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Impact of Destination Image on Tourist Intention to Revisit Thru Satisfaction as an Intervening Variable at Eka Karya Botanical Garden, Bali

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Abstract

Tourists choose destinations to visit based on the description of the destination. If visitors feel satisfied with the tourist spot, they will visit the destination again and will then provide recommendations to other people. Destination image is not only a destination attribute, but also the overall impression displayed by the destination. The Eka Karya Bali Botanical Gardens is a unique place on the island of Bali that combines botanical research, plant conservation, education, and recreation and has a good rating from tourists as proven by the results of reviews on Google Reviews, many tourists gave positive comments. However, apart from positive reviews, there are also many negative reviews from tourists who have visited the Eka Karya Bali Botanical Gardens due to the environmental conditions being poorly maintained and the prices being quite expensive. Based on this negative assessment, this research was carried out to see the truth about the Eka Karya Bali Botanical Gardens. This research aims to determine the image of the Eka Karya Bali Botanical Garden destination among tourists. The data collection technique in this research used a questionnaire, then the sample determination technique used accidental sampling, namely determining respondents based on anyone who was met by chance at the research location. The sample in question was tourists who visited the Eka Karya Bali Botanical Gardens, totaling 240 respondents. The data analysis technique used in this research is quantitative descriptive, then hypothesis testing using professional smart PLS 3.0 software. The results of this research conclude that destination image has a significant influence on satisfaction, satisfaction has a significant influence on intention to visit again, destination image has a significant influence on intention to visit again, satisfaction has a significant influence on

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intention to visit again, and destination image has a significant influence on intention to visit again. through tourist satisfaction.

Keyword: Destination Image, Satisfaction, Revisit Intention

INTRODUCTION

Indonesia boasts a diverse range of arts and cultures, rendering its tourism sector a unique draw for both domestic and international travelers. Additionally, the equator traverses the country, fostering a tropical climate that fosters a wide range of flora and fauna, and bestows upon it a wealth and natural beauty unparalleled in other nations, thereby offering ample potential as a tourist destination.

Every person, including tourists, visits tourist destinations because they are already familiar to many people. Each tourist has different impressions and views. This perspective shapes the image associated with a tourist destination. An image is an individual's perception or assessment of a specific object. Prasiasa (2013) asserts that the image serves as a motivating factor for potential individuals or tourists to travel. The intention to revisit is a form of tourist loyalty to a destination. The intention to return is the willingness to revisit a destination or tourist attraction that they have previously visited (Abubakar et al., 2017). Tourists tend to have a higher level of satisfaction when they feel that a destination offers a variety of desired amenities and meets their expectations and needs.

Bali Province is renowned for its tourism sector due to its diverse range of tourist destinations, encompassing stunning natural beauty, a wide range of flora and fauna, and a multitude of traditions and cultural arts that serve as tourist attractions. Tabanan Regency is one of the districts that offers both natural tourism and a conservation area. The Eka Karya Bali Botanical Garden, also known as the Bedugul Botanical Garden, is the name of this destination.

Tourists perception of the Eka Karya Botanical Garden tourist destination remains imperfect due to the prevalence of negative comments on Google reviews, which significantly impact the destination's image. We conducted this research to verify the accuracy of the information and offer suggestions for the advancement of the Eka Karya Bali Botanical Garden, aiming to sustain its growth and enhance its reputation in the future. As previously discussed, The author is interested in conducting this study using tourist satisfaction as an intervening variable, or a variable that influences the relationship between the destination image and the interest of returning tourists. From the perspective of the research object, it is evident that the Eka Karya Bali Botanical Garden has yet to conduct any research on these variables.

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LITERATURE REVIEW

Satisfaction

Kotler and Keller (2005) define satisfaction as the degree to which a product meets the expectations of the buyer. Consumer satisfaction is defined as a situation in which consumer expectations for a product align with the reality that consumers accept. Kotler and Keller (2011) define customer satisfaction as a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations. If it is below expectations, tourists are not satisfied. Consumer satisfaction is a post-purchase evaluation in which the alternatives purchased are at least equal to or exceeding consumer expectations (Rangkuti, 2013). Meanwhile, Sumarni (2012) said that satisfaction is the level of a person's feelings after comparing the performance of the product or the results felt with their expectations.

Brand Image

A successful brand is the basis for a positive corporate image. According to Kotler (2012), brand image is a set of beliefs, ideas, and impressions that a person has of a brand. Therefore, the brand's image largely determines consumer attitudes and actions towards a brand. The image of a destination can have an impact on tourist satisfaction and loyalty (Hanif, 2016). Croy (2014) highlighted the significance of a tourist destination's image, emphasizing its role in instilling hope. This image can serve as a marketing strategy and market segmentation, influence a potential market, and contribute to the satisfaction and choice of tourist destinations.

Revisit Intention

Revisit intention is the desire to revisit; this usually appears after someone visits a tourist destination. Cronin and Taylor (1992) define repurchase interest in the form of buyer action when buyers give a positive response to the quality of services provided by business entities, which ultimately causes repurchase interest. According to Umar (2003), interest in revisiting is an action that arises to respond to the object and describes the encouragement of visitors to carry out a revisit to a destination.

METHOD

Research Design

This research model falls under the category of explanatory research, which employs a quantitative approach. We used explanatory research to test three independent variables,

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including the destination image, and bound variables, such as satisfaction and interest in returning. There are two types of latent variables, namely exogenous variables and endogenous variables. Exogenous variables are variables that exert influence; in this study, variable X represents the destination image dimension, comprising a cognitive image with five indicators, a unique image with three indicators, and an affective image with three indicators. The research also influences the endogenous variable, the Y variable, which includes the satisfaction variable (Y1), a mediation variable with a total of three indicators, and the intention to visit again (Y2), a variable with a total of four indicators.

This study employs a population of tourists who have visited or are currently visiting the Eka Karya Bali Botanical Garden, utilizing an accidental sampling technique. This technique defines a sample as any individual who has visited the Eka Karya Bali Botanical Garden. We will analyze the sample data from the questionnaire distribution results using the structural equation modeling (SEM) method and an analysis tool, SmartPLS Professional 3, to establish causal relationships between the constructs or latent variables of destination image, satisfaction, and return intention

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Hypothesis

There are several hypotheses tested in this study. Unaradjan (2019) defines a hypothesis as a temporary solution that stems from a theoretical foundation or study, which researchers use to formulate research problems. There are four research hypotheses, each described as follows:

1. Destination Image affects tourist satisfaction at Eka Karya Bali Botanical Garden
2. The satisfaction variable affects the revisit intention of tourists at the Eka Karya Bali Botanical Garden
3. Destination Image affects the revisit intention of tourists at the Eka Karya Bali Botanical Garden
4. The satisfaction variable mediates the Destination Image to the revisit intention of tourists at the Eka Karya Bali Botanical Garden.

Research Location and Time

We conducted this research at the Eka Karya Bali Botanical Garden, situated on Jalan Kebun Raya, Candikuning, Baturiti District, Tabanan Regency, Bali. We conducted this research from December 2023 to May 2024. We carefully selected the location, taking into account several factors, including the following:

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1. Eka Karya Bali Botanical Garden is a famous place in the Bedugul tourist area and a unique place on the island of Bali that combines botanical research, plant conservation, education, and recreation.
2. The Eka Karya Botanical Garden, strategically located and boasting stunning scenery, is the largest botanical garden in Bali.
3. There has been no research that discusses the destination image in the Eka Karya Bali Botanical Garden.

RESULTS AND DISCUSSION

The hypothesis test in this study uses PLS with the bootstapping method, then looks at the value of the direct effect test and compares it with the t-statistic/t-test value in this study, which is 1.96. If the results of the direct effect and indirect effect tests are greater than 1.96 (>1.96), then these variables have an influence in this study. This measurement aims to determine the significance of each construct possessed in the study. The measurement criteria in the T-Statistics test are that the measurement value must be at least 1.96 or greater than 1.96 to be said to be significant, and the P-value must be less than 0.05 (<0.05) (Jogiyanto and Abdillah, 2015).

Direct Effect

Direct influence is the influence that occurs between exogenous variables and endogenous variables. This study encompasses the direct influence.

Table 1 Direct Effect Testing

Hypo tesis	Variable	*Original Sample* (O)	*Sample Mean* (M)	*Standard Deviation* (STDEV)	*T Statistica* (|O/STDE|)	*P Value*
H1	*Destination Image* → Satisfaction	0.695	0.702	0.042	16.611	0.000
H2	Satisfaction → Revisit Intention	0.696	0.693	0.050	14.004	0.000
H3	*Destination Image* → Revisit Intention	0.130	0.136	0.056	2.325	0.020

Source: Data Results, 2024

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Some of the research hypotheses presented in this study are as follows:

Hypotesis 1

Based on the testing of the research hypothesis, it can be concluded that the destination image variable affects the satisfaction of tourists who visit the tourist destination of the Eka Karya Bali Botanical Garden. This is shown by the R-square value in the running PLS Algorithm which shows a positive value (0.483) meaning that the destonation image variable affects the satisfaction variable by 48.3%, then the T-statistic value of the destination image variable on tourist satisfaction is (16.611) which is higher than the level of significance of the validity of the relationship between variables. Based on the results that have been presented, the destination image variable has a significant impact on the satisfaction of tourists who visit the Eka Karya Bali Botanical Garden. Based on the results of the analysis that has been carried out from the first hypothesis test, it is known that the influence of the destination image variable on the tourist satisfaction variable has met the criteria for the value requirements so that the first hypothesis (H1) is declared accepted and (H0) rejected.

Hypotesis 2

Based on hypothesis testing, it can be concluded that the satisfaction variable affects the Return Visit Intention of tourists who visit the tourist destination of Eka Karya Bali Botanical Garden. This is shown by the value of the influence between the variables of direct effect running PLS Algorithm which shows that the positive value of the T-statistic of the satisfaction variable on the intention to return is (14.004) which is higher than the level of significance of the validity of the relationship between variables. Based on the results that have been presented, the satisfaction variable has a significant effect on the intention of tourists to revisit the Eka Karya Bali Botanical Garden. Based on the results of the analysis that has been carried out from the second hypothesis test in this study, it is known that the influence of the satisfaction variable on the variable of interest in returning has met the requirements of the statistical model test value so that the hypothesis that has been proposed is declared accepted or the second hypothesis is accepted (H2) and H0 is rejected.

Hypotesis 3

Based on hypothesis testing, it can be concluded that the destination image variable affects the miat of tourists visiting the tourist destination of Eka Karya Bali Botanical Garden. This is shown by the R-square value on the running PLS Algorithm which shows a positive value (0.625) meaning that the destonation image variable affects the return interest variable by 62.5%, then the T-statistic value of the destination image variable on return visit interest is (2.325) which is higher than the level of significance of the validity of the relationship between

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variables. Based on the results that have been presented, the destination image variable has a significant effect on the interest of tourists to revisit the Eka Karya Bali Botanical Garden. Based on the results of the analysis that has been carried out from the third hypothesis test in this study, it is known that the influence of the destination image variable on the variable of tourist interest in visiting Bali has met the value requirements so that the hypothesis that has been proposed is declared accepted or the third hypothesis (H3) is accepted and (H0) is rejected

Indirect Effect

Indirect influence is the influence that occurs between exogenous variables and endogenous variables that are mediated or mediated by other variables. The indirect influence in this study includes.

Table 2 Testing of Mediation Influence

Hypo tesis	Variable	*Original Sample* (O)	*Sample Mean* (M)	*Standard Deviation* (STDEV)	*T Statistica* (|O/STDE|)	*P Value*
H4	*Destination Image* → Satisfaction → Revisit Intention	0.484	0.486	0.039	12.376	0.000

Source: Data Results, 2024

Based on hypothesis testing, it can be concluded that the destination image variable has an effect on the interest in returning through the satisfaction of tourists who visit the tourist destination of Eka Karya Bali Botanical Garden. This is shown by the value of the influence between indirect effect running variables of the PLS Algorithm which shows that the positive value of the T-statistic of the destination image variable on the interest of returning through satisfaction is (12.376) which is higher than the level of significance of the validity of the relationship between variables. Based on these results, the satisfaction variable was able to mediate between the destination image and the interest in returning. Based on the results of the analysis that has been carried out from the testing of the fourth hypothesis formulated in this study, it is known that the influence of the destination image variable on the interest in returning through tourist satisfaction as a mediating variable has met the requirements of the statistical model test value so that the hypothesis that has been proposed is declared accepted or H4 accepted and H0 rejected.

CONCLUSION

Based on hypothesis testing, it can be concluded that the destination image variable has an effect on the satisfaction of tourists who visit the tourist destination of Eka Karya Bali

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Botanical Garden. This is shown by the T-statistical value of the destination image variable on tourist satisfaction which reached 16.611, higher than the valid significance level for the relationship between variables, which is 1.96. Therefore, the results of the study showed that H1 was accepted and H0 was rejected. In addition, the satisfaction variable also affects the interest of tourists to visit again, with a T-statistical value of 14.004 which is also higher than 1.96, so that H2 is accepted and H0 is rejected.

Furthermore, the destination image variable also affects the interest of tourists to revisit with a T-statistical value of 2.325, higher than the significance level of 1.96, which shows that H3 is accepted and H0 is rejected. In addition, tourist satisfaction was able to mediate the relationship between destination image variables and interest in revisiting, with a T-statistical value of destination image variables on tourist satisfaction of 16.611. Based on the results of this study, H4 was accepted and H0 was rejected.

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