, services, accessibility, and attractions. The quality of a destination has a significant impact on how satisfied tourists are, whether they decide to return, and if they promote it to others. Tourists' experiences and general pleasure are strongly impacted by their perceptions of the destination's quality, which in turn influences their inclinations to return or suggest the location to others (Dedeoğlu, 2019). The standard of the facilities is one of the primary factors that determine the quality of a location. It includes places to stay, dining options, travel, and tourist attractions. Facilities that are reasonable and sufficient improve visitors' comfort and enjoyment. Loyalty and contentment among tourists are strongly correlated with high-quality facilities.

When visitors are happy with the amenities offered, they are more likely to plan to return to the location in the future. (Ali et al., 2016). In addition to facilities, service quality is essential to destination quality. Friendly, efficient, and professional services can enhance tourists' positive perceptions of the destination. High-quality services increase tourist satisfaction and create memorable experiences that foster loyalty. Poor services, on the other hand, can damage the destination's image and reduce repeat visit rates (Lee et al., 2011). Unique and diverse tourist attractions are also vital components of destination quality. Attractive and varied attractions can meet the diverse preferences of tourists and enhance their experiences. The diversity and quality of tourist attractions significantly impact tourist satisfaction and loyalty. Destinations that offer captivating and unique attractions are more likely to attract and retain tourists (Stylos et al., 2016).

2.4. Tourist Revisit Intention

The term "tourist revisit intention" describes a visitor's desire or intention to return to a place they have already visited. Indicators of tourist happiness and the effectiveness of destination marketing campaigns, this idea is vital to the tourism sector (Jalilvand et al., 2012). The perception of the destination, prior travel experiences, and visitor satisfaction are often associated with the inclination to return (Chen & Tsai, 2007). Zhang et al. (2014) emphasize that a person's intention to return to a place is dependent on their prior pleasant experiences. Meanwhile, Jalilvand et al. (2012) explain various factors influencing revisit intention, including customer satisfaction, destination image, and recommendations from friends or family. These elements influence the formation of the intention to return, which in turn impacts the tourism destination's sustainability. Theories of consumer behavior,

such as (Ajzen, 1991) Theory of Planned Behavior (TPB), are also associated with revisit intention.

2.5. Hypothesis

In tourism, tourists' positive attitudes toward a destination are expected to enhance their intention to revisit. Positive perceptions of a destination encompass both cognitive aspects (knowledge and beliefs) and affective aspects (feelings and emotions), which can strengthen the desire to return. A positive destination image directly impacts tourists' revisit intentions (Stylos et al., 2016). A positive destination image often reflects a satisfying experience, so tourists who are satisfied with their visit are more likely to have the intention to return. Tourists with positive perceptions of a destination tend to feel satisfied and exhibit higher revisit intentions (Prayag et al., 2017). Zhang et al. (2014) shown that tourists' inclinations to return and refer people to the location are strongly influenced by the destination's image. Positive opinions of a place, which include its tourism attractions, amenities, and services, they claim, can increase travelers' desire to return.
H1: Destination Image Positively Influences Tourist Revisit Intention

When visitors have a positive experience at a destination that meets or exceeds their expectations, they are likely to feel satisfied and are more likely to plan to return. Visitor pleasure increases the likelihood of returning (Chen & Phou, 2013). Furthermore, tourist satisfaction significantly influences their revisit intentions, supporting the view that satisfaction is an essential predictor of behavioural intentions (Lee et al., 2010). Travelers are generally satisfied and more likely to plan a return visit when their expectations are met or surpassed by a positive experience at a destination. Recurrence intention is increased when tourists are satisfied (Hapsari et al., 2017). Visitor satisfaction with the location serves as a mediator between the intention to return and the quality of the services received. To enhance revisit intention, destination managers must focus on factors that can increase tourist satisfaction, such as service quality, unique experiences, and favourable local interactions (Su et al., 2017).
H2: Destination Satisfaction Positively Influences Tourist Revisit Intention

Superior destination quality has the potential to surpass the expectations of tourists, resulting in their contentment and a desire to visit again. A study conducted by Kim and Brown (2012) suggests that favorable views of the quality of a place have a considerable impact on both satisfaction and the likelihood of revisiting. Chen and Tsai (2007) demonstrated that the quality of a place has a direct influence on tourist loyalty, which is measured by their intention to revisit and recommend the destination to others. These findings highlight the significance of improving the quality of a location in order to generate enjoyable experiences and promote return visits. The provision of high-quality service at tourist locations plays a vital role in enhancing tourist satisfaction and their likelihood to visit again. Tourists who perceive that they are provided with exceptional service during their visit are more inclined to revisit and endorse the place to others. Ryu et al. (2012) showed that service quality, physical environment, and destination facilities have a substantial impact on both tourist satisfaction and their intention to return. Tourists who are content with the caliber of a destination typically have favorable experiences that motivate them to revisit in the future.
H3: Destination Quality Positively Influences Tourist Revisit Intention

The research model based on the previous hypothesis is shown in Figure 1.

Figure 1. Research Model
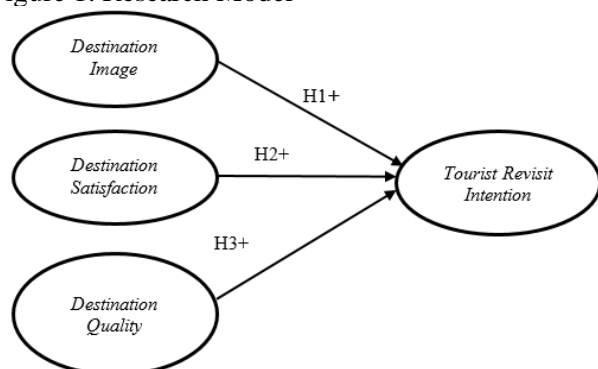
Source: Research Findings (processed)

3. RESEARCH METHOD

This study utilizes a quantitative approach by conducting a survey of tourists in Ambon during May 2023. The sampling technique used in this study is non-probability sampling, specifically purposive sampling, with the respondent criteria being: (1) University students in Ambon City; and (2) Those who have visited tourist attractions on Ambon Island. The total number of respondents in this study is 151. The measurement of Destination Image was conducted using four questionnaire items as outlined by (Stylos et al., 2016). Similarly, Destination Satisfaction was assessed using four items based on the research by (Seetanah et al., 2020). Destination Quality was evaluated using four items as proposed by (Kazmi et al., 2020). Finally, Tourist Revisit Intention was measured using four items from the studies conducted by (Abbasi et al., 2021; Japutra et al., 2019). Validity and Reliability testing was conducted to assess the research instruments following the guidelines provided by Hair et al. (2019). Validity testing was carried out through Confirmatory Factor Analysis (CFA), while reliability testing was performed using Cronbach's Alpha. Hypothesis testing was conducted using Multiple Regression Analysis.

Hypothesis testing is performed using the multiple linear regression analysis technique to determine the factors in the Variabel algorithm. The regression equation used is as follows:

$$TRI = a + \beta_1 DI + \beta_2 DS + \beta_2 DQ + \varepsilon$$

Keterangan:
TRI $\quad\quad$ = Tourist Revisit Intention (Y)
a $\quad\quad$ = Constant
$\beta_1, \beta_2, \beta_3$ $\quad$ = Regression Coefficient
DI $\quad\quad$ = Destination Image (X1)
DS $\quad\quad$ = Destination Satisfaction (X2)
DQ $\quad\quad$ = Destination Quality (X3)
ε $\quad\quad$ = errors

4. RESULT AND DISSCUSION
4.1. Result

The study included a total of 151 persons who were eligible and suitable responses. Among them, there were 79 males (52.32%) and 72 females (47.68%). The participants in the study were students from different educational institutions in Ambon. Specifically, there were nine students from Politeknik Kesehatan Ambon (5.96%), 48 students from Pattimura University (31.79%), 14 students from STIA Alazka (9.27%), 37 students from Politeknik Negeri Ambon (24.50%), 13 students from STIA Trinitas (8.61%), and 20 students from the UKIM (13.25%).

Based on the validity test conducted on Table 1, it can be observed that each item has a loading factor more than 0.5 and is correctly placed within its respective component.

Table 1. Validity Test

item	Loading Factor			
	1	2	3	4
dim1	.643			
dim2	.834			
dim3	.830			
dim4	.869			
dsat1				.829
dsat2				.682
dsat3				.727
dsat4				.650
dqual1		.684		
dqual2		.744		
dqual3		.684		
dqual4		.691		
tri1			.851	
tri2			.626	
tri3			.675	
tri4			.766	

Source: Research Findings (processed)

The reliability testing in Table 2 indicates that all question items have a Corrected Item-Total Correlation value over 0.5 and a Cronbach's Alpha greater than 0.7.

Table 2. Reliability Test

Variable	Item	Reliability	
		Corrected Item-Total Correlation	Cronbach Alpha
Dest. Image	dim1	.514	0,829
	dim2	.697	
	dim3	.700	
	dim4	.731	
Dest. Satisfaction	dsat1	.625	0,736
	dsat2	.510	
	dsat3	.595	
	dsat4	.571	
Dest. Quality	dqual1	.579	0,713
	dqual2	.567	
	dqual3	.549	
	dqual4	.582	
Tourist Revist Intention	tri1	.583	0,788
	tri2	.609	
	tri3	.581	

Source: Research Findings (processed)

Table 3. Descriptive Statistics

Variable	N	Mean	Standard Deviation	Variance
DIM	151	3.7682	0.41241	0.170
DSAT	151	4.0305	0.40971	0.168
DQUAL	151	3.7417	0.37463	0.140
TRI	151	3.8526	0.39399	0.155

Source: Research Findings (processed)

The test results confirm the support for all three hypotheses. The comprehensive outcomes of the hypothesis testing may be observed in Table 4.

Table 4. Hypothesis Testing

Hypothesis		β	t	Sig.
1	Destination Image Positively Influences Tourist Revisit Intention	0,275	4.187	0,000
2:	Destination Satisfaction Positively Influences Tourist Revisit Intention	0,330	4,877	0,000
3:	Destination Quality Positively Influences Tourist Revisit Intention	0,319	4,853	0,000

Source: Research Findings (processed)

The test findings indicate a F value of 41.912 and a probability value of 0.000, which is below the threshold of 0.05. Therefore, it can be inferred that Destination Image, Destination Satisfaction, and Destination Quality all have an impact on Tourist Revisit Intention. The F-Test yields the concurrent test results, which are displayed in Table 5.

Table 5. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.734	3	3.578	41.912	.000[b]
	Residual	12.550	147	.085		
	Total	23.284	150			

a. Dependent Variable: Tourist Revisit Intention

b. Predictors: (Constant), Destination Quality, Destination Image, Destination Satisfaction

Source: Research Findings (processed)

The regression test results, as indicated by the coefficient of determination, demonstrate that the three independent variables (Destination Image, Destination Satisfaction, and Destination Quality) have a significant influence of 46.1%, while the remaining 53.9% is influenced by other variables that were not included in this study. The test results for the coefficient of determination can be observed in Table 6.

Table 6. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679ª	.461	.450	.29218

a. Predictors: (Constant), Destination Quality, Destination Image,

Destination Satisfaction

Source: Research Findings (processed)

According to the test results of hypothesis 1, it can be concluded that the perception of the destination has a favourable impact on the intention to revisit the tourist. This is supported by a t-test value of 4.187 and a probability of 0.000. location image encompasses travellers' perception of a location, including its physical, cultural, social, and emotional components. A destination that has a favorable reputation tends to enhance tourists' inclination to return.

4.2. Discussion

According to the test results of hypothesis 1, it can be concluded that destination imgae has a favorable impact on the intention to revisit the tourist. This conclusion is supported by a t-test value of 4.187 and a probability value of 0.000. Destination image encompasses travelers' perception of a location, including its physical, cultural, social, and emotional components. A destination that has a favorable reputation has a tendency to enhance tourists' inclination to visit again (Afshardoost & Eshaghi, 2020). The findings align with other studies, indicating that a favorable perception of a site can increase tourists' inclination to visit again. Ksouri and Abdellatif (2015) found that the positive image of Tunisia created a special bond between the destination and tourists, ultimately increasing their intent to return. The cognitive and affective components of the destination image are crucial in predicting revisit intentions. Zhang et al. (2014) discovered that the image of a country and its destinations influences memorable tourism experiences, affecting tourists' revisit intentions. The cognitive part pertains to the tourists' understanding and convictions regarding the destination, whilst the affective aspect encompasses their emotions and sentiments towards it. The interaction between these two elements strengthens the overall destination image, enhancing revisit intentions. A positive destination image tends to create pleasant and memorable experiences for tourists. These recollections play a crucial role in the decision-making process when considering revisiting. Tourists are more inclined to recall and select destinations that create a pleasant impression.

Hypothesis testing 2 found that destination satisfaction positively affects tourist revisit intention, indicated by a t-test of 4.877 and a probability of 0.000. When tourists have a high level of satisfaction with many parts of their visit, they are more likely to come back and endorse the location to others (Chan et al., 2022). This helps to enhance loyalty and attract a larger number of tourists. Travellers who feel safe and comfortable tend to have positive experiences, increasing their chances of returning. These factors show how important it is to manage the image of a destination and cultural experience to increase satisfaction and encourage revisits. Tourists who feel satisfied with their visit have a better image of the destination. This positive image is supported by a satisfying experience, thereby increasing their desire to return. The positive image creates high expectations, and when these expectations are met or exceeded, tourist satisfaction increases. Tourists who are satisfied with various aspects of the destination, including food and services, will have positive memories that encourage them to return (Abdulla et al., 2019).

The findings of hypothesis testing 3 reveal that there is a positive relationship between destination quality and tourist revisit intention. This is supported by a t-test value of 4.853 and a probability of 0.000. The quality of a destination is a crucial determinant impacting tourists' satisfaction and their

inclination to return. Factors such as hygiene, security, amenities, and the general satisfaction with the location influence tourists' inclination to revisit the same site. This indicates that improving the physical quality and management of destinations can increase the rate of repeat visits (Tosun et al., 2015). Good destination quality enhances tourist satisfaction, strengthening their intention to revisit the destination (Le, 2016). Furthermore, destination attributes such as facilities, safety, and natural beauty directly impact the quality of tourists' experiences and satisfaction. Subsequently, this contentment has a substantial impact on their inclination to revisit the location. Hence, it is imperative to improve destination management in order to ensure that every component of the destination fulfills or surpasses tourists' expectations (Moon & Han, 2018).

5. CONCLUSION

This study argues that the perception of a destination, the level of satisfaction experienced by tourists, and the overall quality of the destination all have a significant and positive impact on the likelihood of tourists returning to the destination. This underscores the significance for tourist locations to prioritize and improve these areas in order to augment the frequency of return visits by tourists. Enhancing destination image through appropriate promotion, improving tourist satisfaction through quality service, and enhancing destination quality through developing tourism infrastructure and facilities can be effective strategies to increase Tourist Revisit Intention. This study was conducted within a specific time frame, namely in May 2023. The results of the study may have been influenced by seasonal conditions or specific socio-economic situations during that period, making its applicability to other time periods potentially less relevant. Furthermore, the study's focus on tourism sites in Ambon Island limits the generalizability of the findings to other destinations with different characteristics. For further research, it is suggested that the scope of the variables studied be expanded. For example, examining the influence of local economic, social, and cultural factors on Tourist Revisit Intention. In addition, the research duration is expected to be extended and conducted under different conditions, such as during holiday seasons and non-holiday seasons. Furthermore, the scope of the study should also be expanded beyond Ambon Island, which has relatively similar characteristics.

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