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Potential Of Natural Destination Or Cultural Heritage Destination? Destination Attributes, Revisit Intention, Perceived Value: Interrelated Impact

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Abstract

In tourism destination management, there are several variables that are very important for natural tourism destinations, and are also needed in cultural heritage tourism destinations, in order to create a desire for visitors to make repeat visits in the future. Destination attributes can affect the value perceived by visitors, and then perceived value can affect the desire of visitors to revisit. This research tests a model to explore the existence of natural tourist destinations and cultural heritage tourist destinations for mountain climbing, namely Penanggungan Mountain. Several natural tourist destinations, especially mountain climbing, have developed well, although there are also many competitors that are growing equally of course. The reason for choosing Penanggungan Mountain is because it has the potential to become a more developed tourist destination in the future and can be beneficial for the community around the destination, this potential is related to the potential for natural tourism of course, also the potential for cultural heritage tourism, and Penanggungan Mountain has the potential for both, that's why this research was conducted. After this research is conducted, it is hoped that Penanggungan Mountain can be designated as a world cultural heritage site by UNESCO. This study used a questionnaire distributed to 233 climbers of Mount Penanggungan and the data was processed using SPSS v.24. The results of the hypothesis test show that destination attributes have a significant positive effect on perceived value, and perceived value

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has a significant positive effect on revisit intention, then destination attributes have a significant positive effect on revisit intention, these three variables are correlated with each other.

Keywords: Destination Attributes; Revisit Intention; Perceived Value; Natural Destination; Cultural Heritage Destination

INTRODUCTION

The development of sustainable tourism has long been planned by stakeholders, but some have succeeded, some have not, and some are still in the process of developing into successful tourist destinations. Tourist destinations must have a strong sustainability strategy. Development policies aimed at tourism are also considered to have value for strong tourism sustainability. Government policies must be directed to facilitate strategic plans for sustainable tourist destinations without ignoring environmental impacts of course, because tourist destinations cannot be separated from environmental factors. The point is not to ignore natural factors. There must be harmony between rapid economic growth through tourist destinations and the quality of the tourist destination environment which is also getting better of course (Collins, 1999).

Natural tourism destinations are closely related to each other, for example wildlife tourism is related to adventure tourism, adventure tourism is related to ecotourism, and ecotourism is related to natural tourism, the development of natural tourism destinations can improve the welfare of the community around the destination, and in developing this natural tourism destination, it is necessary to look at several aspects simultaneously, namely environmental aspects, social aspects, economic aspects (Ismail, 2021).

Arnegger et.al. created a product-based typology concept for nature-based tourism, he explained his classification based on the nature orientation of the tourism product type and the service arrangement category. In his classification, nature plays a role as the main attraction. In the travel motivation column, it is divided into four, namely: nature protection, nature experience, sports and adventure, and hedonistic. In the service arrangement row, it is divided into four, namely: independent, ala carte, customized, and fully standardized. For the hedonistic category, such as: backpacker visiting protected areas and nearby cultural attractions, combined culture/nature daytrip booked at a local agency, cultural/natural circuit tour often in small groups and over several weeks, standardized circuit tour organized in larger

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groups. For the sports and adventure category, such as: classic alpinism, whitewater rafting booked on site, guided fly-fishing trips for small-sized groups, scuba diving holiday package. For the nature experience category, such as: birdwatching, snorkeling tour booked on-site, birding holiday with professional guide, standardized daytrips to protected areas included in or booked as an add-on to all-inclusive 3s holidays. For the nature protection category, such as: scientific/professional expeditions, excursions provided by authorities for visiting professionals, volunteer work in protected areas for NGOs, "packaged" volunteer work in protected areas, often provided by commercial intermediaries (Arnegger et al., 2010).

According to Law Number 9 of 1990 concerning Tourism, special interest tourism objects and attractions are efforts to utilize natural resources and the potential of the nation's arts and culture to create special attractions and interests as tourist targets (Undang-Undang Republik Indonesia No.9 Tahun 1990 Tentang Kepariwisataan, n.d.). Special interest tourism objects are divided into marine tourism, culinary tourism, cultural tourism, health tourism, nature-based tourism (site www.kemenpar.go.id). Meanwhile, according to Weiler and Hall in 1992, special interest tourism or known as special interest tourism is a form of tourist travel, where tourists visit a place because they have a special interest in objects or activities in the tourist destination area. There are six principles of motivation for doing special interest tourism, namely (1) searching for something unique or novelty seeking, (2) searching for quality experiences or quality seeking, (3) appreciation for an object or rewarding, (4) enrichment of knowledge about an activity or enriching, (5) involvement in adventure or adventuring, and (6) learning process for the activities followed or learning (Weiler & Hall, 1992).

Regarding the cultural heritage sites in Penanggungan Mountain, many archaeologists and historians have observed, researched, and analyzed them, but of course from the perspective of archaeology and history, but not from the perspective of management science, that's why I feel called to research it. There are so many heritage sites from the era of the great kingdoms of the past, estimated since the era of the Medang kingdom (East Java Era), the Kahuripan kingdom, the Kadiri kingdom, the Singhasari kingdom, and of course the Majapahit kingdom. Most of these heritage sites are temples whose locations are spread from around the foot of the mountain to near the peak of Penanggungan Mountain or can be called the peak of Pawitra. For its conservation status, the latest information is still at the provincial cultural heritage site level, not yet a national cultural heritage site, let alone a world cultural heritage sites.

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Therefore, the researcher intends to make this phenomenon into a study by taking nature tourism/cultural heritage tourism as the object of research, and the tourist destination that is used as the object of research is Penanggungan Mountain because the mountain has extraordinary tourism destination potential and is not as popular as other mountain destinations, and can have an impact on increasing the income of the village community around the slopes of the mountain. This research was conducted on the Tamiajeng Village climbing route because it is the most crowded/most popular route for Penanggungan Mountain climbers and according to the topic and endogenous variable of this study, namely revisit intention.

Petrick et.al. stated that the determinants of the intention to revisit tourists to a destination are past visits to the destination, satisfaction, and perceived value (Petrick et al., 2001). Then Chang et.al. found that one of the causes of revisit intention is perceived value (Chang et al., 2014). Furthermore, Santini et.al. found that the presence of perceived value which is divided into 2, namely: (1) hedonic values, and (2) utilitarian values greatly influences the occurrence of destination revisit intention or the intention to revisit the destination (de Oliveira Santini et al., 2018). When associated with the object of this research, revisit intention is interpreted as the activity of visitors' intention to revisit Penanggungan Mountain.

Hallak et.al. stated that perceived value is formed from destination attributes which are included in the construction of perceived quality, it can be interpreted that all attributes in a destination are part of the quality felt when visiting a destination (Hallak et al., 2018). Petrick et.al. that one of the things that causes perceived value to be formed is past visits to the destination or can be interpreted as past experiences in visiting the destination (Petrick et al., 2001). When associated with the object of this study, perceived value is interpreted as all values felt by visitors after visiting Penanggungan Mountain.

Research related to destination attributes that influence revisit intention through perceived value such as Hallak et.al. (Hallak et al., 2018), Jung et.al. (Jung et al., 2015), and Eusebio and Vieira (Eusébio & Vieira, 2013). From the explanation, the researcher concluded that there are three interrelated variables, namely, revisit intention, perceived value, and destination attributes. Revisit intention is directly influenced by perceived value. Perceived value is directly influenced by destination attributes. Revisit intention is directly influenced by destination attributes. Then revisit intention is indirectly influenced by destination attributes through perceived value.

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The object of this research is the Penanggungan Mountain destination, where this object, in addition to being a natural tourist destination, also has other potentials, namely becoming a world cultural heritage site, this is what is interesting here, that is one of the reasons this research was conducted, you can imagine if natural tourist destinations and world cultural heritage site tourist destinations are in one destination, interesting isn't it? like in other countries, of course, cultural heritage sites that are worthy must be submitted to UNESCO so that they can finally be designated as world cultural heritage sites, the most important thing is of course as an effort to save and preserve and conserve the cultural heritage site itself from the actions of those who want to damage it. Although several previous researchers only studied the dominant sociodemographic aspects of tourists, and found three factors that explain satisfaction in relation to visits to destinations, the three factors are tourist value, length of stay, and complementary services (González Santa-Cruz & López-Guzmán, 2017), and in this study will try to examine destination attributes, perceived value, and revisit intention at this destination.

While the research gap as a research novelty used in this study is a phenomenon gap, which is currently occurring in Penanggungan Mountain from a cultural perspective, the phenomenon is that Penanggungan Mountain has not become a world cultural heritage site. Penanggungan Mountain is only a provincial level cultural heritage site, it should at least be a national level cultural heritage site, and it is hoped that one day it can become a world cultural heritage sites.

Natural Destination and Cultural Heritage Destination

Natural resources are the nature of the core resources of the environment which include flora and fauna species. A tourist destination is a combination of tourism products, including natural resources, facilities, and services to attract potential tourists to visit the destination. Nature and the environment are resources that can be the main attraction for tourists in making travel decisions to a destination. Conservation of natural resources is very important in order to maintain the quality of destination products and the sustainability and sustainability of the natural tourism destination itself (Lo et al., 2017).

Cultural heritage is a combination of material manifestations, expressions of life, and also community traditions (UNESCO), another opinion says that cultural heritage is a legacy from ancient times that contains people, places, events. Another explanation from Sarttatat in

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2010, defines cultural heritage as ranging from antiques, works of art, monuments, sites, heritage buildings, and historic urban areas with intrinsic value characteristics. Cultural heritage plays an important role in tourist destinations, many people in this world have spent their time traveling just to travel to cultural heritage places (Lo et al., 2017).

In another study in China, on the attractiveness of natural tourist destinations, using the analytic hierarchy process (AHP) approach, the determinants of the attractiveness of natural tourist destinations were determined into four levels. There are four dimensions, namely: tourist attractions, accessibility, development conditions, and complementary services. For the factors such as: natural attractions, cultural attractions, external access, internal access, tourism amenities, stakeholders' attitude, safety and sanitation, information services. As for the attributes, for natural attractions include: topography and geology, rare flora and fauna, forest landscape, climatic phenomena, water landscape, eco-environment. For cultural attractions include: historical relics, folks customs, special events. For external access include: road network, aviation, railway. For internal access include: charter buses, internal shuttle service, car parks. For tourism amenities include: sports facilities, education-oriented facilities, shopping facilities, recreation facilities, catering facilities, lodging facilities. For stakeholders' attitude include: host government support, local resident's attitude, tourism-engaged staff's quality. For safety and sanitation: health care system, emergency rescue system, environment maintenance. For information services: visitor centers, interpretation boards, road signs, tour guide interpretation (Gu et al., 2022).

Research in Malta, stakeholders of cultural heritage tourism destinations of the Republic of Malta are seven, including: cultural and environmental NGOs, transport (airlines, ferries), the Maltese nation (public opinion, local communities), government, political parties, ministries, research, scholarship & curatorship museums universities, education (schools, language institutes), hospitality (hotels, marina conference centers, etc.). Malta's tourist attractions identify five priority segments for tourism development in Malta, the four of which are recreation, namely: winter and summer sun, history and culture, diving and other sports, English language learning (Foxell & de Trafford, 2010).

In nature tourism destinations in Poland, the relationship with nature affects support for tourism, and the relationship with nature affects support for tourism through four intermediary variables: psychological empowerment, social empowerment, political empowerment, and personal economic benefits. When nature has values held by the residents/community around

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the destination, there will be a strong relationship between nature and the residents around the destination, tourist destinations must be in line with the values held by the residents, tourist destinations must not interfere with these values, so that there will be benefits felt by the managers of the tourist destination, and ultimately the residents will support the development of the natural tourism destination. However, if the tourist destination interferes with the natural values held by the local residents, while the residents have a very strong relationship with nature, there will be opposition and rejection from the community towards the development of the tourist destination, therefore nature, residents, and tourist destinations must be in line and have one goal (Strzelecka et al., 2023).

In cultural heritage tourism destinations in Spain, authenticity plays a role, objective authenticity affects satisfaction, also affects satisfaction through quality of experience, also affects satisfaction through emotions. Objective authenticity also affects existential authenticity. Satisfaction is also influenced by existential authenticity, satisfaction is also influenced by existential authenticity through emotions and quality of experience, quality of experience also affects emotions. If the aim is to provide a positive cultural experience for visitors, it is very important to meet visitors' expectations, for example about building architecture, building restoration, the harmony of buildings with city views, and providing very interesting and complete information about cultural heritage, thus increasing the quality of information felt by visitors or tourists to cultural heritage destinations. There is something interesting, namely that tourists tend to be more satisfied with cultural sites if the authenticity they feel is positive. The very important variables in this relationship are the dimensions of authenticity, quality of experience, and emotion in producing satisfaction with the cultural heritage tourism destinations visited (Domínguez-Quintero et al., 2021).

Cultural and Natural Interrelated

Natural destinations and cultural heritage destinations are related, in 2016 Esfehani explained intangible cultural heritage in tourism in protected areas, namely in Qeshm Geopark, the concept is divided into 3 parts, global theme, organizing theme, and basic theme. In the global theme explains the role of intangible cultural heritage in tourism in protected areas. In the organizing theme, explains intangible cultural heritage as a tourist attraction, then intangible cultural heritage as a conservation tool, then intangible cultural heritage as a filtering tool. In the basic theme, explains nature and culture as the best visitor offerings, then

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traditional ecological knowledge, then cultural and spiritual values, then customs and socio-cultural rules (Esfehani & Albrecht, 2018).

Another link between cultural and natural in a destination, is also found in the case of historic irrigation canals in Northeastern Spain, the lower region precisely in Costa Brava. In promoting it, the concept or european waterways heritage: re-evaluating european minor rivers and canals as cultural landscapes (EUWATHER Project) is applied, the concept explains about 5 stages in promoting it: stage 1, namely minor waterways case studies. Here there are four case study sites, cultural and historic significance of the rochdale and Ashton canals (Northern England), typical and polder landscape from Laag Holland and Hollandse Plassen (The Netherlands), Secondary runoffs of Brenta/Bacchiglione/Sile river catchments flowing into the Venice lagoon (Italy), and historical irrigation canals in the Lower Ter region (Costa Brava, Spain). Stage 2, namely heritage census in each case study. Here there are also four case studies, database location, author, period, nature, typology, description and photo, natural and cultural heritage categories; architectural heritage cultural representation hydraulic infrastructure histories and memories landscape features natural heritage literature, poetry and songs, tangible folklore, and storytelling from lived experiences. Stage 3 is the waterscapes itineraries. There are four parts, identification of potential itineraries from existing literature, physical and social data from fieldwork, social learning from stakeholders' interviews, and geospatial information. Stage 4 is the tool box (mobile app, website). There are 5 things, spatial data infrastructure (SDI), image bank and narratives for each object, webpage www.waterwaysexplorer.org, waterways explorer app (izi.travel), and landscaping drone captures. Stage 5 is dissemination. There are four ways, workshops addressed to local stakeholders, manual for practitioners, app wizard, and local promotion (Ricart et al., 2019).

Cultural destinations and natural destinations are also interrelated, for example in the special nature reserve "kraljevac" in South Banat, precisely in Vojvodina, Northern Serbia. There are values here, natural values and sociocultural values of tourist destinations. In the model created, residents influence natural tourism factors and sociocultural tourism factors, then visitors also influence natural tourism factors and sociocultural tourism factors, then natural tourism factors and sociocultural tourism factors influence sustainable tourism and ultimately have an impact on satisfaction with tourist destinations. Factors/values for natural tourism such as: the nature reserve has good traffic connections with other cities, there are rare landscapes in the nature reserve (plateaus, basins, cliffs, sand dunes), rare plant and animal species are

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protected in the nature reserve, there are facilities in the nature reserve that do not damage the environment, there is no waste or wastewater in the nature reserve, there is an information/visitor center in the nature reserve, there are marked ecological paths in the nature reserve, there is no exploitation of resources (wood, water, animals) in the nature reserve, there are threats from agricultural land in the nature reserve, and there are no major pollutants around the nature reserve. Meanwhile, the factors/values for sociocultural tourism include: there is interaction between residents and visitors, local products are available to visitors, visitors buy local homemade products, residents provide education to visitors about the importance of protecting this area, cultural institutions and historical sites are available to visitors, visitors visit cultural institutions and cultural monuments, visitors have a code of ethics related to activities in protected areas that can be used, visitors can learn the history of the population, residents work in protected areas, there are tourist activities in nature reserves, there are local events that visitors can visit in nature reserves, and visitors are participants in local events (Stojanović et al., 2024).

LITERATURE REVIEW

In 2000, Harald Pechlaner created the concept of Cultural Heritage and Destination Management, he explained the concept of strategic destination management, which first starts from destination policy, then functional strategies of a destination, and strategy-oriented development of a destination. Between destination policy and functional strategies of a destination will be influenced by cooperation and integration and market and customer needs. Then between functional strategies of a destination and strategy-oriented development of a destination will be influenced by location factors and products and enterprises. He also explained the management of integration of destinations and cultural heritages, including: information and reservation, travel and arrival, information at the destination, accommodation, boarding, transport services, activity, entertainment, departure and travel, and evaluation of the destination. Furthermore, information and reservation, transport services, care (guided tour animation museum), entertainment (events, concerts), additional services (shop, boarding), and care after departure (Pechlaner, 2000).

Twan Huybers and Jeff Bennett in 2003 created the concept of Environmental Management and the Competitiveness of Nature-Based Tourism Destinations, Huybers and Bennett explained the concept, namely environmental management consisting of government

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regulations and voluntary regulations, both of which influence each other. Environmental management affects cost, and cost affects competitiveness. Environmental management consisting of government regulations and voluntary regulations affects demand, and demand affects competitiveness. Then on the other hand, environmental management also affects environmental quality, then environmental quality affects demand, and demand affects competitiveness. Environmental management of nature tourism destinations includes private and public components, and the environmental management structure has a dual impact on the competitiveness of the tourism industry in nature-based destinations. The industry can benefit from environmental management through demand, tourism businesses also bear the costs of management (Huybers & Bennett, 2003).

Revisit intention is explained as the possibility of tourists/visitors to repeat activities or revisit a facility or destination (Baker & Crompton, n.d.). With two sub-variables used in the research, namely intention to return and willingness to recommend (Enrique Bign et al., 2001). Perceived value is defined as an overall assessment of the usefulness and benefits of a product or service that has been felt by consumers or visitors (Parasuraman & Grewal, 2000). With four sub-variables according to Sweeney and Soutar (2001), namely emotional value, social value, price value, and quality value (Sweeney & Soutar, 2001). While destination attributes are defined as attractive factors that can make people interested in certain destinations and attractions provided by the tourism industry (Dann, n.d.). With ten sub-variables according to Crouch and Ritchie in 1994 and 2003, namely physiography and climate, mix of activities, culture and history, tourism superstructure, safety and security, cost/value, accessibility, special events, awareness/image, and location (Otto & Brent Ritchie, 1996). In another theory, namely the SOR (Stimulus, Organism, and Response) model in 2018, it explains that destination image, which is one of the sub-variables of destination attributes, influences the intention to revisit through perceived value (Y. S. Cheng et al., 2019). So these three variables are actually interrelated with each other, destination attributes, perceived value, and revisit intention, then also interrelated with the research objects, namely natural destinations and cultural heritage destinations.

Destination Attributes to Revisit Intention

As the basis for the first hypothesis, namely the research of Bonn et.al. in this study wine destination attributes affect revisit intention even though there are travel obstacles such as

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structural, intrapersonal, and interpersonal that affect the intention to revisit (Bonn et al., 2016). Ozturk and Gogtas this study shows that there is a positive influence of satisfaction with attributes of destination on the intention to revisit which is mediated by satisfaction of destination. And there are those that affect the intention to revisit other than destination satisfaction, namely distance and number of previous visits (Ozturk & Gogtas, 2016). Marin and Taberner the results of the study stated that there is a positive and negative influence between "destination attributes" on "intention to return" with overall satisfaction as the determinant. Visitors have different assessments of attributes, if they are not satisfied then they tend not to have an intention to return, in the study the dimension of dissatisfaction is significant although not as much as those who are satisfied (Alegre et al., n.d.).

There is another study that explains that wildlife tourism destination attributes such as: wildlife resources, park accessibility, cost of attraction, and park image, directly influence revisit intention through satisfaction as a moderating variable (Ariya et al., 2020). In another study, it is also explained that destination attributes, which in this study are represented by hospitality, value, and activities, directly influence revisit intention (Shuib et al., 2015). In another study, it was also explained that destination attributes are closely related to revisit intention with 10 indicators (Singh & Singh, 2019). Then the results of another study showed that border tourism destination attributes directly influence revisit intention, here the indicators of border tourism destination attributes studied include; quality, image of price, natural attractions, events, historical attractions, accessibility, and cultural affinity, the seven indicators of destination attributes directly influence revisit intention (Çetin et al., 2022). From these seven studies, it can be interpreted that destination attributes influence revisit intention so that the hypothesis proposed is as follows:

H1: Destination attributes have a direct positive and significant effect on revisit intention of Penanggungan Destination

Destination Attributes to Perceived Value

For the second hypothesis, namely Bajs' research, in this study it is proven that tourist destination attributes affect the value perceived by tourists, with the role of perceived quality mediating between tourist destination attributes and tourist perceived value (Pandza Bajs, n.d.). The quality perceived by tourists towards all destination attributes will increase the value perceived by tourists. Gao et.al. in this study there is a relationship between perceived

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destination attributes and perceived value. Perceived attributes include atmosphere, interaction, service, and memorabilia. Customer value includes functional value, experiential value, symbolic value, and cost value (Gao et al., 2016). Moon and Han the results of the study stated that there is a positive influence between destination attributes on perceived value. It can be concluded that various destination attributes affect the quality of Chinese tourist experiences both positively and negatively. The quality of experience plays a role as a significant antecedent of tourist travel satisfaction and as an intermediary between destination attributes and satisfaction. Positive quality of experience towards destination attributes can be said to be the visitor's perceived value, meaning that it can be said that there is an influence of destination attributes on perceived value (Moon & Han, 2018).

Other research results also explain that event/festival attributes have a direct effect on perceived value, with the perceived value indicators used being: functional value for price, functional value for quality, social value, and emotional value. In this study, festival attributes are interpreted the same as festival/event destination attributes (Fu et al., 2018). Then other research results also state that destination attributes such as: souvenirs, food, experiences, and facilities directly affect perceived value, and among the 4 destination attributes, 3 are significantly positive attributes and only 1 attribute is positive but not significant, namely souvenirs (Orgaz-Agüera & Moral-Cuadra, 2020). Other research results also explain that halal destination attributes have a direct effect on perceived value, the halal destination attributes studied here include: social environment, facilities, food and beverage, local and staff, and services (Haryeni et al., 2023). Then other research results explain that bicycling recreation attributes directly affect perceived value, and the 4 attributes studied are tourism attraction, amenities, accessibility, and complementary services. In this study, bicycling recreation attributes are interpreted the same as bicycling recreation destination attributes (Aizat et al., 2023). From these seven studies, it can be interpreted that destination attributes affect perceived value so that the hypothesis proposed is as follows:

H2: Destination attributes have a direct positive and significant effect on the perceived value of Penanggungan Destination

Perceived Value to Revisit Intention

As for the third hypothesis, namely research from Raza et.al., in this study perceived value has a positive influence on revisit intention, both as an exogenous variable, endogenous

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variable, and as an intervening variable. As an exogenous variable, namely when it influences satisfaction and revisit intention. As an endogenous variable when influenced by service quality. As an intervening variable when between service quality and revisit intention, also between service quality and satisfaction. Also perceived value has an indirect effect on revisit intention through satisfaction (Raza et al., 2012). Kim et al. in the study there is a relationship between perceived value and revisit intention. In this study the dominant predictor of revisit intention is satisfaction, but satisfaction will not be formed without perceived value. Maximizing perceived value is important to increase satisfaction. If event organizers increase perceived value in neutral novice visitors and not neighbors or relations, then they have the potential to attend the festival more often and increase satisfaction and revisit intention (Kim et al., 2015). Cheng and Lu the results of the study stated that there is a positive influence between "perceived value" and "revisit intention", the value felt by tourists related to island tourism has a direct influence on their behavioral intention to revisit. Perceived value gives the strongest effect emotionally after that, then quality. In this study, perceived value can be an endogenous variable, namely in destination image, novelty, hedonics and an exogenous variable, namely in revisiting behavioral intention. The value felt in tourism can be raised through pleasure, hedonics, and overall quality (T. M. Cheng & Lu, 2013a). So that a pleasant travel experience is formed and the quality felt increases, then the value felt by tourists increases, this can be used as a marketing tool to encourage tourists to revisit or increase recommendation intentions.

In another study, data was produced that perceived value directly influences revisit intention, in this study it is referred to as behavioral intention, because revisit intention is part of behavioral intention of course, it is also explained that perceived value indirectly influences revisit intention through satisfaction as a mediating variable (Ghorbanzadeh et al., 2021). Then perceived value also directly influences revisit intention (Uslu & Karabulut, 2018). The results of another study stated that perceived value, which is divided into 3 parts, namely emotional value, functional value, and social value, directly influences revisit intention. In this study, perceived value separately also indirectly influences revisit intention through satisfaction as a mediating variable (Rasoolimanesh et al., 2023). The results of another study also explained that Total Perceived Value directly and positively influences revisit intention, Total Perceived Value is also a mediating variable from other variables (Ilban et al., 2015). From these seven studies, it can be interpreted that perceived value influences revisit intention so that the hypothesis proposed is as follows:

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H3: Perceived value have a direct positive and significant effect on revisit intention of Penanggungan Destination

Destination Attributes to Revisit Intention with Perceived Value

For the fourth hypothesis, namely the research of Eusebio and Vieira, the results of the evaluation of destination attributes affect the intention to recommend and the intention to visit in the future through satisfaction, with the assumption that recommending and the intention to visit in the future are one of the indicators of revisit intention (Eusébio & Vieira, 2013). So it can be interpreted that destination attributes affect revisit intention through perceived value, with the assumption that the stage before creating satisfaction is the creation of customer value or in tourist destinations the value perceived by visitors (Kotler, 2000). Jung et.al. the results of this study indicate that all attributes proposed in the final model have a significant impact on the quality of visitor experience, satisfaction, and intention to revisit the mold slow food festival (Jung et al., 2015). So it can be interpreted that destination attributes affect revisit intention through perceived value, with the assumption that the stage before creating satisfaction is the creation of value (Kotler, 2000). Hallak et.al. the results of this study present new empirical evidence about the structural relationship between quality, value, satisfaction, and loyalty in a complex manner (Hallak et al., 2018). So it can be interpreted that destination attributes influence revisit intention through perceived value, with the assumption that the stage before creating satisfaction is the creation of value (Kotler, 2000), and loyalty occurs when customers intend to continue their purchases in the future (Mowen and Minor, 1998).

Other research results state that the event quality attributes studied, namely: game quality, interaction quality, outcome quality, and physical environment quality, directly affect perceived value, and perceived value directly affects behavioral intention. In this research, the event quality attribute is interpreted as the destination event quality attribute and behavioral intention is interpreted as revisit intention, because revisit intention is part of behavioral intention (Jin et al., 2013). Other research results also explain that destination image, novelty, and hedonics directly affect perceived value, and perceived value directly affects revisiting behavioral intention. All variables have a direct positive and significant effect, although there is one variable that has a direct positive but insignificant effect, namely novelty on perceived value. In this study, destination image, novelty, and hedonics are interpreted as indicators of

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destination attributes that are built/manifested as variables, and revisiting behavioral intention is interpreted as the revisit intention variable (T. M. Cheng & Lu, 2013b). Other results also show that halal destination attributes directly affect functional value and directly affect emotional value, then functional value directly affects revisit intention and emotional value directly affects revisit intention. In this research, functional value and emotional value are interpreted as perceived value, because they are indicators of perceived value, so it can be concluded that destination attributes directly affect perceived value, and perceived value directly affects revisit intention (Mursid & Anoraga, 2022). In other studies, it is explained that pull factors which are part of travel motivation affect revisit intention with perceived value as an intervening variable, pull factors in this research consist of four factors, namely: nature and environment, events, ease of accessibility, and culture. In other studies, these four factors are the same as the variables of destination attributes, so in other words, based on this research, it can be said that destination attributes consisting of nature and environment, events, ease of accessibility, and culture affect revisit intention through perceived value (Luvsandavaajav & Narantuya, 2021). From these seven studies, it can be interpreted that destination attributes influence revisit intention through perceived value, so the hypothesis proposed is as follows:

H4: Destination attributes have a positive and significant indirect effect on revisit intention through the perceived value of Penanggungan Destination

RESEARCH METHODS

Research Approach

Using a quantitative approach, the type of descriptive explanatory research. Quantitative because it involves the process of collecting, analyzing, interpreting, and writing research results according to Creswell (J. W. Creswell, 2014), also called explanatory because it explains the causal relationship between variables through hypothesis testing according to Neuman (W. L. Neuman, 2007), explanatory here to explain the magnitude of the influence of destination attributes (X1), on revisit intention (Y1), through perceived value (Z1). And then the structure of this research is made as follows:

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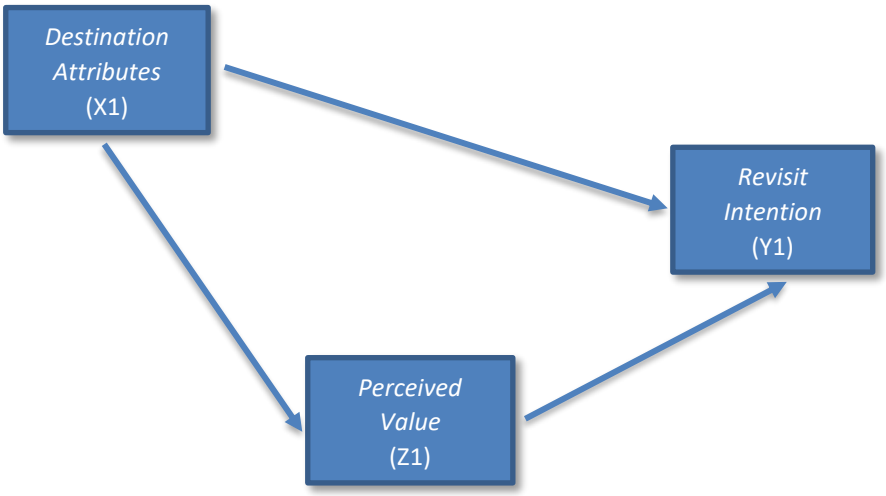


Figure 1. Research Structure

Figure 1. can be explained in 4 parts. Part 1, destination attributes affect revisit intention. Part 2, destination attributes affect perceived value. Part 3, perceived value affects revisit intention. Then part 4, destination attributes affect revisit intention through perceived value. As an endogenous variable is revisit intention, as an exogenous variable is destination attributes, as an intervening variable is perceived value.

Population and Sample

The population is all climbers of Penanggungan Mountain who have visited/climbed at least once and the number is unlimited, the population in this study is an infinite population type. The sample was taken using the convenience sampling technique, part of non-probability sampling. Convenience sampling is used because the sample was taken by chance, anyone who incidentally meets the researcher can be used as a sample. Determination of sample size as suggested by Hair et.al. (J. F. Hair JR., 2010) using 5 to 10 times the number of parameters (indicators + path coefficients), so that the results of the sample formula calculation are 232.5 and rounded up to 233 climber samples.

Data Collection

Data collection was conducted by determining the research subjects, namely all climbers/visitors. Scoring using a Likert scale with 7 alternatives: Strongly Agree means 7,

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Strongly Agree means 6, Agree means 5, Agree and Disagree means 4, Disagree means 3, Strongly Disagree means 2, Strongly Disagree means 1. The Likert scale produces interval data according to Cooper and Schindler (Cooper & Schindler, 2011). Furthermore, the data was analyzed using the Statistical Package For The Social Science application, here SPSS version 24 is used.

Data Analysis

Before data analysis, data testing is carried out first using validity and reliability tests, the purpose of validity and reliability tests is so that the questionnaires that will be distributed to respondents have a high level of validity and a high level of reliability. After that, it is analyzed using descriptive analysis, the purpose of descriptive analysis is so that a descriptive/demographic picture of the respondents can be known. Then the classical assumption test: normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test, the purpose of the classical assumption test is so that the primary data resulting from data collection will be correct when entered into the regression model, therefore it must meet the classical assumption test. After that, the hypothesis test: t-test, F-test, and R^2 test, the purpose of the t-test, F-test, and R^2 test is to determine the influence of each variable, both partial/t-test and simultaneous/F-test, and also to find out how much influence it has/R^2. After that, it is analyzed using path analysis, the purpose of the path analysis is to find out whether each proposed path is supported or not supported, and the magnitude of the correlation between the independent variables.

RESULTS AND DISCUSSION

Validity Test

The results of the validity test of each variable in this study were declared valid, because from 16 sub-variables obtained a Pearson correlation number < 0.05. The destination attributes variable, the Pearson correlation values that appeared included: 0.796, 0.919, 0.654, 0.824, 0.810, 0.878, 0.803, 0.836, 0.750, 0.752, from the ten sub-variables tested, it explained that all ten of the results were valid. The perceived value variable, the Pearson correlation values that appeared included: 0.903, 0.829, 0.886, 0.817, from the four sub-variables tested, it explained that all four of the results were valid. The revisit intention variable, the Pearson correlation

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values that appeared included: 0.960, 0.936, from the two sub-variables tested, it explained that both of the results were valid.

Reliability Test

The results of the reliability test of each variable in this study were declared reliable, because the Cronbach's alpha number was obtained > 0.60. The destination attributes variable = 0.935, the perceived value variable = 0.878, and the revisit intention variable = 0.876, from the three variables tested, it explains that all three results are valid.

Descriptive Analysis Test

Respondent demographics show that for gender, male frequency is 176 with a percentage of 75.53% and female frequency is 57 with a percentage of 24.47%. For age, 16-25 years (majority) frequency is 181 with a percentage of 77.69%, and for ages above 55 years (minority) frequency is 2 with a percentage of 0.86%. While the profession, student segment frequency is 136 (majority) with a percentage of 58.36%, and other segments frequency is 4 (minority) with a percentage of 1.71%, freelance segment frequency is 5 percentage of 2.15%. Then the number of visits, for 1 visit frequency is 104 (majority) percentage of 44.63%, for other segments frequency is 9 (minority) percentage of 3.86%. Furthermore, for the cities of origin of visitors/climbers, the East Java segment with a frequency of 199 (majority) and a percentage of 85.40%, the Outside of East Java segment with a frequency of 18 and a percentage of 7.73%, then the Outside of Java Island segment with a frequency of 16 (minority) and a percentage of 6.87%.

Normality Test

It is known from the results of the normality test that the Normal P-P Plot of the destination attributes variable against revisit intention, the destination attributes variable against perceived value, and the destination attributes and perceived value variables against revisit intention, many points are spread around the diagonal line, this is in accordance with the theory of quantitative research, namely when the data distribution is located around the diagonal straight line, it means that the research data is normally distributed.

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Multicollinearity Test

In this multicollinearity test, it shows that the regression model does not show symptoms of multicollinearity because it has a Tolerance value ≥ 0.1 and also has a VIF value ≤ 10.

Table 1. Tolerance and VIF Values of Multicollinearity Test Results

Regression	Variables	*Collinearity Statistic*		Results
		Tolerance	*VIF*	
X toward Y	Dest Attrib	0,38	2,632	Not Multicollinearity
X toward Z	Dest Attrib	0,38	2,632	Not Multicollinearity
X,Z, toward Y	Dest Attrib	0,334	2,99	Not Multicollinearity
	Perce Val	0,463	2,16	Not Multicollinearity

Source: SPSS v.24 Results, 2024

Heteroscedasticity Test

The test was carried out using the Glejser heteroscedasticity method, namely if the significance value (Sig.) between the independent variable and the absolute residual (Abs_Res) ≥ 0.05, heteroscedasticity can be concluded.

Table 2. Results of Heteroscedasticity Testing Using the Glejser Method

Regression	Variables	*Coefficients*		Results
		t	*Sig.*	
X toward Y	Dest Attrib	-1,606	0,11	Heteroscedasticity
X toward Z	Dest Attrib	-1,611	0,108	Heteroscedasticity
X,Z toward Y	Dest Attrib	-1,743	0,083	Heteroscedasticity
	Perce Val	1,424	0,156	Heteroscedasticity

Source: SPSS v.24 Results, 2024

Autocorrelation Test

In this study, the autocorrelation test showed that the regression model did not show any autocorrelation symptoms because the d (Durbin-Watson) value was between dU and (4-dU).

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Table 3. Autocorrelation Test Results

Regression	dL	dU	(4-dU)	*Model Summary*		Results
				Std. Error of the Estimate	*Durbin-Watson*	
X toward Y	1,718	1,799	2,201	2,207	2,080	Not Autocorrelation
X toward Z	1,718	1,799	2,201	3,177	1,926	Not Autocorrelation
X,Z, toward Y	1,718	1,799	2,201	2,150	2,125	Not Autocorrelation

Source: SPSS v.24 Results, 2024

t-Test and F-Test

The t-test criteria are if Ho is accepted if the sig value is > 0.05 and vice versa if the sig value is ≤ 0.05 then Ho is rejected, or t count ≤ t table. H_a is accepted if the sig value is ≤ 0.05 and vice versa if the sig value is > 0.05 then H_a is rejected, or t count > t table. While the criteria for determining the F test with a significant level of 5% (a = 0.05). If the sig value is > 0.05 then Ho is accepted or H_a is rejected, and if the sig value is ≤ 0.05 then Ho is rejected or H_a is accepted according to Suliyanto in 2018. And the results of the hypothesis testing in this study are as follows below:

Table 4. Results of t-test, F-test, and R^2

Regression	*Coefficients*		*Model Summary*	*ANOVA*		Results
	t	*Sig.*	R^2	*F*	*Sig.*	
DA toward RI	10,500	0,000	0,323			Accepted
DA toward PV	14,643	0,000	0,481			Accepted
PV toward RI	10,924	0,000	0,341			Accepted
DA, PV toward RI			0,392	74,190	0,000	Accepted

Source: SPSS v.24 Results, 2024

Analysis

Path analysis is a quantitative approach that uses multiple regression, used to test the magnitude of the contribution of exogenous variables to endogenous variables, both to determine the direct contribution or influence and indirect influence through other variables. The results of path analysis in this study are as follows:

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Table 5. Output Model 1 Endogenous Variables: Perceived Value

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,694[a]	,481	,479	3,348

a. Predictors: (Constant), Destinations Attributes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,814	1,214		3,965	,000
	Destinations Attributes	,326	,022	,694	14,643	,000

a. Dependent Variable: Perceived Value

Source: SPSS v.24 Results, 2024

Based on Table 5. In the output *coefficients* results, it can be seen that the value of *standardized coefficients* or destination attributes path coefficients on perceived value is 0.694, in the output also obtained a value of significance of 0.000 less than 0.05 this gives results and it can be concluded that in the path analysis of model 1 for the destination attributes variable has a significant positive effect on perceived value. Furthermore, the R^2 or *R square* value in the output *model summary* is 0.481, this means that the contribution of the influence of destination attributes on perceived value is 48.1% while the other 0.519 or 51.9% is the contribution of other variables that are not in this study. While the e_2 value can be found with the formula:

$e_2 = \sqrt{(1 - 0{,}481)}$

$e_2 = \sqrt{0{,}519}$

$e_2 = 0{,}720$

Based on these discussions, the regression equation is formulated as follows:

$Z = ß_2 X_1 + e_2$

$Z = 0{,}694X_1 + 0{,}720e_2$

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Table 6. Output Model 2 Endogenous Variables: Revisit Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,626[a]	,392	,387	2,261

a. Predictors: (Constant), Perceived Value, Destinations Attributes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,216	,848		1,435	,153
	Destinations Attributes	,092	,021	,315	4,415	,000
	Perceived Value	,227	,044	,365	5,113	,000

a. Dependent Variable: Revisit Intention

Source: SPSS v.24 Results, 2024

Based on Table 6. in the output *coefficients*, it can be seen that the value of the *standardized coefficients* or the destination attributes path coefficient to revisit intention is 0.315, the perceived value path coefficient to revisit intention is 0.365. In the output, the significance value of destinations attributes is also obtained at 0.000 less than 0.05, the perceived value is 0.000 less than 0.05, this provides results that can be concluded that the path analysis of model 2 for the destination attributes and perceived value variables has a significant positive effect on revisit intention. Furthermore, the R^2 or *R square* value in the output *model summary* is 0.392, this means that the contribution of the influence of destinations attributes and perceived value to revisit intention is 39.2% while the other 0.608 or 60.8% is the contribution of other variables that are not in this study. While the e_1 value can be found using the formula:

$e_1 = \sqrt{(1 - 0{,}392)}$

$e_1 = \sqrt{0{,}608}$

$e_1 = 0{,}779$

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Based on the discussion above, the regression equation can be formulated as follows:

$Y = ß_1 X_1 + \beta_3 Z + e_1$

$Y = 0{,}315X_1 + 0{,}365Z + 0{,}779e_1$

Table 7. Output Variable Correlations

Correlations				
		Destinations Attributes	Perceived Value	Revisit Intention
Destinations Attributes	Pearson Correlation	1	,694**	,568**
	Sig. (2-tailed)		,000	,000
	N	233	233	233
Perceived Value	Pearson Correlation	,694**	1	,584**
	Sig. (2-tailed)	,000		,000
	N	233	233	233
Revisit Intention	Pearson Correlation	,568**	,584**	1
	Sig. (2-tailed)	,000	,000	
	N	233	233	233
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: SPSS v.24 Results, 2024

Based on Table 7. in the output *correlations*, it can be seen that the *pearson correlation* value or correlation of the destination attribute path variable with the perceived value is 0.694, the correlation of the destination attribute path variable with the revisit intention is 0.568, and the correlation of the perceive value path variable with the revisit intention is 0.584. The results of the path analysis model in the research conducted are as follows:

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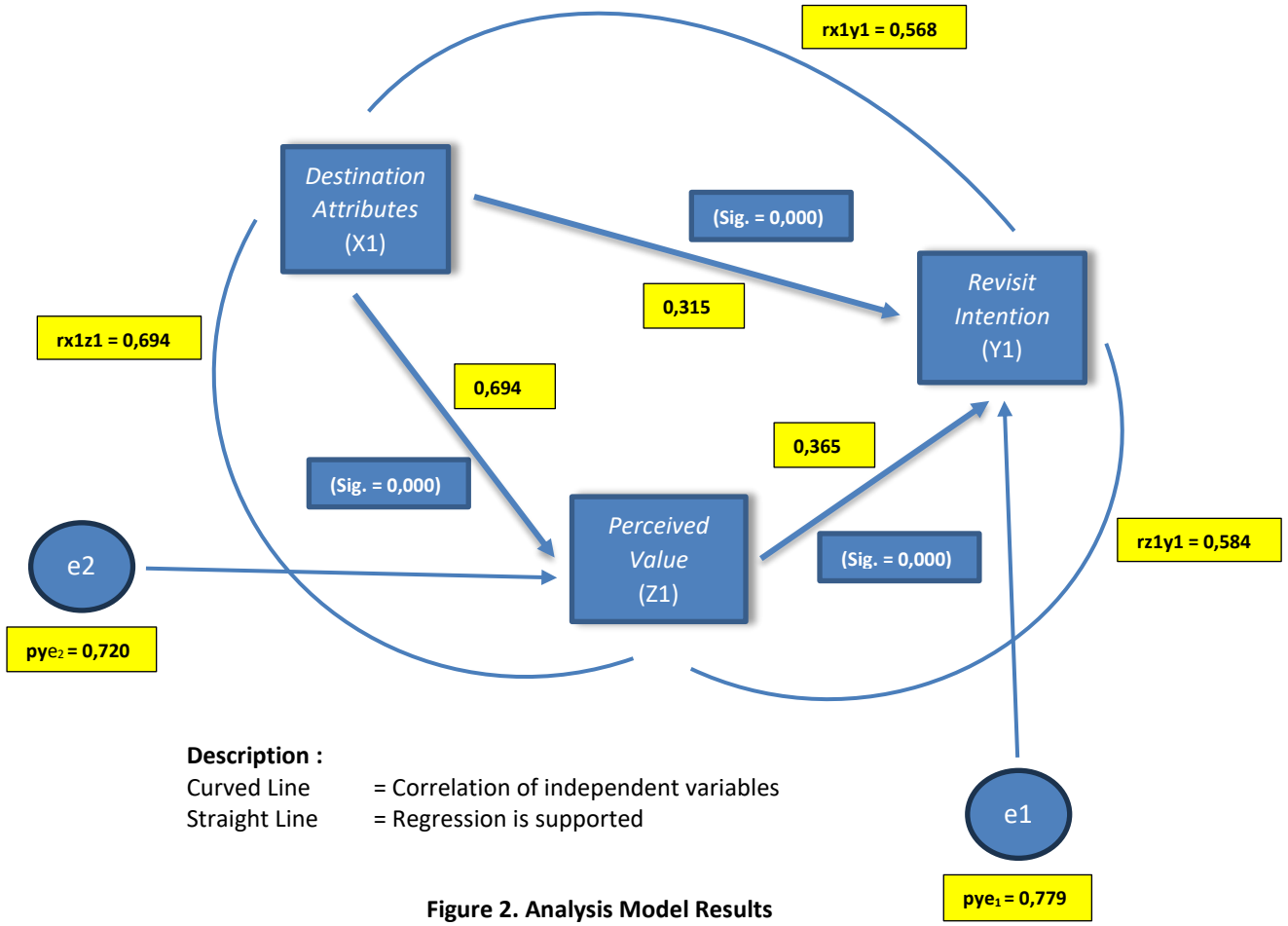


Figure 2. Analysis Model Results

CONCLUSION

The conclusion in this study is in accordance with the formulation of the problem, the purpose of this study, and also the support of the theoretical study, so the conclusion is as follows. The destination attributes of Penanggungan Mountain can be said to be good by visitors, and the sub variables that have the most dominant influence are the scenery and climate of Penanggungan Mountain. Destination attributes have a direct positive and significant effect on revisit intention. Improving the quality of destination attributes will increase the desire of visitors or climbers to revisit Penanggungan Mountain. Destination attributes have a direct positive and significant effect on perceived value. Improving the quality of destination attributes will increase the value perceived by visitors or climbers who visit Penanggungan

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Mountain. Perceived value has a direct positive and significant effect on revisit intention. Improving the quality of perceived value will affect the desire of visitors or climbers to revisit Penanggungan Mountain. Destination attributes have a direct positive and significant effect on perceived value of 0.481 or 48.1%. Destination attributes have an indirect positive and significant effect on revisit intention through a perceived value of 0.392 or 39.2%. All results in the path analysis show a significance of 0.000 or less than 0.05 (≤ 0.05), this means that all paths are as expected, namely positive and significant in the path analysis model.

Interestingly, in this study, the three variables (destination attributes, revisit intention, and perceived value) are interrelated when viewed from the perspective of the Penanggungan Mountain research object. Then, between the research object as a natural tourist destination or as a cultural heritage tourist destination, it is also related, because this destination has the potential to become a leading natural tourist destination as well as the potential to become a cultural heritage tourist destination, this is because archaeological and historical resources are found in Penanggungan Mountain from the foot/slopes of the mountain to the neck of the mountain, the evidence is a legacy of various kingdoms that made East Java the center of government, the kingdom also made the research object a center of Hindu-Buddhist worship in the past, it can also be said to be a center of civilization, and UNESCO is still trying to enter as a world cultural heritage site. Regarding this research object, it is more suitable as a natural tourist destination or cultural heritage tourist destination, according to the researcher, it is better to develop the potential of cultural heritage destinations, because natural tourist destinations are already numerous and abundant and often encountered by tourists in East Java, while related to cultural heritage tourism, there are indeed but not as many as natural tourist destinations, that is the researcher's hope and hopefully it will be realized.

Theoretical Contributions

This research is expected to be able to increase the scientific insight of management, with an interest in marketing management studies, concentration of tourism destination marketing, especially natural tourism destinations or cultural heritage tourism destinations, through the presentation of theories or concepts or path analysis as in this study, namely the theory or concept of destination attributes, revisit intention, and perceived value, seen from the perspective of the theory of marketing management of natural tourism destinations and marketing management of cultural heritage tourism destinations.

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Managerial Implications

For managers, it is recommended to improve destination attributes as an attraction of Penanggungan Mountain, especially those that get the lowest rating from visitors, namely special events held by certain agencies, managers or even sponsors. Managers hold events more often around the destination location, so that more climbers and prospective climbers visit the destination, managers can cooperate with both the private sector and local government, or with residents around Penanggungan Mountain, it is hoped that the indicators of destination attributes variables will increase, research objects will be better known, more visitors will come, and benefits for residents who depend on their businesses around the destination location. Then maintain the consistency of destination attributes, especially those considered most positive by visitors, namely the natural landscape and climate as the attraction of Penanggungan Mountain, because this variable indicator is the best, so do not let its value decrease, keep the environment beautiful and green, if necessary there are cleaning staff every day, at least no garbage, managers direct visitors to throw garbage in its place. Toilet and bathroom facilities must be clean, vehicle parking must be neat. So that this variable indicator will remain stable. Must maintain variables that have a significant positive effect on repeat visits to the Penanggungan Mountain destination, namely the destination attributes variable to perceived value, destination attributes to revisit intention, perceived value to revisit intention, the three paths have a significance value of less than 0.05 or Sig. = 0.000 so it is appropriate to maintain consistency, so that the number of visits from visitors or climbers continues to increase.

Suggestions and Recommendations

Smart visitors to the Penanggungan Mountain destination are advised to be able to become smart visitors or destination enjoyers by considering every aspect before visiting a destination. Such as looking at the day/time before visiting, not visiting on busy days/times, holidays, or red dates, routinely looking at the schedule of certain events held around the destination location, so that the comfort, security, and safety of visitors or climbers can be felt. Smart visitors or climbers will get the perceived value after doing the activity, another positive impact that will be felt if the perceived value has reached smart visitors or climbers is that smart visitors will have the desire/opportunity to revisit the destination again, finally the benefits will be realized, for smart visitors, for destination managers, and for residents who

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depend on their businesses around the destination location, and of course for researchers who have succeeded in making this research useful for all.

Further Research and Limitations

The next brilliant researcher is expected to be able to develop the population, increase the research sample, increase the research variables, examine other variables that can regress and correlate with endogenous variables or exogenous variables in this research. If possible, hope more, because it is the digital era, maybe it can be tried to examine the digital variables, such as: digital destination attributes, digital revisit intention, and digital perceived value, maybe it looks extreme now, but nothing is impossible in the future, technology is now increasingly developing, and it is interesting to look forward to the creations and innovations of the next brilliant researcher, I will listen to it. Regarding the potential, brilliant researchers must be able to explore more about the potential of natural destinations or the potential of cultural heritage destinations from the research object, namely Penanggungan Mountain, whether there are only these two potentials or are there other potentials besides these two that can be studied and developed. Brilliant researchers can try using other sampling techniques besides convenience sampling, they can also try to develop research analysis models other than the path analysis model, they can try SEM-AMOS, SEM-LISREL, or SEM-PLS, or other models, so that the research results are more accurate, more real, so that they can be more useful. The role of marketing management science in life can be increasingly broad and developed, both natural destination management and cultural heritage destination management, the rules of science are developing, and the scope of benefits for those who receive it is also increasing of course, because the best human beings are those who can be useful for many people, also useful in the era of digital society like today of course.

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