



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

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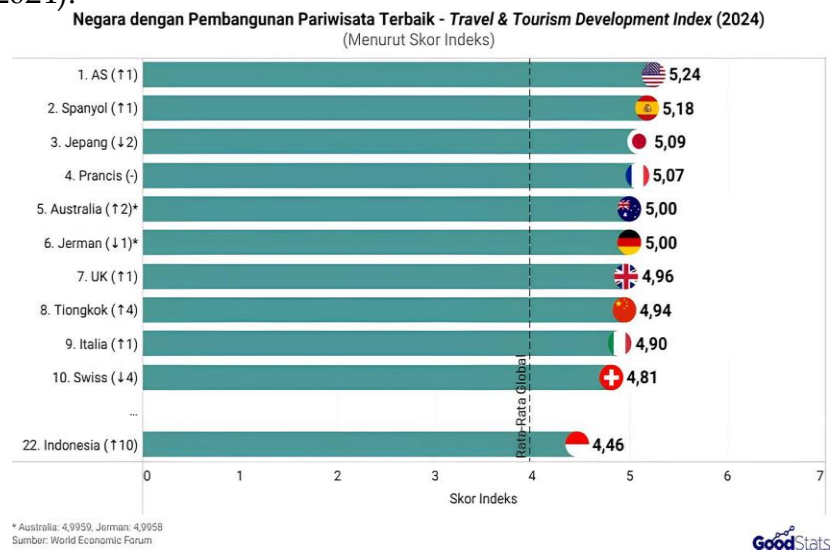


ABSTRACT

Tourism has an important role in the economy, including in Surabaya which continues to develop tourist destinations, one of which is THP Kenjeran which has great potential but still faces various challenges in its development. This study analyses the influence of tourist experience and destination image on revisit intention with satisfaction as a mediating variable. The research sample consisted of 237 respondents, and data analysis was carried out using the SEM-PLS method with SmartPLS 3 software. The results showed that tourist experience had no significant effect on satisfaction or revisit intention, while destination image had a significant effect on satisfaction and revisit intention. Satisfaction also mediates the relationship between destination image and revisit intention, but not tourist experience. These findings emphasise the importance of strengthening destination image to improve tourist experience and visitor satisfaction. Therefore, THP Kenjeran managers need to optimize facilities, services, and tourist attractions to increase tourist revisit intention

INTRODUCTION

Tourism is one of the strategic sectors that has a significant contribution to the global economy. According to the World Travel and Tourism Council (WTTC), by 2024 the contribution of the tourism industry to the world economy is projected to reach \$11.1 trillion or approximately 10% of global gross domestic product, an increase of 7.5% over the previous record in 2019 (WTTC, 2024). The sector is also estimated to employ nearly 348 million workers globally, reflecting its vital role in supporting sustainable economic growth and development (Dinisari, 2024).



Source: (goodstats.id, 2024b)

Figure 1. TTDI 2024

At the national level, Indonesia shows a positive trend in the development of the tourism sector. Based on the Travel and Tourism Development Index (TTDI) released by the World Economic Forum (WEF), Indonesia ranks 22nd in 2024, an increase of 10 positions from the previous year. Although still lagging behind top countries such as the United States, Spain and Japan, this achievement reflects significant progress and the resilience of Indonesia's tourism sector after the pandemic (goodstats.id, 2024b). The sector's contribution to Indonesia's gross domestic product is targeted to reach 4.5% by 2024 by the Ministry of Tourism and Creative Economy.

One area that contributes greatly to domestic tourism is East Java Province (goodstats.id, 2024a), with Surabaya City as the main destination. Based on data from the Surabaya City Disbudporapar, the number of domestic tourist visits in this city reached 17.4 million people in 2023, an increase from 14.2 million in the previous year (detiktravel, 2024). The variety of tourist attractions in Surabaya, both artificial and natural, makes the city a center of interesting tourist activities. However, nature tourism is still limited, with Kenjeran Beach as the only prominent beach attraction.

Kenjeran Beach Theme Park (THP), which is part of the Kenjeran Beach area, is highlighted as having the highest number of visits among natural attractions in Surabaya, reaching 423,320 visitors in 2023 (opendata.surabaya.go.id, 2023). The existence of this beach, with its mix of natural attractions, man-made facilities and local culture, offers a unique experience for visitors. However, despite various efforts to improve facilities (jawapos.com, 2021), there are still complaints from tourists regarding the lack of comfort, area management, and less than optimal promotion through social media (Google Review, 2024).

The tourist experience is an important element that influences tourist satisfaction and revisit intention. A satisfying experience not only creates loyalty, but is also the basis for building a strong destination image (Pine & Gilmore, 1999) (Y. H. Wang et al., 2015). Various studies show a significant relationship between tourist experience, destination image, and revisit intention, either directly or through satisfaction as a mediating variable (Sari et al., 2021) (Libre et al., 2022) (Anggraini et al., 2023). However, previous research results show inconsistencies regarding the significant role of tourism experience and destination image on revisit intention (Kumbara et al., 2020) (Permana & Adam, 2024), so further studies are needed to fill this gap.

With this background, this study aims to examine the effect of tourist experience and destination image on tourists' revisit intention with satisfaction as a mediating variable, with a focus on the Kenjeran Surabaya Beach Amusement Park tourist attraction. This research is expected to make a theoretical contribution to tourism literature as well as practical recommendations for destination managers in improving the quality of tourist experiences and destination marketing strategies.

LITERATURE REVIEW

Exogenous variables are independent variables that are able to influence other variables that are bound (endogenous), either directly or through intermediaries. In the context of this research, tourist experience and destination image, symbolized by (X), act as exogenous variables. Meanwhile, variables that are influenced by exogenous variables are called endogenous variables. In this study, satisfaction (M) and revisit intention (Y) are categorized as endogenous variables because both are influenced by tourist experience and destination image.

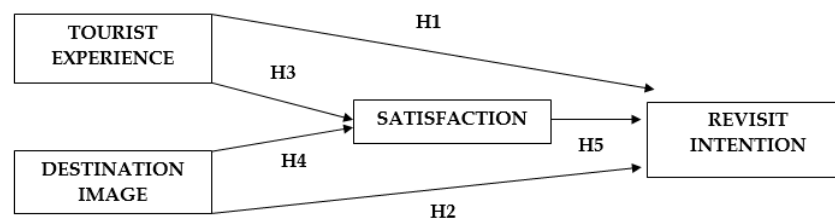


Figure 2. Research Design

Revisit intention in this study refers to a person's tendency to return to visit a tourist destination in the future, based on previous experience. This concept is seen as a behavioral response that reflects the desire of tourists to make repeat visits (Adinegara, 2021:41) (Karkan & Birdir, 2023:352) (Lestari, 20233). Nasib et al. (2024:9) identified five factors that influence travelers' revisit intentions. Brand love arises from emotional attachment due to positive experiences. Brand trust reflects the belief that the destination can fulfill expectations. Destination image is the traveler's positive perception of the destination. Physical evidence includes facilities and comforts that are felt directly. Meanwhile, accessibility refers to the ease of access to the destination, which also encourages the intention to visit again. Indicators to measure revisit intention in this study are compiled based on Lin (2013), Wantara & Tambrin (2021), and Juliana et al. (2024), which have been adapted to the research context. These indicators include intention to revisit the destination, willingness to recommend to others, desire to invite others to visit, and perceptions of the destination image as a form of satisfaction with previous tourism experiences.

Tourist experience according to Andersson (2007) is the process by which tourism services are enjoyed and provided, with tourists playing an important role in creating value and utilizing resources. Ryan (2011:20) defines tourist experience as an individual story that provides an understanding of the experiences of others without judging the absolute truth. Frochot & Batat (2013) add that tourist experience is formed through social interaction, with the meaning of experience related to social, cultural, environmental, and activity factors. Overall, tourist experience is a process of social interaction that involves tourists in enjoying and creating value from tourism services, which are influenced by various social, cultural, and environmental factors. In this study, the tourist experience variable is measured using indicators compiled based on previous studies, namely Xu et al. (2018), Luo et al. (2021), and Xue et al. (2022). The indicators used cover several aspects of relevant tourism experiences, namely: resource and environmental experience, novelty, engagement, local culture, education, escapism, and aesthetics. These indicators provide a comprehensive picture of the tourist experience in enjoying and interacting with tourist destinations.

Destination image is a perception formed from beliefs, ideas, feelings, experiences, or impressions that a person has about a tourist destination (Sussmann & Unel, 1999:223). Morgan et al. (2010:51) mentioned that destination image is a key factor in destination selection, which can be influenced by stories or themes related to the place, as well as experiences shared by other visitors, locals, or tourism staff. Ryan (2011:11) adds that destination image is an attractive representation that provides criteria for visitors to judge their experience. Thus, destination image is a perception formed from various factors that influence tourists' judgments and decisions regarding tourist destinations. To measure destination image variables, this study refers to indicators developed by Beerli & Martín (2004), Chi & Qu (2008), Liu et al. (2012), and Seabra et al. (2020), which have been adapted to the destination context in this study. Destination image is measured through seven indicators, namely place atmosphere, travel environment, accessibility, price and value, recreational infrastructure, social setting and environment, and simplicity and authenticity. These indicators

represent tourists' perceptions of the destination that influence their assessment and decision to make a repeat visit.

Satisfaction is a subjective evaluation of tourists after enjoying tourism services, which arises from the comparison between expectations and actual experiences (Zikmund et al., 2003:72) (Das Gupta, 2011:47) (Oliver & Richard L, 2015:8). This satisfaction plays an important role in influencing traveler decisions, including the intention to return to the same destination. According to Indrasari (2019:90), there are five factors that influence satisfaction, namely: product and service quality, service quality, emotional factors, price, and cost. Satisfaction will increase if the product or service has good quality, the service meets expectations, creates emotional pride, offers affordable prices, and does not require additional costs or time to enjoy it. To measure the satisfaction variable, this study refers to the indicators developed by Bayih & Singh (2020), Hibatullah et al. (2022), and SSunerlan et al. (2023), which have been adapted to the destination context in this study. The satisfaction indicators used include five indicators, namely satisfaction with facilities, satisfaction with tourist attractions, satisfaction with accessibility, general satisfaction, and conformity to expectations. These five indicators reflect tourists' overall level of satisfaction with their experience and contribute to the assessment of the destination.

Hypotheses

H1: There is a significant effect of tourist experience on revisit intention

Research in tourism shows that a positive tourist experience can increase tourists' revisit intention. Pleasant experiences and low risk perceptions of destinations encourage tourists to revisit the same place (Saragih et al., 2022:128) (Hosany et al., 2015) (Huang & Hsu, 2009). A number of empirical studies also confirm the significant effect of tourist experience on revisit intention (Pujiastuti, 2020) (Luo et al., 2021) (Sari et al., 2021) (Libre et al., 2022) (Anggraini et al., 2023). However, some studies have found different results, showing that tourist experience does not always have a significant effect on revisit intention (Kumbara et al., 2020) (Ismadi & Suwitho, 2023) (Permana & Adam, 2024)

H2: There is a significant effect of destination image on revisit intention

Destination image has a significant influence on tourists' revisit intention. A strong destination image forms positive perceptions that influence expectations, satisfaction, and decisions to return to visit (Fajri, 2021:20) (Yuan & Vui, 2023) (Králíková et al., 2020). Various empirical studies show that destination image has a positive effect on revisit intention (Pratminingsih et al., 2014) (Harun et al., 2018) (Sari et al., 2021) (Indriani et al., 2021) (Manyangara et al., 2023) (Permana & Adam, 2024). However, there are also studies that show different results, such as those submitted by Libre et al. (2022), which states that destination image has no effect on revisit intention.

H3: There is a significant effect of tourist experience on satisfaction

Collaboration between stakeholders in the tourism industry plays an important role in creating a quality tourist experience and has a positive impact on tourist satisfaction (Idham et al., 2023:7) (Khairunnisa et al., 2023) (Setiawan & Alan Kurniawan, 2019). The quality of the tourist experience is proven to be directly proportional to the level of satisfaction and can influence tourist behavior,

including loyalty and repeat visit intentions (Chen & Chen, 2010) (Mahardika, 2024). The results of empirical studies also show that tourist experience has a significant effect on satisfaction (Pujiastuti, 2020) (Sari et al., 2021) (Anggraini et al., 2023) (Ismadi & Suwitho, 2023) (Permana & Adam, 2024). However, (Libre et al., 2022) found that tourist experience has no effect on tourist satisfaction.

H4: There is a significant effect of destination image on satisfaction

Destination image plays an important role in shaping tourist perceptions and expectations and is the basis for destination marketing strategies. A positive destination image can increase perceived value and tourist satisfaction, and encourage repeat visit decisions and recommendations (Adinegara, 2021:10) (Ratnaningtyas et al., 2023). Several empirical studies support the positive and significant influence between destination image and satisfaction (Pratminingsih et al., 2014) (Sari et al., 2021) (Permana & Adam, 2024). However, different findings were presented by Indriani et al. (2021) and Libre et al. (2022) which state that destination image has no effect on satisfaction.

H5: There is a significant effect of satisfaction on revisit intention

Satisfaction is a key determinant in influencing tourists' revisit intention. High satisfaction with the tourist experience encourages the desire to visit again and increases loyalty and word of mouth (Alegre & Cladera, 2009) (Saragih et al., 2022:128) (Shapoval et al., 2021) (Brida et al., 2012) (Bhat & Qadir, 2013). Empirical studies show that satisfaction as a mediating variable has a positive and significant effect on revisit intention (Pratminingsih et al., 2014) (Ranjbarian & Pool, 2015) (Soleimani & Einolahzadeh, 2018) (Pujiastuti, 2020) (Sari et al., 2021) (Indriani et al., 2021) (Libre et al., 2022) (Anggraini et al., 2023) (Ismadi & Suwitho, 2023). However, some studies such as (Mohd Taher et al., 2015) and Permana & Adam (2024) show that satisfaction does not always have a significant effect as a mediating variable on revisit intention.

METHODOLOGY

This study is a conclusive quantitative study with a causal approach that aims to analyze the influence of tourist experiences and destination images on return intentions, with satisfaction as a mediating variable. The study population included tourists who had visited the Kenjeran Beach Amusement Park (THP) Surabaya, with the characteristics of respondents aged 18–60 years and had visited the location at least once since 2022. The sampling technique used *purposive sampling*, with a total of 237 respondents, meeting the minimum SEM criteria, which is ten times the number of indicators (Malhotra & Dash, 2016:70-80) (Haryono, 2016:387)

Data was collected through online questionnaires distributed offline using barcodes inside and outside the research site, to increase the reach and representativeness of respondents. The research instrument was developed from previous study indicators and measured using a five-point Likert scale. Primary data is obtained from questionnaires, while secondary data is derived from scientific literature and other official sources (Malhotra & Dash, 2016:280)

This study involved four main variables: tourism experience and destination image as independent variables, satisfaction as a mediating variable, and intention to return as dependent variables. Data analysis was carried out using the *Partial Least Squares - Structural Equation Modeling* (PLS-SEM) method using SmartPLS 3, through two stages: evaluation of the measurement model (convergent validity, discriminant, and reliability of construct), as well as evaluation of structural models (path coefficient, R^2 , f^2 , Q^2 , and *goodness-of-fit*) (Hair et al., 2017:198) (Ghozali & Latan, 2015:79)

The hypothesis test was carried out by *bootstrapping technique*, where the hypothesis is declared significant if the t-value > 1.96 at a significance level of 5%. The mediation test followed a three-stage approach, including testing for direct influence, influence on mediators, and simultaneous influence on dependent variables. This approach aims to gain a comprehensive understanding of the relationship between variables and the role of satisfaction in shaping tourists' revisit intentions.

RESULT

Respondent Characteristics

This study involved 237 respondents who filled out questionnaires offline through google form. The majority of respondents were female (66%), aged 18-31 years (68%), and domiciled in Surabaya (50.6%) and Sidoarjo (47.7%). Based on the year of visit, most respondents visited THP Kenjeran in 2022 (33%). In terms of education, the majority of respondents have a high school education (49%), and for income, most have an income of more than IDR 2,000,000 per month (34%). These findings indicate a significant diversity of demographic backgrounds in this study, with the dominance of young age groups, secondary education, and visitors from urban areas.

Model Analysis

This study uses the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis method with the help of the SmartPLS 3 application. The data analyzed were obtained from 237 respondents. The analysis was carried out in two stages, namely outer model and inner model. This stage aims to evaluate the extent to which the proposed model is appropriate and feasible to use.

a. Outer Model

Evaluation of the measurement model is carried out to assess construct validity and reliability to ensure that the indicators used are able to accurately measure latent variables.

1. Convergent validity

Convergent validity indicates that the indicators in one construct must have a high correlation. In this study, convergent validity is assessed based on the loading factor value and the Average Variance Extracted (AVE) value. According to Ghozali & Latan (2015), the ideal loading factor value for confirmatory research is above 0.7, but values between 0.6 to 0.7 are still acceptable in exploratory research. For initial scale development, a loading factor value of 0.5 to 0.6 is also still considered adequate. In addition, the AVE value must exceed 0.50 for the construct to be said to meet convergent validity.

The test results show that all indicators on the tourist experience variable have a loading factor value above 0.6, with the highest value of 0.832 and the lowest of 0.624. This shows that the 16 statement items are valid in measuring these constructs. For the destination image variable, the loading factor value is also above 0.6, with the highest value of 0.851 and the lowest of 0.727. In the satisfaction variable, the highest loading factor value is 0.899, while the lowest value is 0.711. The revisit intention variable is also considered valid because all items have a loading factor value above 0.6, with the highest value of 0.911 and the lowest value of 0.828.

In addition, testing convergent validity is complemented by examining the AVE value. If the AVE value is greater than 0.5, the construct is considered valid because it is able to explain at least 50% of the variance of each item (Ghozali & Latan, 2015:74). In this study, all constructs have AVE values that exceed this threshold. The AVE value for the tourist experience variable is 0.571, destination image is 0.624, satisfaction is 0.751, and revisit intention is 0.799. Based on these values, it can be concluded that all constructs in this study are valid in measuring their variables.

2. Discriminant validity

Discriminant validity ensures that indicators from different constructs are not highly correlated. This validity test is carried out through cross loading analysis and Heterotrait-Monotrait Ratio (HTMT) value. The cross loading results show that each item has the highest loading value on the construct it measures, and lower on other constructs, thus indicating that each indicator better represents its own construct. In addition, HTMT values are also used to support discriminant validity testing. The following are the results of the HTMT value

Table 1. HTMT

X2 <-> X1	0,894
Y1 <-> X1	0,826
Y1 <-> X2	0,908
Z1 <-> X1	0,835
Z1 <-> X2	0,938
Z1 <-> Y1	0,900

Source: Primary Data, Processed with Smart PLS 3

All HTMT values are below the maximum limit of 1, which according to Henseler et al. (2016) indicates that the constructs in the model can be clearly distinguished. Thus, the results of this test indicate that the discriminant validity in the model has been met.

3. Reliability test

The reliability test in this study was conducted to ensure the consistency and accuracy of the instrument in measuring constructs, using Cronbach's Alpha and Composite Reliability values. The analysis results show that all variables, namely tourist experience, destination image, satisfaction, and revisit intention have Cronbach's Alpha values between 0.749 to 0.972, and Composite Reliability

between 0.955 to 0.975. Because all values exceed the minimum limit of 0.70, all constructs are declared reliable.

Table 2. Reliability Test

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Tourist Experience	0,949	0,955
Destination Image	0,966	0,969
Satisfaction	0,972	0,975
Revisit Intention	0,964	0,969

Source: Primary Data, Processed with Smart PLS 3

b. Inner Model

Structural model analysis aims to evaluate the relationship between exogenous and endogenous variables to test the research hypothesis (Musyaffi et al., 2021). This process is carried out through several systematic stages of analysis.

1. Path coefficient

Evaluation of the structural model is carried out by assessing the significance of the relationship between constructs through the t test using the bootstrapping method. The relationship is considered significant if the t-statistic value > 1.96 at the 5% significance level.

Table 3. Path coefficient

	T statistics	Description
Tourist experience -> Revisit Intention	1,126	Not Significant
Tourist experience -> Satisfaction	1,168	Not Significant
Destination Image -> Revisit Intention	3,230	Significant
Destination Image -> Satisfaction	12,687	Significant
Satisfaction -> Revisit Intention	3,277	Significant

Source: Primary Data, Processed with Smart PLS 3

The results of the analysis show that the relationship of tourist experience to revisit intention (t = 1.126) and to satisfaction (t = 1.168) is not significant. In contrast, destination image has a significant effect on revisit intention (t = 3.230) and satisfaction (t = 12.687). Satisfaction also has a significant effect on revisit intention (t = 3.277).

2. Coefficient of determination / R-square (R^2)

The coefficient of determination (R^2) is used to measure how much the exogenous variables explain the endogenous variables. A high R^2 value indicates a strong predictive ability of the model (Hair et al., 2017).

Table 4. R Square

	R Square	R Square Adjusted
Revisit Intention	0,805	0,803
Satisfaction	0,831	0,829

Source: Primary Data, Processed with Smart PLS 3

The results showed that the simultaneous effect of tourist experience and destination image on revisit intention had an R^2 value of 0.805 and Adjusted R^2 of 0.803, which means that the effect is classified as strong. Meanwhile, the effect on satisfaction shows an R^2 value of 0.831 and an Adjusted R^2 of 0.829, which also shows strong predictive power.

3. Effect size (f^2)

Effect size (f^2) is used to measure the size of the influence between variables. According to Haryono (2016:384), a value of 0.02 indicates a small influence, 0.15 is moderate, and 0.35 is large.

Table 5. Effect Size

	f^2	Effect
Tourist experience -> Revisit Intention	0,016	None
Tourist experience -> Satisfaction	0,012	None
Destination Image -> Revisit Intention	0,113	Small
Destination Image -> Satisfaction	1,081	Large
Satisfaction -> Revisit Intention	0,141	Small

Source: Primary Data, Processed with Smart PLS 3

The results showed that tourist experience has no effect on revisit intention or satisfaction. Destination image has a small effect on revisit intention and a large effect on satisfaction. Meanwhile, satisfaction has a small effect on revisit intention.

4. Goodness of fit

The Goodness of Fit (GoF) index measures the overall validity of the model, with categories of low (0.10), medium (0.25), and high (0.36) (Rahadi, 2023). The following are the results of the calculation:

Table 6. GoF

	<i>R Square</i>	<i>Communality</i>
<i>Revisit Intention</i>	0,805	0,735
<i>Satisfaction</i>	0,831	0,707
<i>Average</i>	0,818	0,721
GoF	0.294889	

Source: Primary Data, Processed with Smart PLS 3

The GoF calculation result of 0.294 indicates that the model is in the medium category, which means that the model has a fairly good fit in explaining the relationship between variables.

5. Q² Predictive Relevance

Evaluation of predictive relevance (Q²) is used to measure the predictive ability of the model. A Q² value > 0 indicates good predictive relevance (Ghozali & Latan, 2015:79). This study uses a cross-validated redundancy approach.

Table 7. Q²/ q² Predictive Relevance

	Q ² / q ²
Revisit Intention	0,637
Satisfaction	0,617

Source: Primary Data, Processed with Smart PLS 3

As a result, the Q² for revisit intention is 0.637 and for satisfaction is 0.617, which means that the model has good predictive relevance for these two variables.

6. q² Predictive Relevance

The q² evaluation measures the level of predictive relevance of the model, with categories of weak (0.02), moderate (0.15), and strong (0.35) (Ghozali & Latan, 2015). The results show that q² for revisit intention is 0.637 and for satisfaction is 0.617, which means both have strong predictive relevance. This shows the model has high predictive ability.

7. Hypothesis Testing

Hypothesis testing is the process of assessing statements about population parameters through sample data, by comparing the null and alternative hypotheses to determine the significance of support for the alternative hypothesis (Rahadi, 2023)

a) T-Statistic Test

Hypothesis testing was conducted with a significance level of 5 percent (t-critical 1.96).

Table 8. Hypothesis testing

	Original Sample	Sample Mean (M)	STDEV	T Statistics	P Values
X1 -> Y1	0,110	0,110	0,098	1,126	0,261
X1 -> Z1	0,088	0,091	0,075	1,168	0,243
X2 -> Y1	0,417	0,413	0,129	3,230	0,001
X2 -> Z1	0,835	0,834	0,066	12,687	0,000
Z1 -> Y1	0,403	0,408	0,123	3,277	0,001

Source: Primary Data, Processed with Smart PLS 3

The results show that:

- Tourist experience (X1) has no significant effect on revisit intention (Y1) or satisfaction (Z1).
- Destination image (X2) has a significant effect on revisit intention (Y1) and very significant on satisfaction (Z1).
- Satisfaction (Z1) also has a significant effect on revisit intention (Y1).

Overall, only destination image and satisfaction have a significant effect in the model.

b) Indirect effect test

Table 9. Indirect Effect Test

	Original Sample	Sample Mean (M)	STDEV	T Statistics	P Values	Results
X1 -> Z1 -> Y1	0,035	0,035	0,031	1,153	0,249	Not significant
X2 -> Z1 -> Y1	0,336	0,342	0,113	2,976	0,003	Significant

Source: Primary Data, Processed with Smart PLS 3

The results of the indirect effect test show:

- Tourist experience does not significantly affect revisit intention through satisfaction. Satisfaction does not act as a mediator in this relationship.
- Destination image has a significant effect on revisit intention through satisfaction. Satisfaction acts as a partial mediator (complementary partial mediation) in the relationship between destination image and revisit intention.

A summary of all hypothesis testing results can be seen in table 10

Table 10 Summary of hypothesis results

Hypothesis	Effect	Result
H1 : Tourist experience affects revisit intention	Not significant	Rejected
H2 : Destination image affects revisit intention	Significant	Accepted
H3 : Tourist experience affects satisfaction	Not significant	Rejected
H4 : Destination image affects satisfaction	Significant	Accepted
H5 : Satisfaction affects revisit intention	Significant	Accepted

Source: (Processed by Researchers)

DISCUSSION

The Effect of Tourist Experience on Revisit Intention

The results showed that there was no significant influence between tourist experience on revisit intention. This shows that the tourist experience during a visit to THP Kenjeran does not have a direct impact on visitors' desire to return. This finding shows that other factors such as satisfaction, perceived value, perceived quality, motivation, and trust can be more dominant in determining tourist loyalty (L. Wang & Li, 2023) (Zikmund et al., 2003:72) (Nasib et al., 2024:9). Most of THP Kenjeran's tourists come in school or community (Pratama, 2024), so the visit is more institutional than personal, and the experience gained does not always create an intention to return (Dalimunthe & Purwanti, 2021). This finding is in line with the research of Kumbara et al. (2020), Ismadi & Suwitho (2023), and Permana & Adam (2024), which state that tourist experience has no effect on revisit intention. However, these results contradict studies such as Pujiastuti (2020), Luo et al. (2021), and Anggraini et al. (2023), which found a positive effect of tourist experience on revisit intention. This difference in results can be caused by differences in the context of the object of research, for example mountain tourism, tourist villages, or special administrative areas, while in this study the context is beach tourism.

The Effect of Destination Image on Revisit Intention

This study found that destination image has a positive and significant effect on revisit intention. The more positive the image of a destination, the more likely visitors will return. Destination image reflects visitors' perceptions, impressions, and beliefs about a place (Nasib et al., 2024:9) (Fajri, 2021:20). This result is consistent with the study of Harun et al. (2018), Sari et al. (2021), and Permana & Adam (2024), but different from the results of Libre et al. (2022), which may be due to differences in the type of tourist attraction.

The Effect of Tourist Experience on Satisfaction

No significant effect was found between tourist experience and satisfaction. This can be attributed to the inadequate quality of public facilities, particularly toilets, which was the lowest scoring statement in the survey. Tourists who come in groups also tend to focus on togetherness, not in-depth exploration of destinations. This finding is in line with Libre et al. (2022), but contradict Pujiastuti (2020), Sari et al. (2021), and Anggraini et al. (2023), who found a significant relationship between tourist experience and satisfaction. The difference in results can also be attributed to the character of the tourist attraction studied.

The Effect of Destination Image on Satisfaction

Destination image has a significant effect on satisfaction. Positive perceptions of accessibility, facilities, and tourist attractions support the level of visitor satisfaction (Adinegara, 2021:10) Pratminingsih et al. (2014). This finding is also in line with the study of Sari et al. (2021) and Permana & Adam (2024). The difference in results compared to the studies of Indriani et al. (2021) and Libre et al. (2022) can again be explained by the different types of destinations studied (historical/cultural vs. beach tourism).

The Effect of Satisfaction on Revisit Intention

Satisfaction is proven to have a positive and significant influence on revisit intention, which means that the higher the level of tourist satisfaction, the more likely they are to return and share their positive experiences (Saragih et al., 2022:128). This finding is consistent with previous studies by Pratminingsih et al. (2014), Ranjbarian & Pool (2015), Pujiastuti (2020), and Sari et al. (2021). However, this result is different from the research of Mohd Taher et al. (2015) and Permana & Adam (2024) who did not find the mediating role of satisfaction in the relationship.

Further analysis shows that satisfaction acts as a partial mediator in the relationship between destination image and revisit intention (complementary partial mediation). In contrast, satisfaction does not mediate the relationship between tourist experience and revisit intention (no effect). This finding confirms that satisfaction is not necessarily formed solely from the tourist experience, especially if basic facilities are inadequate or the motivation for visiting is dominated by external factors such as participation in institutional groups.

CONCLUSION AND RECOMMENDATION

Conclusion

This study shows that destination image plays an important role in increasing visitor satisfaction and revisit intention at THP Kenjeran. In contrast, tourist experience does not have a significant influence on these two variables. In addition, visitor satisfaction is proven to be a key factor that encourages the desire to visit again. Thus, the management of tourist destinations needs to focus on strengthening the destination image and improving service quality to increase visitor satisfaction and loyalty.

Recommendation

This study still has some limitations, so it is recommended that future research use open-ended questions in the questionnaire to gain deeper insights

into the tourist experience. A mixed method approach is also recommended to generate more comprehensive data. In addition, discriminant validity should be tested with more diverse methods, and the use of other analysis software such as AMOS can be considered to obtain more accurate results.

Practically, the manager of THP Kenjeran needs to improve the image of the destination through improving facilities, improving services, and developing tourist attractions that suit the needs of visitors. Facilities such as comfortable seating, neat pedestrian paths, children's play areas, attractive photo spots, and adequate cleaning facilities can increase tourist comfort and satisfaction.

From a theoretical point of view, the results of this study can serve as a reference in understanding the factors that influence tourists' return visit intentions. Management strategies that focus on improving long-term tourist experiences, such as education on coastal history and ecosystems and the development of simple but interesting water tourism activities, are also recommended to enrich tourist experiences and support destination sustainability.

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