

THE MARKET COMPETITION OF INTENTION TO REVISIT NATURE TOURISM DESTINATIONS

Suliyanto *, Refius Pradipta Setyanto **, Daffa Redika Fauzi *

* Faculty of Economics and Business, Jenderal Soedirman University, Banyumas, Jawa Tengah, Indonesia

** Corresponding author, Faculty of Economics and Business, Jenderal Soedirman University, Banyumas, Jawa Tengah, Indonesia
Contact details: Jenderal Soedirman University, District North Purwokerto, Banyumas Regency, Province Central Java, 53121, Indonesia



Abstract

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Market competition in various industries is indirectly one of the causes of changing consumer behavior. The tourism industry is one of the business industries that pay attention to the competence of every aspect so that it can provide the best value to its visitors. The research discusses the intention to return, based on the competitive advantage of tourist destinations. This study aims to examine the effect of *destination image (DI)*, *destination attractiveness (DA)*, and *experiential tourism (ET)*, on *intention to revisit (IR)* by placing *tourist satisfaction (TS)* as a mediating variable. This empirical study was conducted at the tourist destinations nature of Baturraden in Banyumas, Central Java, Indonesia. This study used a purposive sampling method involving at least 110 tourists who had visited Baturraden in the last 3 months. This study showed different results, whereas *DI* and *DA* indirectly affect *IR*, this influence is shown through *TS*. This research is different from previous studies because the discussion of *DI* on interest in returning (*RI*) through *TS* has not been carried out in natural tourism destinations, so this research is a development of previous research, especially on natural tourism.

Keywords: Market Competition, Nature Tourism, Destination Image, Tourist Satisfaction, Intention to Revisit

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1. INTRODUCTION

Tourism is proven to be able to satisfy national economic activities (Rukuižienė, 2021). Bhuiyan and Wahab (2018) said that tourism has been considered a promising development sector that can influence sustainable growth through poverty reduction,

large-scale job creation, promoting tolerance, and other activities. The importance of the tourism sector to the Indonesian economy can be seen in the contribution of the tourism sector to the gross domestic product (GDP) which reached 5.25%, with employment reaching 12.7 million people or about 10% of the total Indonesian population working (CNN Indonesia, 2020).

Indirectly the level of competition in the market determines consumers in the decision to buy (Oliver, 1981). Measurement of tourism competitiveness is important for the success of the tourism industry (Kozak & Rimmington, 2000). The higher the competitiveness of tourist destinations, the higher the interest of tourists to visit these tourist destinations (Baloglu & McCleary, 1999). The influence of competence shows that consumer behavior is currently a reflection of current market conditions.

Research on competitiveness in services in recent years has attracted many researchers (Tsai & Yang, 2013), including tourism and hospitality services (Estevão et al., 2015). An understanding of tourist decision-making and the destination selection process is a focal point and attracts interest both in tourism research and practitioners in developing tourism marketing and communication strategies (Baloglu & McCleary, 1999). In the face of increasingly fierce competition between tourist destinations, marketing is very important (Rezvani, 2008). One of the marketing problems faced by new tourism objects in attracting a number of tourists is the low destination image of a tourist destination. Based on the description above, it can be seen that the role of the tourism industry in the Indonesian economy will continue to increase. Competition between tourist destinations is getting tougher to attract tourists.

In conditions of increasingly fierce competition between tourist destinations, the competitiveness of tourist destinations becomes very important for a country/region that is highly dependent on the tourism sector (Navickas & Malakauskaite, 2009), meanwhile, Malakauskaite and Navickas (2010) stated that the competitiveness of the tourism sector cannot be separated from the destination image. The low destination image of a tourist destination will affect the decision of prospective tourists to visit a tourist destination (Çoban, 2012). Although destination image is believed to be a determinant of visiting tourist destinations, the relationship between destination image and tourist loyalty is seen as unconvincing because of the multi-dimensional nature of the two concepts (Zhang et al., 2014).

So far, the relationship between the destination image and the desire to visit again is still contradictory. This condition is indicated by the difference in research results which state that destination image affects the intention to return as was done by Nastabiq and Soesanto (2021). However, several studies state that destination image has no effect on the intention to return (Chaulagain et al., 2019; Rini et al., 2021). The purpose of this study is to empirically examine the effect of destination image through customer satisfaction on return intentions so that it is expected to determine the differences in research results that occur between the effect of destination image on intention to return by placing tourist satisfaction as a mediating variable. Therefore, it is necessary to place tourist satisfaction as a mediating variable, so the research question is:

RQ1: Whether tourist satisfaction mediates destination image on intention to revisit?

This research is expected to contribute to answering differences in research by filling in

the space using the mediating variable of tourist satisfaction. This concept is expected to provide understanding to stakeholders in improving the competence of destinations handled, especially in nature tourism, on the basis of the relationship between destination image and intention to return. The purposive sampling method was chosen in this study.

The structure of this paper is as follows. Section 1 is the introduction, which explains the research background, problems, and objectives. Section 2 describes the literature used and the development of the hypotheses. Section 3 explains the methods and respondents in this study. Section 4 shows the responses obtained and statistical results. Section 5 discusses the results obtained and compares them with those of previous studies. Section 6 concludes this research as a whole by accompanying the limitations of this study and providing recommendations from this research for further research and its implications for researchers.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Tourist satisfaction

Linearly, service performance compared to expectations determines customer behavior toward their decision to use the service again in the future (Wu, Li, et al., 2018). Abdullah and Lui (2018) concluded that there are three factors that influence satisfaction, namely the quality of accommodation services, ease of transportation, and the image of the destination, while the atmosphere at a destination can increase visitor satisfaction. Tourist satisfaction is a tourist's assessment of the performance and expectations of the destinations visited and reflected through evaluative, affective, and emotional responses. There are many advantages of consumer loyalty, besides being able to increase profits, it can also provide positive reviews from customers (Curatman et al., 2022). So, it is not only financial benefits that can be obtained, but also an increase in the assessment which can certainly affect the preferences of tourists who will visit a destination.

2.2. Intention to revisit

Akbari et al. (2021) define behavioral intention as a person's tendency to return to behavior in the past. Events at tourist destinations determine the intention to revisit tourists (Cahigas et al., 2023; Liu et al., 2021). Symmetrically, consumer satisfaction has a linear intention with behavioral intentions, conversely, if consumers discourage their intention to return, then one of the factors that occur is that consumers are not satisfied (Prentice et al., 2021). A similar relationship occurred in the study conducted by Han et al. (2018). The authors found that there was a significant effect of customer satisfaction on customer loyalty in buying a product. Explanations from scholars who have been described become guidelines regarding consumer behavior in making decisions repeatedly in both services and goods, which are the implications of the satisfaction they feel. This direct relationship is the argument for a harmonious relationship between satisfaction and behavioral intention.

2.3. Destination image

Destination image is the main point for tourists in understanding experiences and determining their behavior (Jin et al., 2020). Destination image has a positive effect on tourist satisfaction (Li et al., 2021). Lam et al. (2020) state that the travel destination image (TDI) from the affective side effects overall satisfaction and cognitive aspects, while cognitive aspects affect overall satisfaction. Schofield et al. (2020) state that cognitive image has a strong effect on tourist satisfaction, but the affective image has no effect on tourist satisfaction, while uniqueness image has a negative influence on destination satisfaction (Marques et al., 2021). In the context of tourists, who have just visited a tourist destination, destination image also affects satisfaction (Schofield et al., 2020). Based on the discussion, the following hypothesis can be formulated:

H1: Destination image has a positive effect on tourist satisfaction.

In addition to influencing tourist satisfaction, previous research also proves that destination image has a positive effect on the intention to revisit (Chaulagain et al., 2019). Research conducted by Rini et al. (2021) has confirmed that the image of tourism directly affects the satisfaction and behavioral intentions of tourists in the future, such as the intention to revisit. Based on the discussion, the following hypothesis can be formulated:

H2: Destination image has a positive effect on the intention to revisit.

2.4. Destination attractiveness

Nasir et al. (2020) explained that destination attractiveness refers to the emotions, beliefs, and opinions of tourists about the natural attractions, cultural attractions, and infrastructure of a destination that meets people's holiday needs, especially in terms of capacity, budget, and opportunity. Interest in tourist destinations can be divided into three attributes, namely natural attractions (mountains, cliffs, hills, etc.), artificial attractions (facilities, infrastructure, themes, etc.), and cultural attractions (characteristics, historical buildings, legends, etc.) (Mohamad et al., 2019). The driving factor for traveling is the attraction of tourist destinations so the attractiveness of tourist destinations greatly affects tourist satisfaction.

Li et al. (2022) stated that the attractiveness of tourist destinations has an influence on customer satisfaction, but has no effect on customer loyalty. Nastabiq and Soesanto (2021) found that the attractiveness of tourist destinations has an effect on satisfaction, but the attractiveness of tourist destinations has no effect on the interest to visit again. Other research results from Raimkulov et al. (2021) dividing the attractiveness of a destination into five attributes including cultural attractiveness, natural attraction, superstructure attractiveness, infrastructure attractiveness, and price attractiveness and then testing it with an influence on satisfaction, the result is that only cultural attraction and superstructure have an influence on satisfaction. Based on the discussion, the following hypothesis can be formulated:

H3: Destination attractiveness has a positive effect on tourist satisfaction.

In addition to influencing tourist satisfaction, destination attractiveness also affects the intention to revisit either directly or indirectly. Viet et al. (2020) found that tourist attraction, satisfaction, and cultural contact can increase the interest of tourists to visit again. Kumar and Kaushik (2020) found that affective experience, behavioral experience, and intellectual experience indirectly affect destination revisit intentions through destination brand engagement. Revisit interest is significantly affected by the attractiveness of the destination (Lee et al., 2021; Viet et al., 2020; Pai et al., 2021). Based on the discussion, the following hypothesis can be formulated:

H4: Destination attractiveness has a positive effect on the intention to revisit.

2.5. Experiential tourism

The determination of destinations as tourist visits is influenced by the amount of information and experiences embedded in the memories of tourists (Jin et al., 2020). Previous research has proven that the tourist experience has a positive effect on tourist satisfaction (Hwang & Park, 2018; Wu, Chen, et al., 2018; Yeh et al., 2019). Song et al. (2019) divide consumer experience into four attributes, namely entertainment experience, educational experience, return trip experience, and beauty experience testing their effect on functional and emotional values, the result is entertainment, education, and travel experiences affect functional value, in addition to entertainment, travel experiences to return, and beauty affects the emotional value. Breiby and Slåtten (2018) state aspects of aesthetic experience are divided into five attributes, namely cleanliness, scenery, harmony, art, and authenticity, especially the attributes of harmony, scenery, and authenticity have a direct effect on satisfaction. Feng et al. (2020) state that the variable "quality of experience" is reduced to three attributes, namely immersion, namely visitors feel lost when traveling, participating experiences, and experiences of pleasure affect emotional and functional values. Kim et al. (2020) found that experience moderates sensory marketing (sight, smell, and touch) on revisit interest. Educational and entertainment experiences can increase tourist interest in returning (Paisri et al., 2022). Other research conducted by Zhang et al. (2018), proves that the memory of the travel experience can increase the intensity of tourists coming back. The research result of Khazami and Lakner (2021) shows that there is a direct influence of the tourist experience and the social environment of the destination on the intention to revisit. Wu et al. (2021) show that experience trust and experience satisfaction have implications for future intentions. Research conducted by Setiawan et al. (2020) shows that the value of the experience can increase the intention to revisit a tourist destination.

Based on the findings of previous studies, the following hypotheses can be formulated:

H5: Experiential tourism has a positive effect on tourist satisfaction.

H6: Experiential tourism has a positive effect on the intention to revisit.

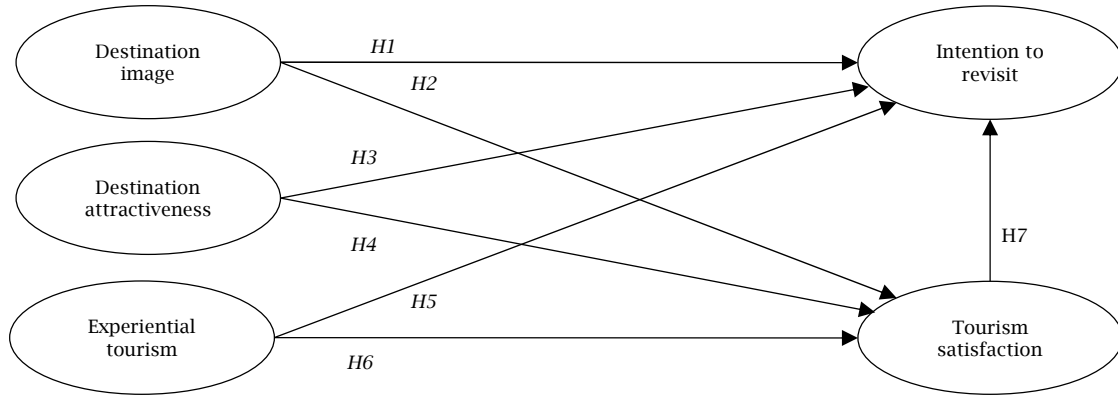
Previous research has proven that tourist satisfaction is the main factor influencing the intention to revisit (Tichaawa & Idahosa, 2020; Tichaawa & Makoni, 2018; Woo & Choi, 2021). Health services indirectly influence future behavioral decisions through patient satisfaction (Amarantou et al., 2019). Satisfaction is one of the factors that determine consumer behavior, such as the intention

to repeat this behavior in the future. Based on the discussion, the following hypothesis can be formulated:

H7: Tourist satisfaction has a positive effect on the intention to revisit.

The following is the research model used in this study (Figure 1).

Figure 1. Conceptual research model



3. RESEARCH METHODOLOGY

3.1. Samples and data collection

This type of research is a survey, with the target population being visitors to the natural tourist destination Baturraden in Banyumas, Central Java, Indonesia. The natural tourist destination of Baturraden was chosen because Baturraden is the largest and most famous natural tourist destination in Central Java, Indonesia. The sampling technique used purposive sampling with a sample size of 110 respondents who had visited the natural tourist destination of Baturraden in the last 3 months, data collection using questionnaires distributed online using various social media (WhatsApp, Instagram, and Telegram).

3.2. Measures

The research instrument was developed and adopted from previous research. The measurement scale uses a 5-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree". To measure the destination image, 5 items were used which were adopted from Lassar et al. (1995). To measure destination attractiveness, 4 items were used, which were adopted from Yin et al. (2020). To measure experiential tourism, 4 items were used, adopted from Shahijan et al. (2018). To measure tourist satisfaction, 7 items were used which were adopted from Le and Dong (2017), and to measure the intention to revisit, 3 items were adopted from Wu, Li, et al. (2018). Instrumental variables are presented in the Appendix.

3.3. Data analysis

To analyze the demographic characteristics used descriptive analysis with IBM SPSS Statistics software, while to test the causal relationship between

constructs used structural equation modeling (SEM) with SmartPLS software. The validity test uses convergent validity, namely factor loading and average variance extracted (Fornell & Larcker, 1981), while the reliability test used internal consistency, namely Cronbach's alpha and composite reliability (Cronbach, 1951).

4. RESULTS

4.1. Profile of the respondents

Analysis of the characteristics of the respondent's profile is needed to get a picture of the profile of the research subject (Rachmawati et al., 2022). Characteristics of respondents related to age, gender, education, occupation, and frequency of visiting Baturraden tourist destinations, sources of information about Baturraden tourist destinations, and tourist orientation are presented in Table 1.

The majority of respondents were less than 45 years old with a relatively high level of education. Information coming from friends, family, and social media are 3 factors that influence revisit intentions. This indicates that most visitors travel in groups or with people closest to them. Marketing communication through brochures/leaflets and TV/radio is no longer a source of information for respondents because fewer and fewer young respondents access TV/radio. Marketing communication of natural tourist destinations needs to optimize social media and the internet more than print advertising, which has a diminishing role based on Table 1. Managers of natural tourist destinations also need to pay attention to the orientation of tourists traveling to natural tourist destinations, namely to overcome boredom or get out of the routine. Meanwhile, the characteristics of natural tourism tend to be more monotonous/fixed and the complexity of destination development is higher than artificial tourism.

Table 1. Characteristics of respondents' profiles

<i>Respondent profile</i>	<i>Details</i>	<i>Total</i>	<i>Percentage</i>
Age	< 25 years old	64	0.582
	> 26-35 years old	19	0.173
	> 36-45 years old	22	0.200
	> 45 years old	5	0.045
	Total	100	100
Gender	Man	45	0.409
	Woman	65	0.591
	Total	110	110
Level of education	Junior High School	1	0.009
	Senior High School	16	0.145
	Diploma	2	0.018
	Bachelor	65	0.591
	Postgraduate	26	0.236
	Total	110	100
Work	Farmer	0	0.000
	Trade	2	0.018
	Civil servant/Army/Police	13	0.118
	Student	62	0.564
	Self-employed	11	0.100
	Retired	0	0.000
	Other	22	0.200
	Total	110	100
Information source	Friend	29	0.264
	Family	38	0.345
	Print advertising (Brochure/Leaflet)	0	0.000
	Electronic advertising (TV/Radio)	0	0.000
	Internet	8	0.073
	Social media	27	0.245
	Other	8	0.073
	Total	110	100
Frequency of visiting Baturraden tourist destinations	First time	13	0.118
	2 to 3 times	31	0.282
	More than 3 times	66	0.600
	Total	100	100
Travel orientation	To reduce boredom	74	0.673
	To get a new experience	22	0.200
	For health	1	0.009
	For education	5	0.045
	Other	8	0.073
	Total	110	1.000

Source: Authors' calculation.

4.2. Validity and reliability of measurement

Based on the convergent validity test, the loading factor of all indicators and average variance extracted (AVE) is greater than 0.5, so all indicators and constructs meet the convergent validity test (Hair et al., 1998). Based on the internal reliability

test, Cronbach's alpha of all variables is greater than 0.70 (Nunnally, 1994) and composite reliability (CR) for all variables was higher than 0.7 (Hair et al., 1998). So that all constructs meet the internal reliability test. In detail, the results of convergent validity and internal reliability tests are presented in Table 2.

Table 2. The validity and reliability tests of the research instrument

<i>Variable</i>	<i>Indicator</i>	<i>Loading factor</i>	<i>Cronbach's alpha</i>	<i>Composite reliability</i>	<i>AVE</i>
Destination image (DI)	DI-1	0.767	0.774	0.847	0.526
	DI-2	0.671			
	DI-3	0.770			
	DI-4	0.739			
	DI-5	0.671			
Destination attractiveness (DA)	DA-1	0.796	0.710	0.822	0.542
	DA-2	0.670			
	DA-3	0.584			
	DA-4	0.862			
Experiential tourism (ET)	ET-1	0.783	0.785	0.861	0.607
	ET-2	0.795			
	ET-3	0.763			
	ET-4	0.775			
Tourist satisfaction (TS)	TS-1	0.832	0.907	0.926	0.643
	TS-2	0.845			
	TS-3	0.708			
	TS-4	0.796			
	TS-5	0.824			
	TS-6	0.829			
	TS-7	0.771			
Intention to revisit (IR)	IR-1	0.815	0.747	0.857	0.643
	IR-2	0.734			
	IR-3	0.894			

Source: Authors' calculation.

4.3. Findings

The accuracy of the model in this study was tested using the R-squared (R^2), and predictive relevance (Q-squared, Q^2). Based on Table 3, the R^2 value of tourist satisfaction is 0.766 (strong model) while the R^2 of intention to revisit is 0.621 (moderate

model). The adjusted R-squared of tourist satisfaction is 0.759 (strong model) while the adjusted R-squared of intention to revisit is 0.606 (moderate model). Q-squared relevance is 0.911 because Q^2 relevance is greater than 0.67%. The goodness of fit was substantial after all because it was greater than 0.67% (Chin, 1998).

Table 3. R-squared, adjusted R-squared, and Q-squared

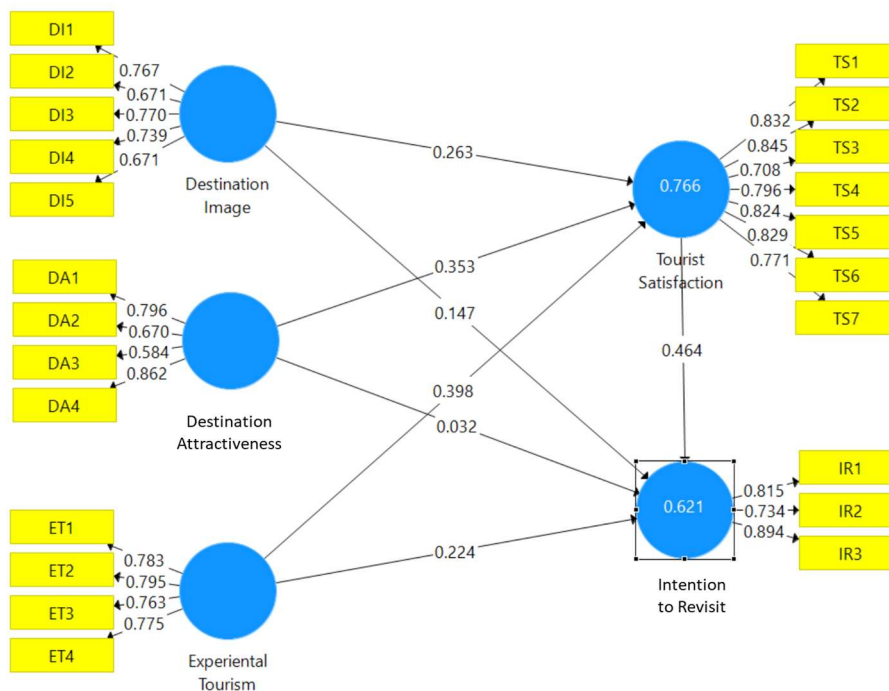
Variable	R^2	Adjusted R^2	$Q^2 = 1 - (1 - R12) (1 - R22)$
Intention to revisit (IR)	0.621	0.606	0.911
Tourist satisfaction (TS)	0.766	0.759	

Source: Authors' calculation.

To test the causal relationship between constructs, SEM with partial least squares (PLS) are

used, which is shown in Figure 2, and the causality relationship is shown in Table 4 below:

Figure 2. Construct and indicator relationship model



Source: Authors' calculation.

Table 4. Causal relationship hypotheses testing

Hypothesis	Independent variable	Dependent variable	Original sample	t-statistic	p-value	Result
H1	Destination image (DI)	Tourist satisfaction (TS)	0.263	3.760	0.00	Supported
H2	Destination image (DI)	Intention to revisit (IR)	0.147	1.406	0.160	Not supported
H3	Destination attractiveness (DA)	Tourist satisfaction (TS)	0.353	5.445	0.000	Supported
H4	Destination attractiveness (DA)	Intention to revisit (IR)	0.032	0.336	0.737	Not supported
H5	Experiential tourist (ET)	Tourist satisfaction (TS)	0.398	5.022	0.000	Supported
H6	Experiential tourist (ET)	Intention to revisit (IR)	0.224	2.142	0.033	Supported
H7	Tourist satisfaction (TS)	Intention to revisit (IR)	0.464	3.233	0.001	Supported

Source: Authors' calculation.

5. DISCUSSION

The positive effect of destination image on tourist satisfaction is supported by the findings of Jin et al. (2020). Tourist satisfaction is the result of a comparison between tourist performance and tourist expectations (Richard, 1981). This is in line with the results of research by Li et al. (2021), Marques et al. (2021), and Schofield et al. (2020).

The unsupported second hypothesis (H2) is quite surprising because it is not in line with

the findings of previous studies. A strong image of the destination will increase the intention to revisit in the future (Zhou et al., 2022). Previous research has also confirmed that destination image is a determinant that determines the selection of re-visits to a tourist destination (Rini et al., 2021). In contrast to the findings of this study, researchers suspect that a strong or positive image of a natural tourist destination is not enough to determine future behavioral intentions. This logic is in line with the findings of Omo-Obas and Anning-Dorson (2022)

that visitors do not consider destination image alone as an excuse to be loyal to a tourist destination. This shows that already well-known tourist destinations are not enough to encourage tourists to visit again if they are not able to provide satisfaction. This is in line with the research of Nastabiq and Soesanto (2021), which states that destination image has no effect on the intention to revisit.

Destinations that have a strong appeal can encourage tourists to pay more attention to the destination in more detail and explore the destination more deeply (Pessoa et al., 2022). The positive effect of destination attractiveness on tourist satisfaction is also confirmed by Li et al. (2022). This is because in general, tourists travel to natural tourist destinations with the aim of seeing the beauty of the scenery and tourist attractions, breathing fresh air so that if tourists get what they expect, they will get satisfaction. This is in accordance with the results of the studies by Nasir et al. (2020) and Nastabiq and Soesanto (2021). However, the attractiveness of a destination does not affect the intention to revisit, this shows that although a tourist destination provides many tourist attractions if the attraction cannot provide satisfaction to tourists, it will not attract tourists to visit again. This finding confirms that visitors do not only consider destination attractiveness in deciding to revisit in the future, especially with the increasing number of alternative attractive natural tourist destinations today. The results of this study are not in line with the results of the study (Lee et al., 2021; Viet et al., 2020; Pai et al., 2021).

Experiential tourism has a positive effect on tourist satisfaction, this is because tourists travel to natural tourist destinations with the aim of obtaining memorable new experiences, when tourists get new experiences it will cause a sense of pleasure or happiness. This is in accordance with the results of the studies by Hwang and Park (2018), Wu et al. (2021), and Yeh et al. (2019).

Experiential tourism has a positive effect on the intention to revisit, this is because if tourists get a memorable new experience, it will encourage them to visit again in the hope that on the next visit, they will get a new, more memorable experience. This is in accordance with the results of the studies by Khazami and Lakner (2021), Paisri et al. (2022), and Setiawan et al. (2020).

Tourist satisfaction has a positive effect on the intention to revisit, this is because if tourists feel they enjoy the tourist destination, feel happy and the tourist destination is able to provide what is expected, it will encourage them to visit again. This study confirms the importance of the role of experiential value as a determinant of tourist satisfaction and intention to revisit. Experience arises from the active and passive participation of tourists, depending on the type of product/service offered by the tourist destination (Haller et al., 2020). This is in accordance with the results of the studies by Tichaawa and Idahosa (2020), Tichaawa and Makoni (2018), and Woo and Choi (2021).

6. CONCLUSION

Based on the results of the analysis, destination image, destination attractiveness, and experiential tourism have positive effects on tourist satisfaction, and experiential tourism and tourist satisfaction

have positive effects on intention to revisit, but destination image and destination attractiveness do not have a positive effect on the intention to revisit. Surprisingly, this study is not in line with research conducted by Mohamad et al. (2019) and Nastabiq and Soesanto (2021), which state that there is a positive influence of destination image and destination attractiveness on revisit intention. The description reflects that in nature tourism, the uniqueness of nature inherent in the minds of tourists does not have an effect on bringing back tourists and the attractiveness of tourist destinations also does not have a positive influence on the interest of tourists to return. Thus, this study found that there was an indirect effect of destination image on revisit intention, through the mediating variable of tourist satisfaction.

This research was conducted at a time when the world had not been hit by the COVID-19 outbreak, so the results of this study are generalizations of research with normal conditions, the results of this study are less relevant when applied during a pandemic, given that there has been no official announcement from the government or institutions concerned in our country regarding the information on the end of the COVID-19 pandemic. It would be better if further research is carried out during the pandemic and equipped with structured interviews with online tourists, showing the differences in research results during normal conditions with abnormal conditions, however, the tourism sector is a risky sector with changes in environmental conditions. In addition, we also recommend further research with similar subjects but taking into account the incidence of COVID-19 as a moderating factor of tourist behavior. Because, with different conditions, we suspect that there will be different implications for tourist behavior even though they are basically satisfied with their tour.

The findings in this study can certainly be used as material for policy studies by tourism object managers and local governments because, based on the findings obtained, destination image and destination attractiveness have an indirect effect on the intention to revisit through tourist satisfaction. This implies that the success of a tourist destination is strongly influenced by the ability of the destination to attract new tourists and increase the willingness of tourists to visit again. To encourage tourists to visit again is to provide satisfaction to customers. Meanwhile, providing customer satisfaction is done by improving:

- 1) the image of the destination, namely by creating an icon that is easily recognizable so that it will make it easy for tourists to remember the icon that is the pride of the destination, innovate so as not to be out of date, innovations that can be done can include improving the destination system which is more entertaining, always trying to meet expectations tourists, build branding so that the public will always remember and maintain the authenticity of natural tourist destinations;

- 2) increase destination attractiveness, namely by maintaining the beauty of nature tourism, providing attractive performance attractions, maintaining clean air and the environment;

- 3) increase tours experience, namely by providing experiences that are not provided by other tourist destinations, and building pleasant interactions with tourists.

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APPENDIX

1. Destination image (DI):

- a) XYZ tourist destinations are very easy to spot.
- b) XYZ tourist destinations are not outdated.
- c) XYZ tourist destinations are very useful for traveling.
- d) XYZ tourist destinations are very familiar to the public.
- e) XYZ tourist destinations always maintain their authenticity.

2. Destination attractiveness (DA):

- a) XYZ tourist destinations have beautiful scenery and natural attractions.
- b) I am interested in enjoying the attractions and activities that XYZ tourist destinations have to offer.
- c) In my opinion, the environmental air of XYZ tourist destinations is very fresh (low pollution).
- d) XYZ tourist destinations are very interesting to visit.

3. Experiential tourism (ET):

- a) I forgot the time when I was traveling in XYZ tourist destinations because you are too focused on traveling.
- b) After traveling to XYZ tourist destinations, I got a new experience that I have never had in other tourist destinations.
- c) I am very impressed with the interaction between visitors and XYZ tourist destinations.
- d) By traveling to XYZ tourist destinations, I get happiness and pleasure.

4. Tourist satisfaction (TS):

- a) I really enjoy visiting XYZ tourist destinations.
- b) I am satisfied with my decision to visit XYZ tourist destinations.
- c) I have positive feelings about XYZ tourist destinations.
- d) Travel experience in XYZ tourist destinations is what I needed all along.
- e) Options for traveling in XYZ tourist destinations this is the right choice.
- f) Traveling to XYZ tourist destinations is a pleasant visit.
- g) Travel visits at XYZ tourist destinations exceeded expectations.

5. Intention to revisit (IR):

- a) I will visit again to XYZ tourist destinations.
- b) I always consider XYZ tourist destinations to be my top choice to travel.
- c) I have a strong intention to revisit XYZ tourist destinations.