

THE INFLUENCE OF IMAGE DESTINATION ON REVISIT INTENTION AND WORD OF MOUTH THROUGH TOURIST SATISFACTION (STUDY ON TOURISM PULO LOVE ECO RESORT, BOALEMO DISTRICT)

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ABSTRACT

The tourism industry in Indonesia is an industry that is experiencing rapid development because Indonesia is an archipelago that has a diversity of flora and fauna, culture and customs so that Indonesia has many tourist destinations located in various regions. One of the famous tourist attractions in Indonesia and which has its uniqueness is Pulo Cinta, which is located in Gorontalo Province. A tourist, both foreign and domestic, can play an essential role in increasing tourism promotion. When tourists get a good impression of a tourist attraction, they will most likely recommend it to others and will also revisit the tourist spot. However, when tourists get a wrong impression, it is possible that these tourists will not return to tourist attractions and may not recommend tourist attractions to others. This reasearch aims to determine the effect of destination image on revisit intention and word of mouth through tourist satisfaction. This study uses Partial Least Square. The population in this study were all tourists who visited Pulo Cinta from January to April 2020 with 174 samples.

Key words: destination image, tourist satisfaction, revisit intention, word of mouth

INTRODUCTION

Indonesia's tourism potential is experiencing very rapid development, because Indonesia is an archipelago that has a variety of flora and fauna, ethnicity, religion, customs and culture. The increase in Indonesia's tourism competitiveness index at the world level rising to rank 40 in 2019 is an achievement. This is proof that Indonesian tourism can compete with countries in other parts of the world, with natural wealth and cultural wealth, which is a significant asset for Indonesia. Along with the increase in Indonesian tourism, the government also continues to build improvements to facilities and infrastructure.

Tourism itself is related to the management and utilization of the potential of natural beauty and wealth, where if the potential and natural wealth can be utilized properly, it will become an excellent potential tourist attraction. Indonesia is an archipelago country that has the beauty and uniqueness of the tourist attractions of each island. That is made the geographical location of Indonesia's territory, which is on the equator and is a region that has a tropical climate. Tourism potential in Indonesia is spread throughout the country with various types and various patterns, one of which is tourism in Gorontalo Province. Gorontalo Province has tourist attractions that are known all over the world, namely PuloCinta Eco Resort is often referred to as the Indonesian Maldives. Still,PuloCinta has its uniqueness that the Maldives does not have, namely the shape of the heart-shaped PuloCinta villa.

A right tourist destination will certainly provide interest and comfort to visiting tourists. If tourists feel comfortable in visiting these attractions, of course, they will give a sense of satisfaction and want to visit again and will recommend it to others to see. According to(Zins, 2001) two factors of loyalty, namely the first is active loyalty (Word of mouth and Intention to Use) the second is passive loyalty (will not move under any conditions).

Satisfied tourists will make return visits at tourist attractions and of course, will provide references to others. According to(Shafiee, Tabaeeian, & Tavakoli, 2016), satisfaction is the extent to which customers feel happy about the vendor's ability to meet customer needs and expectations. (Khuong & Phuong, 2017)Tourism satisfaction has a positive effect on return visit intentions and Word of Mouth. Satisfaction arising from tourists is of course not because the facilities, attractiveness or beauty determine it in the tourist attractions. Still, happiness can be felt since the tourists go to tourist attractions such as easy access to tours, directions for the location of tourist attractions and so on.

Tourists are considered important in assessing a tourist destination because tourists are connoisseurs or connoisseurs of the services offered by tourism destinations. Tourists set a goal through the perceptions and beliefs felt by tourists which are then called the destination image. According to(Zhang, Fu, Cai, & Lu, 2014) Affective destination images are assessed from the emotional experiences of tourists such as happiness and joy caused by the destination experience.

LITERATURE REVIEW

Revisit intention, or the purpose to visit again is a positive attitude of tourists on the response after visiting a tourist attraction. The choice to see also is a tourist behaviour related to tourist loyalty. Chiu et al. (2016) stated that satisfaction has an essential role in developing tourist behaviour related to commitment, where revisiting is one of the beliefs of tourists. Jani& Han (2011) stated that revisit intention is an important research topic in tourism destinations and is often referred to as behavioural intention. Marinkovic et al. (2014) describe revisiting definitions as behavioural tendencies that will bring customers back in the future.

Kotler & Keller (2012) defines the word of mouth (WoM) or word of mouth communication as a communication process in the form of providing recommendations both individually and in groups of a product or service that aims to provide personal information. A person who feels satisfaction in enjoying a service will usually offer recommendations to others in the form of his personal experience. After enjoying these services, this is in line with the research conducted by (Tigre Moura, Gnoth, & Deans, 2015) in his study that tourist satisfaction affects the intention to return and recommend tourist destinations to others.

Kotler & Keller (2012) satisfaction is the feeling that a person feels, whether happy or disappointed, that arises after comparing the performance (results) of the product that is thought of against the expected performance. If the performance of a product or service meets or exceeds the expectations of the customer, it will create a sense of satisfaction in the customer. If the product's performance is below expectations, a customer will feel dissatisfied. Siddiqi (2011) states that customer satisfaction is one of the most important in the marketing literature, where the concept of customer satisfaction is used to make relationships starting from the purchase process, consuming goods/services, to post-purchase, such as changing opinions for repurchasing and loyalty. Purchase.

Satisfaction is one of the most relevant variables when analyzing tourist behaviour because tourist satisfaction affects choices, consumption of products and services as well as tourist satisfaction when revisiting Jang & Feng's tourist attractions (2007). Another opinion expressed by Alexandris (2006) in his research states that tourist satisfaction on a tour is that the tourists themselves contribute to the company's profitability in creating customer loyalty.

Tourism image, according to Pitana&Diarta (2009), is the belief that tourists have regarding the products or services that tourists buy or will buy. The way to improve tourism and tourism marketing, image is an important factor influencing demand. Based on this point of view, the image consisting of the level of objective enlightenment, impressions, prejudices, dreams, hopes, emotions and thoughts determines tourists choosing their vacation destination.

Lordanova (2015) defines that destination image is a collection of impressions, beliefs, ideas, feelings and hopes that are given to describe a place that is collected from time to time and felt according to the psychological and socio-demographic characteristics of the individual. Ling et al. (2010) stated that an image of a specific destination if it meets the expectations of tourists, it will produce a level of satisfaction and will return to visit. Even the possibility to recommend it to friends or family is even greater.

The Influence of Destination Image on Tourist Satisfaction and Revisit Intention

The first hypothesis is proven by research from Ci & Qu (2008) states that destination image has a positive and significant impact on satisfaction. Erawan's study (2019) says that the destination image has a considerable influence on tourist satisfaction. Huang et al. (2015) research results show that destination image has a positive effect on tourist satisfaction. Research conducted by Jeong& Kim (2019) states that the image destination variable is a variable that can increase tourist satisfaction.

The second hypothesis is proven by research from Zhang & Lu (2012) in their study, demonstrating that destination image has a positive and significant relationship to intentions revisit. Bhat & Dharzi (2018), in the review, said that the appearance of a destination has a positive and significant effect on revisit intention. Destination image in his research consists of an affective image, mental image and unique image. Other research also supports the appearance of a destination which affects revisit intention (Ngoc & Trinh, 2015) said that the idea of the goal has a positive and significant influence on revisit intention. Zhang et al. (2014), in their research, stated that destination image has a positive and significant effect on loyalty. In the study of Huang et al. (2015) says that image, namely a positive impression, has a positive influence on the intention to visit again. Based on the research above, it can be interpreted that the image of the destination affects tourist satisfaction and revisit purpose. Based on the research results, the proposed hypothesis is as follows:

H1: Destination image has a positive and significant influence on tourist satisfaction.

H2: Destination image has a positive and significant effect on revisit intention.

The influence of Destination Image on word of mouth and the impact of tourist satisfaction on revisit intention

The third hypothesis is proven by research from Kyriaki&Ulou (2015) in their study that destination image has a direct influence on WoM. Ngoc & Nguyen (2017) destination image has a positive and significant impact on word of mouth. (Tavakkoli, 2016) in his research stated that the idea of the destination has a positive and significant effect on positive WoM. Harjanto&Junaedi (2020) in their study, the destination image is a variable that directly influences WoM, followed by destination awareness and tourist motivation variables. Erawan (2019) states that the appearance of a destination affects tourist loyalty, where tourist loyalty can be assessed by revisiting tourist attractions and recommending tourist attractions to others or what is called word of mouth.

The fourth hypothesis is proven by research from (Ngoc & Trinh, 2015) in his study, stated that tourist satisfaction positively and significantly affects the intention to revisit a destination. (Meng & Han, 2018) In his research, he says that tourist satisfaction has a positive and significant relationship to revisit intention. Bhat & Dharzi (2018) in their study that tourist satisfaction has a positive and significant effect on tourist loyalty. (Quintal & Polczynski, 2010) in his research which states that happiness has a positive influence on revival intention. This can happen because when the traveller feels satisfied with a tourist destination, tourists will revisit the tourist spot. Based on the above research results, the proposed hypothesis is as follows:

H3: Destination image has a positive and significant influence on word of mouth.

H4: Tourist satisfaction has a positive and significant effect on revisit intention.

The Effect of Tourist Satisfaction on the Word of Mouth

The fifth hypothesis is proven by research from Han (2018) in his study, which states that satisfaction has a positive and significant effect on word of mouth. Wang et al. (2017), in their research, indicated that word of mouth is positively influenced by satisfaction. In Erawan's study (2019), tourist satisfaction has a direct effect on tourist loyalty where tourist loyalty is assessed by revisiting tourist attractions and recommending tourist attractions to other people or commonly referred to as word of mouth. Faullant et al. (2008) in their research, stated that tourist satisfaction influences tourist loyalty so that it is assessed when tourists feel satisfied, tourists will recommend tourist places.

H5: Tourist satisfaction has a positive and significant effect on word of mouth.

The Influence of Destination Image on Revisit Intention through Tourist Satisfaction and the Influence of Destination Image on Word of Mouth through Tourist Satisfaction

The sixth hypothesis is proven by research from Chi & Qu (2018), which states that destination image affects satisfaction and satisfaction affects tourist loyalty, so that indirectly the destination image affects tourist loyalty. Shafiee et al. (2016) state that destination image has a positive and significant effect on revisit intention mediated by satisfaction. In Jeong & Kim's research (2019), it is stated that destination image has an influence on tourist loyalty where loyalty is measured by item revisit intention and revisit intention with tourist satisfaction being a mediating variable. Ragab et al. (2019) that destination image has a positive indirect effect on revisit intention where tourist satisfaction becomes the mediating variable.

The seventh hypothesis is proven by research from Khuong & Nguyen (2017), in their research, stated that destination image has a significant indirect effect on word of mouth mediated by satisfaction. Shafiee et al. (2016) in their study said that all dimensions of descriptive photos have a significant and positive effect on the overall image of description and the appearance of the destination has a substantial and positive impact on word of mouth which is mediated by satisfaction. In research, Ragab et al. (2019) state that destination image has a positive and significant indirect effect on word of mouth where the tourist satisfaction variable becomes the mediating variable.

H6: Destination image has a positive and significant influence on revisit intention through tourist satisfaction.

H7: Destination image has a positive and significant influence on word of mouth through tourist satisfaction.

RESEARCH METHODS

This research used quantitative research methods using data analysis used is Partial Least Research (PLS). *Partial Least Square* (PLS) is a Structural Equation Modeling (SEM) technique that can directly analyze latent variables, indicator variables and measurement errors (Wiyono 2011). This research is research using an explanatory approach. Saida illustrative approach because it explains the magnitude of the influence between Destination Image (X), Satisfaction (Z), Revisit Intention (Y1), and Word of Mouth (Y2). The design of this study can be seen in Figure 3.1 below.

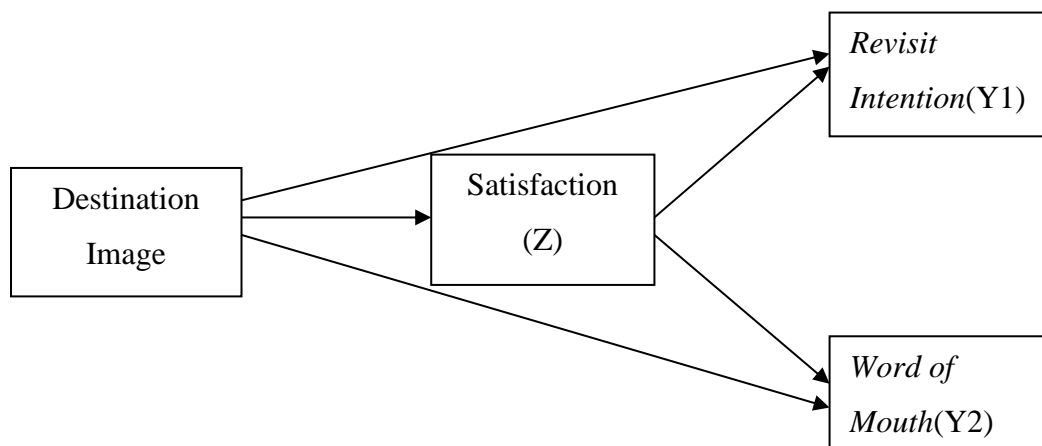


Figure 1. Research Design

Based on Figure 1 it explains that there are four variables in this study. Where the independent variable is the image of the destination, the dependent variable is to revisit intention and word of mouth, and the intervening variable is tourist satisfaction.

Population

The population in this study were all tourists who visited Pulo Cinta from January to March 2020.

Sample

The research sample used the Davis and Cosenza (1993) equation. In this study, the researchers conducted an initial survey by contacting 30 tourists who had visited PuloCinta and 26 of them intended to revisit in early 2020 and recommend tourist objects to others, and then it was determined that $p = 0.87$ (Davis & Cosenza, 1993). $B = 0.05$, which is based on an alpha value of 0.05 and $z = 1.96$, which is based on the researcher's confidence level of 95%. So that the sample for this research is obtained, namely:

$$n = \frac{z^2pq}{b^2}$$

$$n = \frac{1,96^2(0,87)(0,13)}{0,05^2}$$

$$n = \frac{0,434}{0,0025}$$

$$n = 173,8$$

- n = Sample size
- p = Estimated proportion of the population
- q = 1-p
- b = fault tolerance limit
- z = z value based on the level of confidence of the researcher

Based on the above calculations, the number of samples used was 173.8 so that it was rounded up to 174 respondents

PLS Analysis Model

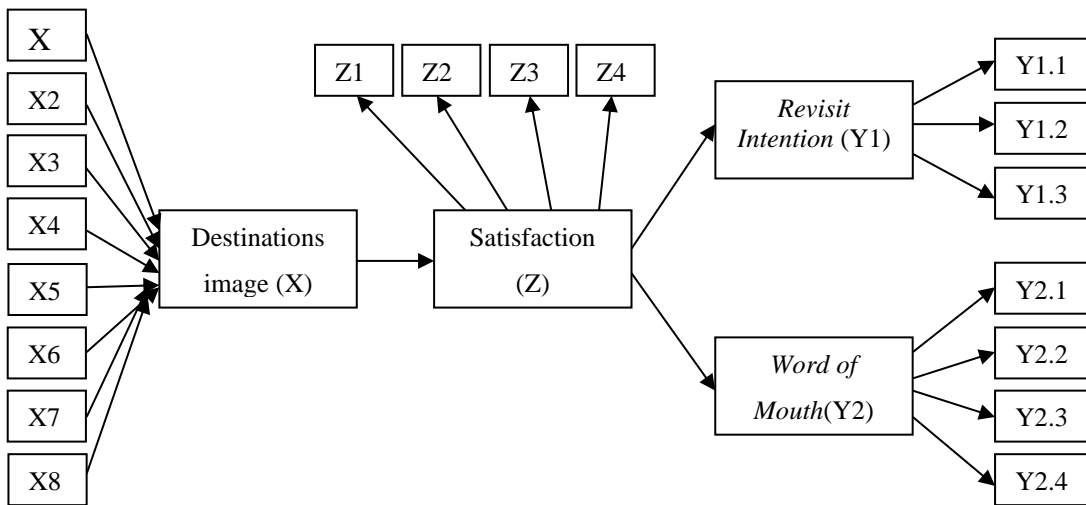


Figure 2. PLS Analysis Model

Information:

- X: Image Destinations
 - X1: Cleanliness
 - X2: Friendly atmosphere
 - X3: Facilities
 - X4: Accommodation
 - X5: Outdoor activities
 - X6: Climate
 - X7: Natural beauty
 - X8: Value and price

Z: Satisfaction

Z1: Feel satisfied with the tour

Z2: Feel good about the tour

Z3: Enjoying the visit

Z4: Liked the tourist attraction visited

Y1: *Revisit Intention*

Y1.1: Visiting again to a tourist spot in the future

Y1.2: Having a feeling of belonging and an emotional connection with the tourist spot

Y1.3: Make tourist attractions a top priority when returning to a tourist town

Y2: Word of Mouth

Y2.1: Recommending tourist spots to others

Y2.2: Saying positive things about the tourist spot to others

Y2.3: Recommending tourist attractions as favourite destinations Y2.4: Encouraging friends and family to visit tourist attractions.

RESULT AND DISCUSSION

Validity test

The validity test is carried out to measure a questionnaire instrument. The value is said to be valid if the correlation value of the question is greater than the critical value. The required number value is at a significant level of 5% (0.05).

Table 1: Results of Destination Image Variable Validity

Indicator	Outer Loading	Standard	Status
X.1	0.733	0.5	Valid
X.2	0.798	0.5	Valid
X.3	0.877	0.5	Valid
X.4	0.671	0.5	Valid
X.5	0.838	0.5	Valid
X.6	0.833	0.5	Valid
X.7	0.814	0.5	Valid
X.8	0.649	0.5	Valid

The indicator is declared valid if the standardized loading factor (SLF) is more significant than 0.5. So of the eight indicators used to measure the validity of the destination image variables, it was found that all hands had a standardized loading factor (SLF) value greater than 0.5 so it could be said that eight indicators met the validity test for use.

Table 2: Results of the Validity of Tourist Satisfaction Variables

Indicator	Outer Loading	Standard	Status
Z.1	0.884	0.5	Valid
Z.2	0.904	0.5	Valid
Z.3	0.920	0.5	Valid
Z.4	0.915	0.5	Valid

Based on the table above, it is known that there are four indicators to measure the variable of tourist satisfaction. The needle is declared valid if the standardized loading factor (SLF) is more significant than 0.5. So from the fourhands used to measure the validity of tourist satisfaction, it is found that all indicators have a standardized loading factor (SLF) value greater than 0.5 so it can be said that fourhands meet the validity test for use.

Table 3: Results of the Validity Test for Revisit Intention Variables

Indicator	Outer Loading	Standard	Status
Y1.1	0860	0.5	Valid
Y2.2	0.910	0.5	Valid
Y3.3	0847	0.5	Valid

Based on the table above, it is known that there are three indicators to measure the variable of revisit intention. The needle is declared valid if the standardized loading factor (SLF) is more significant than 0.5. So of the three indicators used to measure the validity of the revisit intention variable, it was found that all hands had a standardized loading factor (SLF) value greater than 0.5, so it can be said that three indicators met the validity test for use.

Table 4: Word of Mouth Variable Validity Test Results

Indicator	Outer Loading	Standard	Status
Y2.1	0.907	0.5	Valid
Y2.2	0.932	0.5	Valid
Y2.3	0.927	0.5	Valid
Y2.4	0.920	0.5	Valid

Based on the table above, it is known that the indicators for measuring variables from word of mouth are four indicators. The needle is declared valid if the standardized loading factor (SLF) is more significant than 0.5. So from the fourhands used to measure the validity of the word of mouth variable, it was found that all indicators had a standardized loading factor (SLF) value greater than 0.5, so it can be said that fourhands met the validity test for use.

Reliability Test

After the validity of the instrument, the reliability of the device was calculated. Reliability test can be said as a measurement tool that is used repeatedly to measure the same symptoms and the results obtained are relatively consistent so that the tools used in the measurement are more reliable. To test the reliability of an instrument or not, it can be done using Cronbach Alpha (Arikunto, 2006).

The following are the results of the reliability test of each variable as follows.

Table 5. Validity Test Results

Variable	Composite Reliability	Standard	Status
Destination Image	0.925	0.7	Reliable
Tourist Satisfaction	0.948	0.7	Reliable
Revisit Intention	0.906	0.7	Reliable
Word Of Mouth	0.957	0.7	Reliable

Based on the table above, the composite reliability value of all research variables is greater than the standard amount determined in the variable reliability test, which is 0.7. So it can be concluded that the results of the instrument reliability test in this study were declared reliable so that the questions used were able to show reasonably good consistency in answers.

PLS Analyst Results

Based on the data processing that has been done, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was carried out by looking at the T-Statistics value and the P-Values value. Conducted a partial test where before testing the t-table value is determined first. The t-table value is 1.974 (df = n - k - 1 = 174 - 2 - 1 = 171). The results of hypothesis testing in the form of structural equations can be presented in the following Figure:

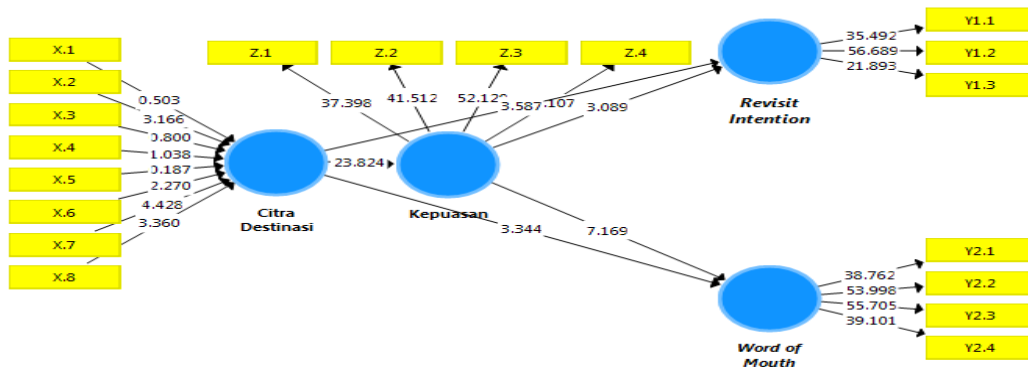


Figure 3: PLS Test Results

Table 5: PLS Test Results

Type Influence	Influence	t Statistics	P-Value
Live	X-> Z	23,824	0.000 ***
	X-> Y1	3,587	0.000 ***
	X-> Y2	3,344	0.001 ***
	Z-> Y1	3,089	0.002 ***
	Z-> Y2	7,169	0.000 ***
Indirect	X-> Z-> Y1	3,030	0.003 ***
	X2-> Z-> Y2	6,604	0.000 ***

^{ns} not significant

*. Significant at the 0.1 level (2-tailed).

** Significant at the 0.05 level (2-tailed).

***. Marked at the 0.01 level (2-tailed).

Source: PLS Processed, 2020

Based on the figure and table above, the results of hypothesis testing can be interpreted by classifying the influence of the variables:

The t-statistic value of the effect of destination image on tourist satisfaction is 23.824 with a probability value (P-value) of 0.000. The P-value is smaller than the probability value of 0.05 (0.000 < 0.05), so H1 is accepted, which means that the image of the destination has a positive and significant effect on tourist satisfaction at Pulo Cinta Eco Resort, Boalemo Regency, Gorontalo Province. This hypothesis is supported by Bhat and Darzi (2018), Chi & Qu (2008) Coban, (2012) Shafiee et al. (2016) which states that the image of a destination has a positive influence on tourist satisfaction.

The t-statistic value of the effect of the destination image on revisit intention is 3.587 with a probability value (P-value) of 0.000. The P-value is smaller than the probability value of 0.05 (0.000 < 0.05), so H2 is accepted, which means that the image of the destination has a positive and significant effect on the revisit intention of tourists at Pulo Cinta Eco Resort, Boalemo Regency, Gorontalo Province. This hypothesis is supported by Zhang & Lu (2012); Dharzi (2018) states that the image of a destination has a positive influence on revisit intention.

The t-statistic value of the effect of destination image on word of mouth is 3.344 with a probability value (P-value) of 0.001. The P-value is smaller than the probability value 0.05 (0.001 < 0.05), so H3 is accepted, which means that the image of the destination has a positive and significant effect on word of mouth by tourists at Pulo Cinta Eco Resort, Boalemo Regency, Gorontalo Province. This hypothesis is supported by Kyriaki&Ulou (2015); Ngoc & Nguyen (2017) state that destination image has a positive influence on word of mouth.

The t-statistic value of the effect of tourist satisfaction on revisit intention is 3.089 with a probability value (P-value) of 0.002. The P-value is smaller than the probability value of 0.05 (0.002 < 0.05), so H4 is accepted, which means that tourist satisfaction has a positive and significant effect on the revisit intention of tourists at Pulo Cinta Eco Resort, Boalemo Regency, Gorontalo Province. This hypothesis is supported by Ngoc & Trinh (2015); Bhat & Dharzi (2018); Erawan (2019) states that tourist satisfaction has a positive influence on revisit intention.

The t-statistic value of the effect of tourist satisfaction on word of mouth is 7.169 with a probability value (P-value) of 0.000. The P-value is smaller than the probability value of 0.05 ($0.000 < 0.05$), so H5 is accepted, which means that tourist satisfaction has a positive and significant effect on word of mouth by tourists at Pulo Cinta Eco Resort, Boalemo Regency, Gorontalo Province. This hypothesis is supported by Wang et al. (2017); Preko et al. (2019), in their research, stated that tourist satisfaction has a positive and significant effect on word of mouth.

The t-statistic value of the indirect influence of the destination image variable on revisit intention through tourist satisfaction is 3.030 with a probability value (P-value) of 0.001. The P-value is smaller than the probability value 0.05 ($0.003 < 0.05$), so H6 is accepted, which means that the image of the destination through tourist satisfaction has a positive and significant effect on the revisit intention of tourists at Pulo Cinta Eco Resort, Boalemo Regency, Gorontalo Province. This is supported by Chi & Qu (2018); Shafiee et al. (2016); Jeong & Kim (2019) stated that destination image has a positive and significant influence on revisit intention through tourist satisfaction.

The t-statistic value of the indirect effect of the destination image variable on word of mouth through tourist satisfaction is 6,604 with a probability value (P-value) of 0,000. The P-value is smaller than the probability value 0.05 ($0.000 < 0.05$), so H7 is accepted which means that the image of the destination through tourist satisfaction has a positive and significant effect on word of mouth by tourists at Pulo Cinta Eco Resort. Khuong & Nguyen (2017); Shafiee et al. (2016); Ragab et al. (2019) stated that destination image has an indirect effect on word of mouth with tourist satisfaction as an intervening variable.

CONCLUSIONS

This research proves that the destination image in Pulo Cinta tourism objects can provide a sense of satisfaction and give a good impression to tourists with Pulo Cinta. When tourists have a good impression, they will confidently share their experiences with others, and from that experience and good images, they will feel satisfied and of course, will make a return visit.

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