



## The Effect of Tourism Experience on Revisit Intention through Destination Image and Satisfaction

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### Article Information

*Article History:*

Received March 2021

Approved March 2021

Published March 2021

**Keywords:**

**Tourism Experience, Destination Image, Satisfaction, Revisit Intention**

### Abstract

The purpose of this study to examine the influence of tourism experience on revisit intention mediated by destination image and satisfaction. Sampling technique using the accidental sampling and purposive sampling with sample of 240 respondents. Respondents were taken from visitors who had been to Sanggaluri Park Purbalingga twice or more and aged 17 years or over. Method of data collection using the questionnaire. The data analysis method uses the Structural Equation Model - Partial Least Square (SEM-PLS) with the Smartpls program. The direct test result show the result of tourism experience has a direct effect on destination image, tourism experience has a direct effect on satisfaction, tourism experience has a direct effect on revisit intention.

## INTRODUCTION

Tourism is one of the joints of the nation's economic development and broad international interaction, because with tourism each country will recognize and be known from one another. Tourism will grow and develop if it has a high frequency of visits in each period. This high visit will last if old visitors who have visited the attraction make a return visit because of an interest in conditions, or certain factors that strengthen the intention of tourists to make an interest in visiting again (Zhang et al, 2018).

One of the attractions of a person visiting other places or countries is a memorable tourism experience or what is known as tourism experience, even with tourism experience someone will have a tendency to revisit these tourist attractions with the aim of reminiscing, reminiscing or feeling the atmosphere of a tourist place that is never felt before (Kim, 2017). Pine and Gilmore (1998) emphasize the conceptual basis of experience on economic growth by assuming

that the world economy has undergone drastic changes from product-based to service-based then to experience-based. According to these assumptions, many organizations and companies emphasize delivering memorable experiences to consumers (Pullman & Gross 2004; Voss et al., 2008). Tourism experience at the location is one of the factors that influence tourists' impressions of a destination (Santana et al, 2016). The assessment of the tourist experience of a destination will have an impact on the overall evaluation of the destination which has an influence on the image of the destination (Woodside & Uebele 2002).

Apart from tourism experience, destination image and satisfaction can also have an effect on interest in revisiting. Destination image is the impression, image, belief and thoughts of a person about the place visited (Safitri & Maftukhah, 2018)

Satisfaction is an assessment carried out by customers on the performance of the company for services or products that are in accordance

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with customer needs and expectations. Tourists will make repeated visits if the destination provides a memorable experience that causes a feeling of satisfaction in tourists. (Maulida et al., 2019). Tourists will experience satisfaction when the reality they experience from their experience exceeds expectations. The results of experience and high tourist expectations will attract tourists and make return visits (Piranayagam et al., 2020).

Based on research by Dagustani et al. (2018) states that Tourism Experience has a significant influence on the image of a destination, which proves that a memorable tourist experience engages the senses, physically and emotionally so that it is easily attached to tourists' memories which will form the image of a destination.

This research was conducted because of a research gap. Piranayaan et al. (2020) states that Tourism Experience has a significant influence on satisfaction. This study explains that tourists feel happy and proud to be able to taste local food that makes visitors more memorable. Meanwhile, according to Gohary et al. (2019) stated that Tourism Experience does not have a significant effect on satisfaction, this is evidenced by cultural factors that do not provide satisfaction.

Next according to Trimurti and Nugraha (2020), states that the image of a destination has a significant influence on revisit intention. This study explains that the better the image of the destination, the better the interest in visiting tourists. Meanwhile, according to Kim and Ghoenim (2017), the image of the destination does not have a significant influence on the revisit intention

Zhang et al. (2017) stated that Tourism Experience has a significant influence on revisit intention. This research explains that destinations that provide a memorable experience will attract visitors to return. Meanwhile, according to Utama (2019) states that the Tourism Experience has no influence on interest in returning, this study explains that the dimensions of hedonism, local culture, involvement do not build interest in visiting tourists, this shows that not all tourist objects with memorable experiences on visitors can causing interest in revisiting.

The Sanggaluri Park tourist attraction in Purbalingga is a popular tourist attraction, but experienced a decline in 2019 in February with the sharpest total decline of 35%. This research chose the Sanggaluri Park tourist spot in Purbalingga. This is based on the decline in the number of visitors to Sanggaluri Park from year to year,

even though there are many interesting places in Sanggaluri Park tourist destinations, such as educational rides and charming selfie buildings.

In addition to a decrease in the number of visitors, the existence of a gap phenomenon from the author's observations also strengthens the selection of this tourist spot as research. Observations were made on 25 people who had visited Sanggaluri Park and showed that there was no interest in visiting again, even though their level of visiting experience, satisfaction and their image on the destination was quite good.

This observation was carried out to determine the preliminary picture in a small scope of the conditions of tourism experience, satisfaction, destination image and interest in revisiting.

Theory of Planned Behavior or TPB (Theory of Planned Behavior) is a further development of the Theory of Reasoned Action. TPB is a conceptual framework that aims to explain the determinants of certain behavior. Planned Behavior Theory is based on the assumption that humans are rational creatures and systematically use the information possible to them. People think about the implications of their actions before they decide to do or not do certain behaviors (Achmat, 2010). According to Ajzen (1991), the central factor of individual behavior is that the behavior is influenced by the individual's intention (behavior intention) towards this particular behavior.

Repurchase intention is defined as an individual assessment of the re-purchase of a product or service from the same company, taking into account the current situation or conditions (Hellier et al., 2003). In simple terms, repurchase interest can be defined as a re-purchase of a product or service that arises from a positive response from the customer after using or experiencing the product or service that has been purchased. Repurchase interest in tourism has the same meaning as someone's interest to visit again (revisit intention) because the interest in revisiting is the same as the interest in buying re-entry tickets for the tourist attraction. Cole and Scott (2004) define interest in revisiting as the desire to visit the same destination for the second time within a certain period of time. Wang and Hsu (2010) and Prayag and Ryan (2012) assess the intention to visit again with an interest in returning, a plan to revisit and a desire to return.

Kim (2017) defines tourism experience as a tourism experience that is remembered positively after the event occurred. Researchers have identified the need for and ways to generate tou-

rism experience to address the importance of developing tourism experience that can be stored in the memory of tourists for a long time (Morgan & Xu, 2009).

This study uses a scale (Kim et al., 2010; Mc Cormick 2012; Kim, 2017) with several modifications in measuring tourism experience. Recent studies confirm the five components of tourism experience, namely refreshment, meaningfulness, meaningfulness, the presence of cultural elements or local wisdom, novelty, this is a dimension that refers to something new, such as providing new experiences. as well as feelings of being spoiled by tourist objects and an attitude of hedonism (seeking happiness)

A destination image is a belief or knowledge about a person's assessment of a destination which is not always formed from experiences and facts during a tour which can be used as a driving factor for traveling. According to Hallmann et al (2015) the image of a destination can be considered as the perception of tourists and sellers about the attributes or tourist objects available in a destination and plays an important role in the description, promotion, integration, and distribution of destination products. According to Asael (2013), destination image is defined as the overall perception of the destination which is formed by processing information from various sources from time to time. So that the image of a destination can be formed after someone obtains information or visits the destination. The items used to assess the image of a destination are (Wang & Shu, 2010; Qu et al., 2011; Chen & Phou, 2013; Styliadis et al, 2017; Sharma & Nayak, 2018) service quality, variety of entertainment, variety of accommodation, image exotic destinations and tranquility environment.

Howard and Sheth (2014) states that customer satisfaction is the buyer's cognitive situation regarding the equivalence or mismatch between the results obtained compared to the sacrifices made. Churchill and Surprenant (2014) formulates customer satisfaction as a purchase and usage result obtained from a comparison between reward and purchase costs with consequences that were anticipated in advance.

This study uses visitor satisfaction indicators that are used in reference to the opinion, Tjiptono (2014), namely overall customer satisfaction, confirmation of expectations by comparing the suitability or mismatch of customer expectations with the actual performance of the company's products or services and accessibility. convenience).

## **Hypotheses Development**

### **The Influence of Tourism Experience on Destination Image**

Destination experience is arguably the most significant determinant of a destination's image among these factors (Kim, 2017). The destination experience on a site is one of the main determinants of a destination's holistic impression. Gartner and Hunt (1987) observed that tourists visit a place and their first visit. Experience makes their imagery more complex, realistic and different. It was found that the level of interaction of tourists with these places affects the intensity of their experiences (Beerli & Martin, 2004).

Several studies have found that tourism experience has a significant positive effect on destination image (Dagustani et al, 2018). From the description above can be formulated the following hypothesis:

H1: Tourism Experience has a significant effect on destination image.

### **The Influence of Tourism Experience on Satisfaction**

A good tourist destination is able to provide a good experience and feelings for tourists (Bhaz & Darzi, 2018). where satisfaction is a positive reaction from an assessment of favorable consumption experiences in the context of tourism, tourist satisfaction is determined by the experience they feel from what they see, feel and achieve (Kim 2017)

Several studies have found that the Tourism Experience has a significant positive effect on satisfaction (Piramanayagam et al., 2020), therefore the hypothesis can be compiled as follows: H2: Tourism Experience has a significant effect on satisfaction .

### **The Influence of Tourism Experience on Re-visit intention**

Experience aims to provide added value after experiencing a pleasant impression and experience so that the experience experienced will always be remembered in the life of the consumer after the consumer uses the service (Lee et al, 2008). Experiences that consumers remember over the long term have the strongest impact on return visits.

Several studies have found that Tourism Experience has a significant positive effect on Revisiting Interest Zhang et al (2017), from the description above, the following hypothesis can be formulated:

H3: Tourism Experience has a significant effect on Revisit intention.

**The Influence of Destination Image on Satisfaction**

Destination image is a manifestation of hope, which is able to influence tourist perceptions, including influencing tourist satisfaction (Khansa & Farida, 2016). If tourist destinations provide a positive image in the minds of tourists, it can create satisfaction.

Several studies have found that Destination Image has a significant positive effect on Satisfaction (Bhat & Dirzi 2018)

H4: Destination image has a significant effect on satisfaction.

**The Influence of Destination Image on Revisit intention**

The perception of tourists about a destination's image can influence the intention to visit again. This is very beneficial for the tour manager because a positive image attached to the minds of tourists makes visitors intend to revisit tourism objects.

Several studies have shown that Destination Image has a significant positive effect on Revisit intention (Trimurti & Nugraha 2020). From the description above, a hypothesis can be formulated as follows:

H5: Destination image has a significant effect on Revisit intention.

**The Effect of Satisfaction on Revisit intention**

Satisfaction is a feeling of pleasure or disappointment for someone that arises from comparing the perceived performance of the product against their expectations (Kotler 2009). The creation of satisfaction can get several benefits, one of which is to provide a good basis for repurchasing Tjiptono (2015). If visitors are satisfied with the fulfillment of all activities provided by the tour manager, the hope of the tour owner can create interest in visiting again in the future.

Several studies have found that satisfaction has an effect on Revisit intention (Wijaksono 2019). From the description above, the following hypothesis can be formulated:

H6: Satisfaction has a significant effect on Revisit intention.

**Tourism Experience influencing Revisit intention through Destination Image**

The main selling point of the tourism sector is experience. Naturally, everything that tourists perceive at their destination is an experience. Experiences that give a positive good impression will be stored in the memory of the individual's subjective evaluation of the overall experiences that form the destination image (Dagustani et al. 2020). evaluations carried out by vi-

sitors of the experiences carried out can develop a positive Destination Image that leads to a tendency towards Revisit intention (Kim, 2017). Several studies have found that Tourism Experience has an effect on Revisit intention through Destination Image (Kim, 2017), from the description above, the following hypothesis can be formulated:

H7: Tourism Experience has a significant effect on Revisit intention through Destination Image

**Tourism Experience affects Revisit intention through Satisfaction**

Experience is a core product of a tourism company (Kim & Ritsz, 2014). Experience is followed by satisfaction, because a memorable experience will lead to a high level of satisfaction for visitors which leads to a tendency towards Revisit intention (Kim, 2017).

Several studies have found that Tourism Experience on Revisiting Interest through Satisfaction (Sharma & Nayak, 2019).

H8: Tourism Experience has a significant effect on Revisiting Interest through Satisfaction

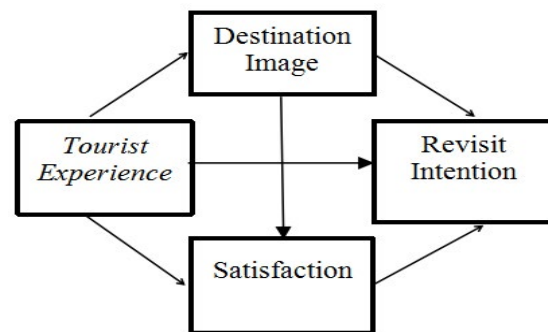


Figure 1. Research model

**METHOD**

The population of this research is the visitors of Sanggaluri Park with the number of thousands and the characteristics that fluctuate every month. SEM analysis requires a sample of at least 5 times the number of variable parameters to be analyzed, so the number of samples is to multiply the number of indicators in the study by 5 to 10 times. Whereas in the chi-square test of the SEM model which is sensitive to the number of samples, a good sample range of 100-200 samples is needed for the Maximum Likelihood Estimation technique (Ferdinand, 2014).

When calculated by the sample calculation formula in SEM analysis, the number of samples is the number of indicators multiplied by 5-10

parameters and the number of respondents is at least 100. This researcher uses 48 indicators multiplied by 5, so it can be seen that the required number of samples is 240 respondents taken from visitors. Sanggaluri Park Purbalingga with a frequency of 2 or more visits. The sampling technique in this study used Non Probability Sampling with accidental sampling and purposive sampling methods. Accidental sampling is a sampling technique based on chance, which means that anyone who happens to be or incidentally can be contacted with the researcher can be used as a sample (Ferdinand, 2014). Meanwhile, purposive sampling is a sampling technique with certain considerations (Sugiyono, 2018). The consideration used by the researcher to determine the sample purposively is the person who has been to Sanggaluri Park at least 2 times and is at least 17 years old. The analysis method used is the Structural Equation Model Partial Least Square (SEM-PLS) with the Smartpls 3.2 application.

**RESULTS AND DISCUSSION**

This research was conducted with the aim of knowing and confirming the tourism experience variable model, destination image and satisfaction in influencing the interest in returning visitors to Sanggaluri Park Purbalingga tourism object using SEM-PLS through testing the Outer Model and Inner Model.

**Outer Model (Model Measurement)**

**Validity test**

As shown in table 1, the validity test was divided into convergent and discriminant. The convergent validity test can be seen from outer loading > 0.5 and AVE > 0.5 (Chin, 1995), as shown in the following table:

**Table 1.** Average Variance Extracted (AVE) Test

Variable	AVE	Criteria	Information
RI	0.517	> 0.500	Qualify
TE	0.503	> 0.500	Qualify
IN	0.628	> 0.500	Qualify
SAT	0.599	> 0.500	Qualify

**Reliability Test**

The reliability test uses the composite reliability value and Cronbach alpha function as a consistency test of the feasibility of data and instruments, the reliability test can be seen from the Cronbach's alpha value or the composite re-

liability (cr) value. To be able to say that a statement item is reliable, the Cronbach's alpha value must be > 0.6 and the Composite reliability (cr) value must be > 0.7 compared to Cronbach's alpha (Ghozali, 2009).

**Table 2** Reliability Test Results

Variable	Reliability test			
	Composite Reliability (> 0.6)		Cronbach's Alpha (> 0.7)	
RI	0.938	Reliable	0.926	Reliable
TE	0.917	Reliable	0.901	Reliable
IN	0.941	Reliable	0.933	Reliable
SAT	0.931	Reliable	0.916	Reliable

Based on table 2, the final results of reliability testing using Composite Reliability and Cronbach's alpha have met the minimum limit so that they are declared reliable.

**Inner Model (Structural Model)**

The structural model (inner model) is a structural model to predict the causality relationship between latent variables. Through the bootstrapping process, T-statistical test parameters are obtained to predict the existence of a causal relationship (Stone, 1974; Geisser, 1975) and also to see the magnitude of the structural path coefficient. The inner model is tested with R Square, quality indexes and direct and indirect hypothesis testing.

**Testing the coefficient of determination R square**

The R-square (coefficient of determination) is a measure of the overall effect for the structural model as in regression. The test results in the form of the R square value generated in this study are presented in table 4 as follows:

**Table 3.** R-square

Variable	R-Square
Revisit intention	0.602
Destination Image	0.683
Satisfaction	0.670

The results of the R-square test on the table 3 shown the return visit interest variable resulted



in a value of 0.602. The R-square value means that the Tourism Experience variable can explain the revisit intention by 60.2% while the remaining 39.8% is explained by other variables outside the model. The value of 0.602 is included in the medium category, this explains that the ability of the Tourism Experience variable to explain the Revisiting Interest variable is categorized as moderate.

The results of the R-square test on the Destination Image variable resulted in a value of 0.683. The R-square value means that the Tourism Experience variable can explain the Destination Image variable by 68.3%, while the remaining 31.7% is explained by other variables outside the model. The value of 0.683 is included in the strong effects category. This explains that the ability of the Tourism Experience variable to explain the Interest of Returning variable is categorized as strong.

The results of the R-square test on the Satisfaction variable resulted in a value of 0.670. The R-square value means that the Tourism Experience variable can explain the Revisiting Interest variable by 67.0% while the remaining 30.0% is explained by other variables outside the model. The value of 0.670 is included in the strong effects category. This explains that the ability of the Tourism Experience variable to explain the Revisiting Interest variable is categorized as strong.

in the Large or large / wide category.

**Hypothesis test**

Hypothesis testing in this study uses the SmartPLS 3.2 application. Hypothesis testing can be done by paying attention to the t-statistic and p-value of each variable. The rules of thumb used in this study are the beta coefficient (sample value) to determine the direction of the relationship, the t-statistic value > 1.96, the p-value < 0.05 (5%). The results of hypothesis testing can be seen from the following figure and table:

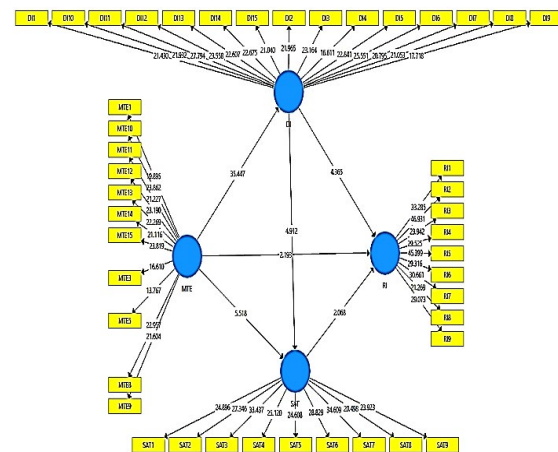


Figure 2. SEM-PLS Research Model

Table 4. Path Coefficients

Variabel	Original sample	t-statistic	P-value	Note
TE → IN	0.827	35.447	0.000	Received
TE → SAT	0.421	5.518	0.000	Received
TE → RI	0.212	2.193	0.029	Received
IN → SAT	0.436	4.912	0.00	Received
IN → RI	0.429	4.365	0.00	Received
SAT → RI	0.187	2.068	0.039	Received

**Quality Indexes**

Quality Indexes This research was conducted with the Gof (Goodness of Fit) index which was developed to evaluate the structural model measurement model. Simple measurement for the whole of the model prediction is done with the formula: These results indicate that the Gof Index shows the number 0.403 which means that the Gof index in this study is included

Based on table 4 the direct test between variables can be explained as follows:

The first hypothesis that tests the influence of Tourism Experience on Destination Image results in an original sample value of 0.827, a t-statistic value of 35.447 > 1.96 and a significance value of 0.000 < 0.05, it can be concluded that Tourism Experience has a significant positive effect on Destination Image received.

The second hypothesis that examines the effect of Tourism Experience on Satisfaction gets the original sample value of 0.421, a t-statistic value of 5.518 > 1.96 and a significance value of 0.000 < 0.05, it can be concluded that Tourism Experience has a significant positive effect on satisfaction received.

The third hypothesis that tests the effect of Tourism Experience on Revisit intention gets the original sample value of 0.212, a t-statistic value of 0.206 > 1.96 and a significance value of 0.029 < 0.05, it can be concluded that Tourism Experience has a significant positive effect on Interests. Revisiting is accepted.

The fourth hypothesis, which tests the effect of Destination Image on Satisfaction, results in an original sample value of 0.436, a t-statistic value of 4.912 > 1.96 and a significance value of 0.000 < 0.05, it can be concluded that Destination Image has a significant positive effect on accepted satisfaction.

The fifth hypothesis, which tests the effect of Destination Image on Revisit intention, gets the original sample value of 0.429, a t-statistic value of 4.365 > 1.96 and a significance value of 0.00 from this, it can be concluded that destination image has a significant positive effect on Revisit intention. received.

The sixth hypothesis, which tests the effect of satisfaction on return visit interest, results in an original sample value of 0.187, a t-statistic value of 2.068 and a significance value of 0.039. From this it can be concluded that satisfaction has a significant positive effect on Revisit intention is accepted.

value of 2.019 > 1.96 and a significance value of 0.044 < 0.05, this result concludes that satisfaction mediates the relationship between tourism experience and revisit intention and the eighth hypothesis is accepted

In accordance with the above direct and indirect calculations, it can be explained as follows:

**Influence of Tourism experience on Destination Image**

Tourism experience has a significant influence on the image of the destination. This means that the more tourism experience in a destination, the better the image of visitors to that destination. The results of this study are supported by Kim (2017) who states that tourism experience has a significant influence on the image of a tourist destination, so that a positive experience will form a positive destination image.

**The Influence of Tourism experience on Satisfaction**

Tourism experience has a significant effect on satisfaction. If tourism experience increases, the satisfaction felt by visitors will also increase. The results of this study are supported by the opinion of Piranayagam et al. (2020) which states that tourism experience has a significant effect on satisfaction, so that a pleasant tourism experience will increase satisfaction.

**The Influence of Tourism experience on Revisit intention**

Tourism experience has a significant effect on the revisit intention. The more tourism experience

**Table 5.** Indirect Effect

Influence Between Variables	Original sample	T-statistics	P-value
TE → DI → RI	0.355	4.252	0.000
TE → SAT → RI	0.079	2.019	0.044

Based on the results of the indirect effects in table 5 are as follows:

The seventh hypothesis, which examines the effect of tourism experience on revisit intention mediated by the image of a destination, results in a t-statistic value of 4.252 > 1.96 and a significance value of 0.000 < 0.05, this result concludes that the destination image mediates the relationship between tourism experience in revisit intention and the seventh hypothesis is accepted.

The eighth hypothesis that examines the effect of tourism experience on revisit intention mediated by the satisfaction of getting a t-statistic

in tourism objects, the stronger the interest to revisit these attractions. The results of this study are supported by Zhang et al (2017) which states that tourism experience has a significant effect on satisfaction, so that impressive experiences will strengthen interest in returning to related tourism objects.

**The Influence of Destination Image on Satisfaction**

Destination image has a significant influence on satisfaction. This means that the better the image of the destination in the minds of visi-

tors, the more satisfied visitors will be at that destination. This research is supported by research by Bhat and Dirzi (2018) which states that the image of a destination has a significant influence on satisfaction, so that a good destination image is able to provide a sense of satisfaction at the destination.

#### **The Influence of Destination Image on Revisit intention**

According to the calculation, it shows that the destination image has a significant influence on the revisit intention. This means that the better the positive image of the tourist destination, the stronger the interest in revisiting the tour. This research is supported by research by Kim et al. (2017) which states that the image of the destination has a significant influence on the interest in visiting again, so that a high destination image will make tourists interested in visiting again.

#### **The Effect of Satisfaction on Revisit intention**

Satisfaction has a significant effect on revisit intention. This means that the higher the visitor's satisfaction, the more interested in visiting the tour again. This research is supported by previous researchers such as Sharma and Nayak (2018) and Wijaksono (2019) which state that satisfaction has a significant influence on the interest in returning to tourists, so that satisfaction can increase the interest in revisiting tourist objects.

#### **The Influence of Tourism experience on Revisit intention through Destination Image**

Tourism experience has a significant influence on the interest in returning through the image of the destination. This means that the more tourism experience, the stronger the interest in returning to a destination that is bridged by a positive destination image. The results of this study are in accordance with the research of Sharma and Nayak (2018) which states that destination image can significantly mediate memorable tourism experiences on revisit intention significantly, so that tourism experience and destination image can be more effective in increasing revisit intention.

#### **The Influence of Tourism experience on Revisit intention through Satisfaction**

Tourism experience has a significant effect on interest in returning through visitor satisfaction. These results mean that satisfaction can strongly mediate the relationship between tourism experience and revisit intention. The more tourism experience of visitors, it will have an impact

on the interest in visiting again which is bridged by the satisfaction felt by visitors. The results of this study are in accordance with the research of Sharma and Nayak (2018) which states that satisfaction can significantly mediate tourism experiences on the revisit intention significantly, so that tourism experience and satisfaction can be more effective in increasing revisit intention.

#### **CONCLUSIONS AND RECOMMENDATIONS**

The direct test results show that tourism experience has a significant effect on destination image, tourism experience has a significant effect on satisfaction, tourism experience has a significant effect on return visit interest, destination image has a significant effect on satisfaction, destination image has a significant effect on return-visiting interest, satisfaction has a significant effect on interest revisiting, while the indirect test results show that the image of the destination is proven to mediate tourism experience towards revisit intention, satisfaction is proven to mediate tourism experience towards the revisit intention.

Sanggaluri Park visitors are advised to pay more attention to their level of satisfaction while traveling so that they have an interest in visiting again by providing input to the Sanggaluri Park managers in order to provide online / offline suggestion boxes and satisfying tourist attractions for normal and disabled visitors, and for further researchers it can be a reference for conduct research by developing indicators and other independent variables that have a greater influence on the revisit intention.

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