

The Influence of Destination Image on Tourist Satisfaction and Revisit Intention (Study of Generation X, Y, And Z Tourists at Canggu Beach, Bali, Indonesia)

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ABSTRACT: Revisit intention is an important concept in maintaining the sustainability of a destination in the future. This study aims to examine and discuss the effect of Destination Image (DI) on Tourist Satisfaction (TS) and Revisit Intention (RI). The study was conducted on tourists who had visited the Canggu tourist attraction, Bali, Indonesia. The number of respondents was 150 people selected using the purposive technique. Data processing used Smart-PLS. The results showed that DI had a significant effect on TS and RI. TS had a significant effect on RI. There were differences in the influence between variables based on generation groups. In Generation X, Destination Image had a significant effect on Tourist Satisfaction and Revisit Intention, and Tourist Satisfaction also had a significant effect on Revisit Intention. In Generation Y, DI still had a significant effect on Tourist Satisfaction and Revisit Intention, but Tourist Satisfaction did not have a significant effect on Revisit Intention. Meanwhile, in Generation Z, Destination Image had a significant effect on Tourist Satisfaction, but did not have a significant effect on Revisit Intention. In addition, Tourist Satisfaction also does not have a significant effect on Revisit Intention.

KEYWORDS: Destination Image, Tourist Satisfaction, Revisit Intention, Generation

INTRODUCTION

Tourism is an important sector in the Indonesian economy, with Bali as one of the main destinations attracting domestic and foreign tourists. One area that has experienced rapid development is Canggu Beach, known for its natural beauty and local culture. However, to ensure the sustainability of tourist visits, it is important to understand the factors that influence their satisfaction and revisit intention.

Destination image has been identified as a key determinant in shaping tourists' perceptions, which in turn influences their satisfaction and revisit intention. According to research by Anugrah et al. (2022), a positive destination image contributes significantly to tourist satisfaction, which then increases their revisit intention. In addition, research by Tunjungsari et al. (2019) shows that positive perceptions of a destination play an important role in attracting tourists to return.

Although there are various studies on the effect of destination image on satisfaction and revisit intention, studies that specifically examine domestic tourists in Canggu Beach are still limited. Therefore, this study aims to fill this gap by analyzing how destination image influences domestic tourists' satisfaction and revisit intention in Canggu Beach, Bali. The results of this study are expected to contribute to the development of more effective marketing strategies and destination management, in order to increase the competitiveness of Canggu Beach as a leading tourist destination.

LITERATURE REVIEW

Destination Image

Destination image is an important concept in tourism studies, which refers to the perception and image that tourists have of a destination. This image is formed through various factors, including direct experience, information from the media, and word of mouth. According to Baloglu and McCleary (1999), destination image consists of two main components: cognitive image, which is the evaluation of the physical attributes of the destination, and affective image, which is the feelings or emotions evoked by the destination.

Theoretically, a positive destination image can increase tourist satisfaction. This satisfaction then acts as a mediator that strengthens tourists' intention to revisit. As stated by Chen and Tsai (2007), tourist satisfaction has a mediating role between

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destination image and revisit intention. This shows that positive perceptions of a destination not only increase satisfaction but also encourage tourist loyalty in the form of revisits.

Empirically, various studies have supported the relationship between destination image, satisfaction, and revisit intention. For example, a study by Prayag and Ryan (2012) found that a strong and positive destination image has a significant effect on tourist satisfaction, which in turn increases their intention to return. Similarly, a study by Zhang et al. (2014) showed that positive destination image directly contributes to tourist satisfaction and indirectly influences revisit intention through satisfaction.

Another study by Stylos et al. (2016) confirmed that a positive destination image not only increases satisfaction but also shapes the behavioral intention of tourists to recommend the destination to others. This shows that destination image plays an important role in shaping post-visit behavior, including the intention to return and provide positive recommendations. Overall, theoretical and empirical literature shows that a positive destination image plays an important role in increasing tourist satisfaction and encouraging their intention to revisit. Therefore, destination managers need to pay attention to and manage the destination image well to ensure the sustainability and competitiveness of the destination.

Tourist Satisfaction

Tourist satisfaction is a central concept in tourism research, referring to the post-visit evaluation of a tourist's experience at a destination. According to Oliver (1980), customer satisfaction is defined as an emotional assessment arising from a consumption experience, compared to prior expectations. In the context of tourism, tourist satisfaction reflects the extent to which their experience matches or exceeds their pre-visit expectations.

Theoretically, the disconfirmation of expectations model is often used to explain tourist satisfaction. This model states that satisfaction occurs when perceived performance exceeds expectations (positive disconfirmation), while dissatisfaction occurs when performance is below expectations (negative disconfirmation) (Oliver, 1980). Factors such as service quality, destination attractions, accessibility, and price have been identified as key determinants of tourist satisfaction (Kozak & Rimmington, 2000).

Empirically, a study by Kozak and Rimmington (2000) found that service quality and value for money were significant predictors of tourist satisfaction in two European holiday destinations. Another study by Chi and Qu (2008) showed that tourist satisfaction has a mediating role between destination image and tourist loyalty, as measured by intention to revisit and recommendation to others. In addition, a study by Lee et al. (2007) identified that a satisfying tourist experience increases tourists' intention to revisit and spread positive recommendations.

In the context of domestic tourism in Indonesia, research by Usman et al. (2022) shows that tourism marketing mix and service quality have a positive and significant effect on tourist satisfaction, which in turn increases the intention to revisit Bantimuring tourist attractions in Maros Regency. Overall, theoretical and empirical literature confirms that tourist satisfaction is influenced by various factors, including service quality, destination image, and perceived value. This satisfaction is not only important to ensure a positive experience for tourists, but also plays a crucial role in driving repeat visit intentions and positive recommendations, which ultimately contribute to the sustainability and success of tourist destinations.

Revisit Intention

Tourist revisit intention is an important topic in tourism research, as it relates to tourist loyalty to a destination. Theoretically, revisit intention is defined as the desire or tendency of tourists to return to the same destination in the future. According to Baker and Crompton (2000), this intention is influenced by various factors, including tourist satisfaction, quality of experience, and destination image. Empirically, research by Um et al. (2006) found that a positive destination image has a significant effect on revisit intention, with tourist satisfaction as a mediating variable. Another study by Chen and Gursoy (2001) showed that service quality and value perceived by tourists have a direct impact on their intention to return. In addition, research by Oppermann (2000) confirmed that a positive experience during the first visit increases the likelihood of tourists to make a repeat visit.

In the context of domestic tourism in Indonesia, research by Nuraeni (2017) identified that promotion, service quality, and tourist attractions have a significant influence on tourists' revisit intentions in Semarang. This finding is in line with a study by Prayag and Ryan (2012), which emphasized that personal involvement and place attachment also play an important role in shaping tourist loyalty through revisit intentions. Overall, theoretical and empirical literature suggests that revisit intentions are influenced by various factors, including destination image, satisfaction, service quality, and tourist experience. Understanding these factors is important for destination managers to develop effective strategies to increase tourist loyalty and ensure destination sustainability.

Hypothesis

Based on theoretical and empirical studies, the following hypotheses can be proposed:

H1 Destination Image has a significant effect on Tourist Satisfaction.

H2 Destination Image has a significant effect on Tourist Revisit Intention.

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H3 Tourist Satisfaction has a significant effect on Tourist Revisit Intention.

METHOD

This study uses a quantitative approach with an explanatory research design that aims to analyze the influence of destination image on tourist satisfaction and revisit intention at the Canggu tourist attraction, Bali. The population in this study were all tourists visiting the Canggu tourist attraction, Bali. The population size is not known for certain. To determine the research sample, a purposive sampling technique was used, namely sampling based on certain criteria, namely tourists who have visited Canggu at least once. The sample used in this study was 150 respondents consisting of 50 respondents from Generation X, 50 respondents from Generation Y, and 50 respondents from Generation Z. Data were collected through questionnaires distributed online to tourists visiting Canggu, Bali. The questionnaire consists of several parts, namely respondent identity, questions about destination image, tourist satisfaction, and revisit intention. This research instrument uses a 5-point Likert scale measured from 1 (strongly disagree) to 5 (strongly agree). The analysis tool used in this study is SmartPLS (Partial Least Squares), which is one of the structural analysis methods based on structural equation modelling (SEM). SmartPLS was chosen because it is able to handle data with non-normal characteristics, small to medium samples, and complex models (Hair et al., 2017). This SEM technique is used to test the influence between destination quality, tourist satisfaction, and revisit intention.

The analysis procedure is carried out in two stages: first, testing the validity and reliability of the construct through the Outer Model test; and second, testing the hypothesis and the relationship between variables through the Inner Model test. Construct validity is measured using convergent validity and discriminant validity, while reliability is measured using Cronbach's alpha and Composite Reliability values. The results of testing the research instrument have shown valid and reliable results so that the results of data processing can be interpreted. Hypothesis testing is carried out by looking at the p-value. If the p-value is smaller than or equal to 0.05, it can be concluded that it has a significant effect, but if the p-value is greater than 0.05, it can be concluded that it has an insignificant effect.

RESULT AND DISCUSSION

Result

Table 1 shows the characteristics of the respondents in this study. Most of the respondents were female (60%). High school education dominated the respondents at 80%. The age of the respondents was adjusted to the purpose of this study, each generation was 33.33%. Most of the respondents' professions were students. The highest number of visits were first-time visitors at 80.66%.

Table 1. Respondent Characteristics (n=150)

		n	%
Gender	Man	60	40
	Woman	90	60
Age	45-60 years (Gen X)	50	33.33
	30-45 years (Gen Y)	50	33.33
	17-29 years (Gen Z)	50	33.33
Education	High School	120	80.00
	Bachelor	25	16.66
	Postgraduate	5	3.33
Profession	Government employees	33	22.00
	Employee private	30	2.00
	Businessman	22	14.66
	Teacher	50	33.33
	Other	15	10.00
Amount visit	time	121	80.66
	2 times	20	13.33
	3 times	5	3.33
	>3 times	4	2.66

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Figure 1. Final Structural Model
Significant at 0.05

Table 2. Results of the Test of Influence between Variables (n=150)

Path	Coefficient	p-value	Result
DI → TS	0.882	0.000	Accepted
DI → RI	0.685	0.000	Accepted
TS → RI	0.650	0.000	Accepted

Table 2 shows the results of hypothesis testing. The results found that hypothesis 1 was accepted so that DI had a significant effect on TS. Hypothesis 2 stated that DI had a significant effect on RI. This result shows that the p-value is 0.000 so that hypothesis 2 is accepted. Hypothesis 3 stated that TS had a significant effect on RI. This result shows that the p-value is 0.000 so that hypothesis 3 is accepted.

Table 3. Influence between Variables across Generations

Path	Gen X (n=50)		Gen Y (n=50)		Gen Z (n=50)	
	Coefficient	p-value	Coefficient	p-value	Coefficient	p-value
DI → TS	0.985	0.000	0.794	0.000	0.745	0.000
DI → RI	0.852	0.000	0.777	0.000	0.224	0.065
TS → RI	0.850	0.000	0.128	0.108	0.254	0.058

Table 3 shows different results for the influence between variables in different generations. In Generation X, DI has a significant effect on TS and RI. TS also has a significant effect on RI. In Generation Y, DI has a significant effect on TS and RI, but TS does not have a significant effect on RI. Meanwhile, in Generation Z, DI has a significant effect on TS, but DI does not have a significant effect on RI. TS also does not have a significant effect on RI.

DISCUSSION

The Effect of Destination Image on Tourist Satisfaction

The results of this study indicate that Destination Image has a significant effect on Tourist Satisfaction. This finding is in line with previous studies that emphasize that destination image plays a key role in shaping tourist satisfaction. A positive destination image will increase tourists' expectations of the tourism experience, which ultimately affects their level of satisfaction (Chen & Tsai, 2007). If tourists' expectations are met or even exceeded, their satisfaction with the destination will increase, which can then encourage repeat visit intentions (Prayag, 2009). Several empirical studies support this finding. Chen and Phou (2013) found that a positive destination image not only increases tourist satisfaction but also strengthens tourist loyalty to the destination. The results of Lee, Lee, and Lee's (2014) study showed that cognitive and affective factors of destination image have a close relationship with tourist experience, which ultimately affects tourist satisfaction and behavior in the future. In addition, a study by Styliadis, Shani, and Belhassen (2017) confirmed that differences in destination image between domestic and international tourists can affect their level of satisfaction. This shows that perceptions of destinations can vary based on the background and expectations of tourists, which adds to the complexity of the relationship between destination image and tourist satisfaction. Based on the results of this study and theoretical and empirical support, it can be concluded that improving a positive destination image is very important to

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increase tourist satisfaction. Therefore, tourism destination managers need to focus on marketing strategies that can form a strong and attractive image for both domestic and international tourists.

The Effect of Destination Image on Tourist Revisit Intention

The results of this study indicate that Destination Image has a significant effect on Revisit Intention. This finding is consistent with the theory and various previous studies that emphasize that destination image plays an important role in influencing tourists' intention to return to a destination. According to the theory of tourist behavior, a positive destination image creates Tourist Satisfaction which ultimately increases tourist loyalty, including the intention to revisit (Revisit Intention) (Chen & Tsai, 2007). This model is known as Stimulus-Organism-Response (SOR), where destination image acts as a stimulus, satisfaction as an organism, and revisit intention as a response (Mehrabian & Russell, 1974). Qu, Kim, and Im (2011) found that a strong and positive destination image directly influences tourists' intention to return, especially through the uniqueness and emotional appeal of the destination. Chen and Phou (2013) stated that a positive destination image increases tourist satisfaction, which in turn strengthens tourist loyalty to the destination, including the intention to revisit. Huang and Hsu (2009) confirmed that tourists who have positive perceptions of a destination tend to develop emotional attachment, which contributes to increased revisit intentions. Styliadis, Shani, and Belhassen (2017) found that differences in image between first-time and returning tourists affect their experiences, with tourists who have positive images being more likely to return. Based on these theories and empirical findings, this study further strengthens the argument that destination marketing strategies should focus on enhancing destination image to attract tourists to revisit. Factors such as attraction quality, local friendliness, infrastructure, and tourism experiences should be well managed to strengthen a positive destination image.

The Effect of Tourist Satisfaction on Tourist Revisit Intention

The results of this study indicate that Tourist Satisfaction has a significant effect on Revisit Intention. This finding is consistent with previous studies stating that tourist satisfaction is a key factor in forming tourist revisit intention to a destination. According to the Expectation-Confirmation Theory (ECT) proposed by Oliver (1980), satisfaction occurs when tourist experiences meet or exceed their expectations. If tourists are satisfied with the experience they get, they tend to build emotional attachment to the destination and show tourist loyalty, including Revisit Intention (Baker & Crompton, 2000). This result is consistent with Baker and Crompton (2000) who found that tourist satisfaction is the main predictor of revisit intention, especially if the experience they get is better than initial expectations. Yoon and Uysal (2005) emphasized that satisfaction not only affects revisit intention but also increases tourist loyalty to the destination. Chen and Tsai (2007) showed that tourists who are satisfied with a destination tend to have a positive perception of it and are more likely to recommend and revisit the destination. Prayag, Hosany, and Odeh (2013) found that satisfaction dimensions, including interaction with local residents and service quality, have a significant impact on tourists' decision to return to the same destination. Um, Chon, and Ro (2006) highlighted that satisfied tourists are more likely to engage in positive word-of-mouth, which in turn strengthens revisit intention. Based on the theory and empirical evidence, this study further strengthens the argument that tourism destination managers need to improve service quality and tourism experiences to enhance tourist satisfaction. This will have a direct impact on tourist loyalty and their likelihood of returning to the same destination in the future.

Cross-generational Effects on Relationships Between Variables

The results of this study indicate that the influence between DI, TS, and RI variables differs between generations. In Generation X, DI has a significant effect on TS and RI. This shows that this generation is highly influenced by destination image in shaping satisfaction and revisit intention. TS has a significant effect on RI, meaning that this generation tends to revisit if they are satisfied with their travel experience.

In generation Y, DI has a significant effect on TS and RI. This generation considers destination image as the main factor in shaping satisfaction and revisit intention. TS does not have a significant effect on RI, meaning that even though they are satisfied with the destination, this satisfaction does not necessarily make them want to return. Other factors such as exploring new destinations may have a greater influence on this generation.

In generation Z, DI has a significant effect on TS but not on RI. This generation is more influenced by destination image in shaping satisfaction, but this satisfaction does not guarantee a desire to return. TS does not have a significant effect on RI, meaning that the satisfaction felt is not the main factor in determining revisit intention, perhaps because their preferences are more dynamic and they enjoy trying new destinations.

Several empirical studies have supported these findings. Baker & Crompton (2000) found that tourist satisfaction generally influences revisit intention, but the impact is stronger for tourists who have high destination loyalty—more relevant to Generation X. Yoon & Uysal (2005) showed that the relationship between tourist satisfaction and loyalty can be moderated by individual

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factors, such as age and travel motivation. Huang & Hsu (2009) found that younger tourists (Generations Y and Z) are more motivated by new experiences than loyalty to a particular destination. Kim, Holland, & Han (2013) highlighted that Generation Y has more dynamic characteristics in choosing destinations, so even if they are satisfied with a place, they still tend to search for new destinations. Prayag, Hosany, & Odeh (2013) found that emotional experiences play an important role in shaping revisit intention, but Generation Z is more influenced by technology and social media factors in determining their next travel destination. Based on these theories and empirical evidence, the differences in influence between generations suggest that tourism destination marketing strategies need to be adjusted to the characteristics of each generation.

RESEARCH LIMITATIONS

This study has several limitations that need to be considered in interpreting the results. First, this study used a cross-sectional design, so the causal relationship between variables cannot be directly ascertained. Future studies are advised to use a longitudinal design to gain a deeper understanding of changes in tourist perceptions over time. Second, the number of respondents in this study was relatively limited, which may affect the generalizability of the findings to the domestic tourist population in Canggu Beach, Bali. Therefore, further research is advised to increase the number of respondents and expand the geographical coverage so that the results obtained are more representative and have a higher level of reliability. Nevertheless, the results of this study still provide valuable insights into the influence of destination image on tourist satisfaction and revisit intentions, and can be a basis for further research in the field of tourism.

CONCLUSION

This study revealed that Destination Image has a significant influence on Tourist Satisfaction and Revisit Intention. Destination Image has a significant influence on Revisit Intention. Tourist Satisfaction has a significant influence on Revisit Intention. However, there are differences in influence between variables based on generation groups. In Generation X, Destination Image has a significant influence on Tourist Satisfaction and Revisit Intention, and Tourist Satisfaction also has a significant influence on Revisit Intention. In Generation Y, DI still has a significant influence on Tourist Satisfaction and Revisit Intention, but Tourist Satisfaction does not have a significant influence on Revisit Intention. Meanwhile, in Generation Z, Destination Image has a significant influence on Tourist Satisfaction, but does not have a significant influence on Revisit Intention. In addition, Tourist Satisfaction also does not have a significant influence on Revisit Intention. These findings indicate that although destination image plays an important role in shaping tourist satisfaction and revisit intention, its impact may vary depending on generational characteristics. Therefore, marketing strategies and management of tourist destinations need to be adjusted to the preferences of each generation group to optimally increase tourist satisfaction and loyalty.

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