

# The Effect Of Service Quality And Destination Image On Return Visit Intention Through Tourist Satisfaction

*Servqual, Brand Image and Revisit Intention*

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## ABSTRACT

This study aims to determine how service quality and destination image affect revisit intention by considering satisfaction as mediation. This research uses quantitative methods, with data collection techniques in the form of surveys, by distributing questionnaires to respondents online. This study successfully collected a sample of 100 respondents and analyzed using Structural Equation Modeling (SEM) with a variant or component-based approach with Partial Least Square (PLS). The results prove that all relationships have a positive effect, including the mediating role of tourist satisfaction in the indirect effect between service quality and revisit intention and the mediating role of tourist satisfaction in the indirect effect between destination image and revisit intention. This managerial implication can be used as a reference material to increase the intention to visit again by creating a marketing strategy, implementing several new policies, to optimize the role of satisfaction as a mediator so that tourism managers can maintain quality service, and a pleasant experience through destination image, according to what consumers want and expect.

**Keywords:** Image Destination, Revisit Intention, Service Quality, Tourist Satisfaction.

## INTRODUCTION

Intention visit return acknowledged as one of the factor the main thing that determines continuity life and growth business tourist (Paisri et al., 2022; Takaya et al., 2019). Behavior intention visit return no only factor important that can maintain customers , but also improve income in time term length, existence intention visit return show desire for buy product or service from same place based on past experience (Deraman et al., 2022; Ghazmahadi et al., 2020; Mariam & Ramli, 2020). Intention visit return can help manager tour For manage cost marketing and acquisition traveler new with more efficient , so that increase desire traveler For visit return is choice important that is not Can avoided (Imran, Mariam, et al., 2020; Takaya et al., 2020; Tang et al., 2022). Manager tour must capable increase quality services , and image destination so that traveler no only get satisfaction only , will but own intention For visit return (Karayazi et al., 2024; Mariam et al., 2021; Nurdiansyah et al., 2020).

Quality service can perceived with both by tourists , because traveler is user the end that gets benefit from services received (Gonu, Agyei, Richard, & Larbi, 2023; Sinurat et al., 2024; Supiati et al., 2021). Quality service can help company in understand what is needed

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traveler (Imran, Arvian, et al., 2020; R. A. Pratama et al., 2023; Solimun & Fernandes, 2018). Tourists who have get service quality tend will do visit back , and this has an impact on increasing company profits . One of them method For expand market share especially in the sector tourist is with maintain quality good service to customer (Bachtiar et al., 2023; Khoo, 2022; Sukarno et al., 2020). Quality service can measured one of them with use SERVQUAL approach, which includes reliability, assurance, proof physical, empathy and power responsive (Alonazi et al., 2023; Megawaty et al., 2024; Rumaidlany et al., 2022). Therefore that, for increase quality service, manager tour can do steps such as, holding training employees, improve technology that can make it easier manager tour For interact with traveler so that traveler can to design service in accordance with what they need (Chandra et al., 2019; Miaty et al., 2024; Monteiro et al., 2023).

Satisfaction traveler only can given by a successful company , meaning that company can it is said success if has succeed fulfil or exceed what is desired and expected consumer , destination tourism that is capable maintain level his satisfaction own competitive advantage If compared to with his competitors (Gonu, Agyei, Richard, & Larbi, 2023; Mariam et al., 2020; Steven et al., 2023). Success increase satisfaction traveler own strong influence towards the future destination tourism and sustainability destination tour (Fachridian et al., 2024; Strenitzerová & Gaňa, 2018; Sutriani et al., 2024). Satisfaction can experience increase or decline in a way gradually during do activity consumption (Amalia et al., 2024; Rizky et al., 2023; Saut, 2022). For that, the manager tourist must ensure that consumer they satisfied If they want to become competitive , and profitable (Manyanga et al., 2022; Mariam et al., 2023; Situmorang et al., 2023). Because one of the objective main from A business is get superiority competitive (Febriani et al., 2023; M. P. Pratama et al., 2023; Ramli et al., 2020).

Destination image can influence behavior tourists, because image destination own role important in taking decisions, especially when traveler will do journey like decide which destination will chosen (Chu et al., 2022; Kalim et al., 2024; Nurcahyani et al., 2023; Viet et al., 2020). In Lots image model research destinations , including image cognitive , imagery affective, and image conative, developed as the way that can accepted For get outlook about behavior visit repetitive traveler (K. Kurniawati et al., 2024; Mariam et al., 2022; Yang et al., 2011). Research that focuses on measuring image destination post visit, more Good use component cognitive, because more easy For measured and can be give more information comprehensive (Aprillia & Vidyanata, 2022; Khasanah et al., 2021; Meidiyanty et al., 2023). The image of the destination presented with perspective positive image No only influence improvement amount visits , but also can increase investment , which will beneficial for development tourist sustainable (Ardhana et al., 2024; Sun et al., 2021; Yunus et al., 2023). Therefore that , for develop tourism in the future come , needed understanding in measure image A destination (Hahm & Tasci, 2019; Thamanda et al., 2024; Utama et al., 2020). Manager tour must give impression image destination with Good Because good image, not only push improvement amount visit repetitive will but follow give contribution to sustainability company (Arifah et al., 2024; Diatmono et al., 2020; Mulyadi et al., 2020).

Based on literature on so quality service and image destination own influence to intention visit return Good in a way direct and through mediation satisfaction customers. Jakarta Province has a number of area tourist integrated and one of them located in North Jakarta area, destination the Already stand since in 1966, in the middle increasingly fierce competition strict , manager destination tour must Can increase intention visit back , with give quality service so that capable increase satisfaction and image positive destination , because If intention visit return be at a low point so impact on profitability company . Therefore that , researcher feel interested For do research , whether quality service and image destination influential to intention visit return Good in a way direct and No direct.

Study previously related quality service , image destination , satisfaction , and intention visit return has Lots done , where quality service influential positive and significant to image destination (Khoo, 2022; Manyangara et al., 2023; Rinaldi & Ramli, 2023; Usman et al., 2023), however matter This different with study other , where quality service No own influence to image destination (Eki & Ramli, 2024; Mariam & Ramli, 2020; Saut, 2022). Next quality service influential positive and significant to satisfaction (Adam et al., 2023; Ahmed et al., 2023; Chun & Ochir, 2020; Dangaiso et al., 2022; Ekaabi et al., 2020; Gonu, Agyei, Richard, Asare-larbi, et al., 2023; Khoo, 2022; Mai et al., 2019; Mannan et al., 2019; Saut, 2022; Usman et al., 2023). However other studies state that quality service No own influence to satisfaction (Huu et al., 2024). Quality service influential positive and significant to intention visit return (Alonazi et al., 2023; Assaker & O'Connor, 2023; Lai et al., 2020). Destination image influential positive to satisfaction traveler (Aprilia et al., 2022; Cham et al., 2022; Ghorbanzade et al., 2019; Jeong & Kim, 2020; Kanwel et al., 2019; Thipsingh et al., 2022; Zulvianti et al., 2023). Destination image influential positive to intention visit return (Ko et al., 2023; Manyangara et al., 2023; Rahman et al., 2022; Zhu et al., 2024), but another study stated that that image destination No influential to intention visit return (Khoo, 2022). Satisfaction influential positive and significant to intention visit return (Agnihotri et al., 2023; Kanwel et al., 2019; Khoo, 2022; Mannan et al., 2019) and last that connection quality service with intention visit return and relationships image destination and intention visit return can mediated by satisfaction consumer (Ćulić et al., 2021; Kanwel et al., 2019; Rehman et al., 2022; Travar et al., 2022).

Based on research that has been done previously about influence quality service , image destination , satisfaction and intention visit return , Not yet Lots research that combines quality service , image destination , intention visit return with satisfaction as role mediation . Therefore that , for continue study previously , this time done addition variable satisfaction traveler as variable intermediary (*intervening*) . Besides that , research This choose destination tour as object research , thing This different with study previously conducted in one of the airport (Saut, 2022).

Study This aiming For know How quality service and image destination influence intention visit return Good in a way direct and No direct . Besides That study this also aims For enrich literacy science specifically Management Marketing as well as expected Can become contribution positive for manager tour in increase Power competitiveness and sustainability tourist moment This .

## **LITERATURE REVIEW**

### **Intention Visiting Return**

Intention visit return is behavior that describes trend tourists , for visit return to same destination , after do visit first time (Rehman et al., 2022; Samuel & Ramli, 2024; Sylvyani & Ramli, 2023). As for intention visit return also can interpreted as intention behavior tourists , for return visit on a visit next (Acharya et al., 2023; Novarian & Ramli, 2020). Several study own almost the same opinion The same Where intention visit return is willingness traveler For visit return destination tour (Pai et al., 2021; Paisri et al., 2022; Rahmawati & Ramli, 2024; Ramli, 2020b; Soleimani & Einolahzadeh, 2018). Intention visit return can interpreted as possibility traveler will return to a place in the future (Ramli & Novariani, 2020; Sylvia & Ramli, 2023; Talukder et al., 2023). Furthermore Siripipatthanakul (2021) add that intention visit return refers to the possibility traveler do visit return in time close , for example One year or two year forward . Intention visit return is planning future behavior A area tour Because intention visit return considered as level satisfaction to image destinations that are formed after traveler get experience tour (Aksöz & Çay, 2022; Indriani & Ramli, 2024; Mariam & Ramli, 2022). Based on a number of opinion the can withdrawn conclusion that intention visit return referring to intention or

willingness traveler For visit return to place or same destination , in the future come , based on experience previously (Mariam & Ramli, 2021; Ramli, 2019; Sari & Ramli, 2023).

### **Quality Service**

Quality service defined as method company in fulfil or exceed the hope that is held consumer (Maharani & Ramli, 2024; Novianti & Ramli, 2023; Pakurár et al., 2019). Another opinion stated that quality service refers to the level quality services provided by the company to his customers (Kadir & Ramli, 2024; Ramli, 2020a; Supriyanto et al., 2021). Quality service is one of the key success in competition (Arbol & Ramli, 2024; Ramli & Mariam, 2020). Quality service is overall impression or evaluation tourists , towards services provided by the destination tour during journey tour (Cham et al., 2022; Harahap & Ramli, 2023; E. Kurniawati & Ramli, 2024). In Lots research , the SERVQUAL approach was used as tool For measure quality service . SERVQUAL is abbreviation from *service quality* is multidimensional survey instrument designed For measure expectations and perceptions consumer across five dimensions quality services , where this model consists of from five dimensions that is reliability , assurance , proof physique , empathy , and power responsive (Hoque et al., 2023; Mulya & Ramli, 2023; Parasuraman et al., 1985; Salma & Ramli, 2023). Dimensions reliability measure how much Good services that can reliable For fulfil hope tourists , guarantee measure how much big level trust traveler in interact with manager tour during do visit tour (Alonazi et al., 2023; Dewi & Ramli, 2023; Rinaldi & Ramli, 2023). Proof physique is How officer help customer with give more service fast , empathy refers to knowledge and abilities officer in give service that makes customer believe and trust , power responsive is form concern officer to experience customer in a way individual (Ramli, 2018; Saut, 2022). From the description the so can concluded that quality service refers to how consumer give evaluation on services provided , based on experience gained during do journey tour

### **Destination Image**

Destination image defined as a series of ideas or view about a destination (Wang et al., 2017). Another opinion stated that image destination is description common made by tourists about a destination based on all information provided destination the to traveler (Kim et al., 2018). Where is the destination image refers to the whole perception traveler destinations , especially those that arise from response emotional and influenced by experience previously (Ghorbanzade et al., 2019). Destination image is combination beliefs , ideas , and impressions related a possible place they visit For First or second time (Chen et al., 2021). The same opinion was also expressed by Martens & Reiser (2019) that image destination is combination from all over existing observations , impressions , feelings and attitudes in mind traveler to destination . Destination image can measured through 3 components main that is image cognitive , affective and conative . In field study psychology cognitive , imagery destination refers to understanding and also evaluation traveler in a way comprehensive to a destination , where component image cognitive covering characteristics nature / environment , infrastructure , attractions , accessibility , environment social / environmental journey . (Chen et al., 2023)Affective image related with feelings and reactions emotional to a destination tourism that has influence significant at the stage election destination feeling the can depicted with semantic scale such as feeling like or No happy , good or no , it's sad or pleasant (Harrill et al., 2023). Conative image is behavior or the resulting decision from influence image cognitive and imagery affective , where image conative analyzed through three way , first as part image overall . Both as variable dependent , third with share image conative into the future like intention visit back and promotion mouth to mouth (Travar et al., 2022). Based on description the can concluded that image destination is a series of ideas or view the tourist depicted in a way comprehensive based on knowledge , response emotions caused by his experiences previously .

## **Satisfaction Traveler**

Satisfaction traveler defined as evaluation products and services a destination in a way overall (Gonu, Agyei, Richard, Asare-larbi, et al., 2023; B. Wang et al., 2017). Satisfaction can also be defined as feeling the joy experienced customer moment use a product or service compared to with expected performance (Chen et al., 2019). In addition That definition satisfaction customer can interpreted how far the customer satisfied with ability Supplier in fulfil his needs and expectations (Wantara & Irawati, 2021). From the perspective service , satisfaction refers to the level satisfaction in a way overall to a service , good service tangible and No intangibles provided by the Company (Wang & Yue, 2024). Another opinion stated that satisfaction is results evaluation to products and services used , where satisfaction can experience decline in a way gradually during do activity consumption (Saut, 2022). In other words, consumers feel satisfied if services provided in accordance with his hopes (Chang et al., 2024; Hadiyanti & Ramli, 2024). From opinions the so can concluded that satisfaction referring to the response emotions that arise from gap between performance product or service with the hope that is held consumers .

## **RELATIONSHIP BETWEEN VARIABLES**

### **Influence Quality Service on Destination Image**

Quality good service can increase image destination tour (Khoo, 2022)) . Services received from element destination tour like beautiful view , rides games , complete facilities such as hotels and restaurants , modes adequate transportation , in general overall can create experience interesting tourists . Service friendly , fast responsive , empathetic will add impression when destination the worthy For made into objective tourist (Mai et al., 2019). When traveler get appropriate service the hope is , then destination the will own good image to destination said , the more Good quality service so the more good image too destination the (Manyangara et al., 2023).

This matter in line with study previously which shows that quality good service influence image destination in a way positive (Xiaoying Chen et al., 2021; Travar et al., 2022; Usman et al., 2023). Based on p exposure said , then made hypothesis as following :  
H1: Quality Service influential positive towards Destination Image .

### **Influence Quality Service to Satisfaction Traveler**

Quality service and satisfaction traveler own a very close relationship important in sector business tourism , for destination quality - oriented tourism service , satisfaction traveler is is an important factor , because growth and development business in term long depends on satisfaction traveler (Ahmed et al., 2023). Satisfaction traveler will increase If manager tour emphasize quality service , thing This can filled when services provided can simplified For fulfil hope traveler so that traveler will tend show positive attitude (Gonu, Agyei, Richard, Asare-larbi, et al., 2023). Traveler will feel satisfied , when all his wishes and hopes fulfilled , increasingly tall perceived quality from the offer given company so the more good quality is also felt from satisfaction (Ekaabi et al., 2020). Manager tourist must Can prioritize the service to tourists who visit , with method give service best , reliable and fast responsive to complaints submitted tourists .

Research result This in accordance with study previously that quality service have impact positive from to satisfaction (Dangaiso et al., 2022; Jeong & Kim, 2020; Khoo, 2022; Mannan et al., 2019; Saut, 2022; Travar et al., 2022; Usman et al., 2023). From the description the so can made One hypothesis as following :  
H2: Quality Service influential positive to Satisfaction Tourists .

### **Influence Quality Service to Intention Visiting Return**

Quality service own influence to intention visit return to same destination (Chun & Ochir, 2020). Tourists will feel like accept service quality , which will influential to experience

they in a way overall . Many stakeholders interest prioritize improvement quality service through dimensions reliability , assurance , proof physical , empathy , and power responsive as variables that influence intention visit return (Alonazi et al., 2023)) . Quality service ok , can create positive impressions and experiences so that help traveler plan journey next . The more tall quality service so the more Lots tourists who will return Again to destination said in the future come (Manyangara et al., 2023). With guard quality service manager tourist can increase intention visit back , so that Can give contribution to company .

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A number of opinion the supported by research previously explained that quality service have positive influence to intention visit return (Assaker & O'Connor, 2023; Lai et al., 2020; Shahid Iqbal et al., 2018). From the explanation the so can made One hypothesis as following :

H3: Quality Service influential positive to Intention Visiting Return .

### **Influence of Destination Image to Satisfaction Traveler**

Destination image is one of determining factor level satisfaction tourists , when traveler visit a destination and find that destination the component image destinations that can fulfil or beyond hope they , then level satisfaction will also be increase (Aprilia et al., 2022). When traveler visit a destination , image positive created through enjoyable experience , more Far Again image positive a destination , can push desire traveler For spend more Lots time in place the (Travar et al., 2022)Real and clear image will become a better picture good that will brought by tourists from destination tour the so that in turn will increase satisfaction traveler (Sanz et al., 2021). Destination image influential in a way direct and significant to satisfaction tourists , so that can concluded that image positive destination can to form satisfaction traveler (Zulvianti et al., 2023).

Lots of research previously explained connection image destination with satisfaction traveler (Cham et al., 2022; Ghorbanzade et al., 2019; Jeong & Kim, 2020; Thipsingh et al., 2022). Based on discussion on so made hypothesis :

H4: Destination Image influential positive to Satisfaction Tourists .

### **Influence of Destination Image to Intention Visiting Return**

Destination image related close with expectation attribute destination that ultimately will increase intention visit return (Adam et al., 2023). When traveler get experience have a nice trip like good service , facilities and rides complete tour , view beautiful destinations , as well as guarantee security moment visit , then with by itself will to form image positive destination so that in the end will strengthen intention visit return (Rahman et al., 2022). Manager tour need ensure that they Can maintain and improve image good destination (Ko et al., 2023). When traveler own positive perception to image a destination , then traveler will tend own desire For visit back in the future come (Yuliana et al., 2023). The more Good image a destination so the more there is also a big possibility they For visit return (Zhu et al., 2024). Manager tourist can do various efforts , in to form positive image as one of the strategy For increase intention visit back , so that manager tourism in the end Can increase sustainable growth .

Research conducted previously , proving that image destination influential positive to intention visit return (Khoo, 2022; Manyangara et al., 2023; Tang et al., 2022). Based on explanation above , then can made hypothesis as following :

H5: Destination Image influential positive to Intention Visiting Return .

### **Influence Satisfaction Traveler to Intention Visiting Return**

Satisfaction consumer is indicator important from desire For visit back , meaning satisfied customers will return to the same place , although Lots place that runs same effort (Khoo, 2022). One of the factor important in sector tourist is ensure that visitors get maximum satisfaction , things This will influential to decision they For visit return (Torabi et al.,

2022). When traveler feel like with his experience , the possibility they will own desire For return visit place said , very big (Viet et al., 2020). Important for manager tour For increase satisfaction tourists and in the end increase desire visit return (Kanwel et al., 2019).

In the research previously prove that satisfaction traveler influential positive to intention visit return (Agnihotri et al., 2023; Mannan et al., 2019; Tang et al., 2022). Based on study theoretical said , can made hypothesis as following :

H6: Satisfaction Traveler influential positive to Intention Visiting Return .

### **Influence Quality Service to Intention Visiting Return through Satisfaction Traveler**

Influence quality service to intention visit return can mediated by satisfaction tourists . When traveler get quality service they will feel satisfied (Shahid Iqbal et al., 2018). Quality services that include reliability , assurance , proof physical , empathy and power responsive is factor important that can to form satisfaction . High level of satisfaction become base creation intention visit return intention visit return (Khoo, 2022). Quality good service own role important For interesting traveler back , with give quality service For satisfying tourists , then possibility traveler the For visit return very big (Saut, 2022). For that , the manager tour must give service best in a way consistent , so that increase satisfaction tourists who eventually will Motivate they For visit return .

A number of study previously has to expose about influence quality service to intention visit return through satisfaction traveler (Arasli et al., 2021; Huu et al., 2024; Jeong & Kim, 2020) based on explanation on so made hypothesis :

H7: Influence Quality Service to Intention Visiting Return through satisfaction tourists .

### **Influence of Destination Image to Intention Visiting Return through Satisfaction Traveler**

Influence of Destination Image to intention visit return often mediated by satisfaction Traveler (Ćulić et al., 2021). If moment first time visitor , tourist get positive perception about the destination they visit , like destination the has a beautiful panorama , facilities complete shopping , convenience get tickets , and easy location reached , then traveler will own high expectations to destination said , if hope This fulfilled so traveler will feel satisfied , so that possibility they visit return very big (Tang et al., 2022). Therefore That is so important for manager tour For Keep going increase image destination , because will help increase satisfaction traveler so that in the end will produce intention visit return in a way positive (Rehman et al., 2022).

A number of study previously explain about Influence of Destination Image to Intention Visiting Return through satisfaction traveler (Brammah et al., 2024; Ibrahim et al., 2021; Travar et al., 2022) Based on exposure on so made hypothesis :

H8: Influence of Destination Image to Intention Visiting Return through Satisfaction Tourists .

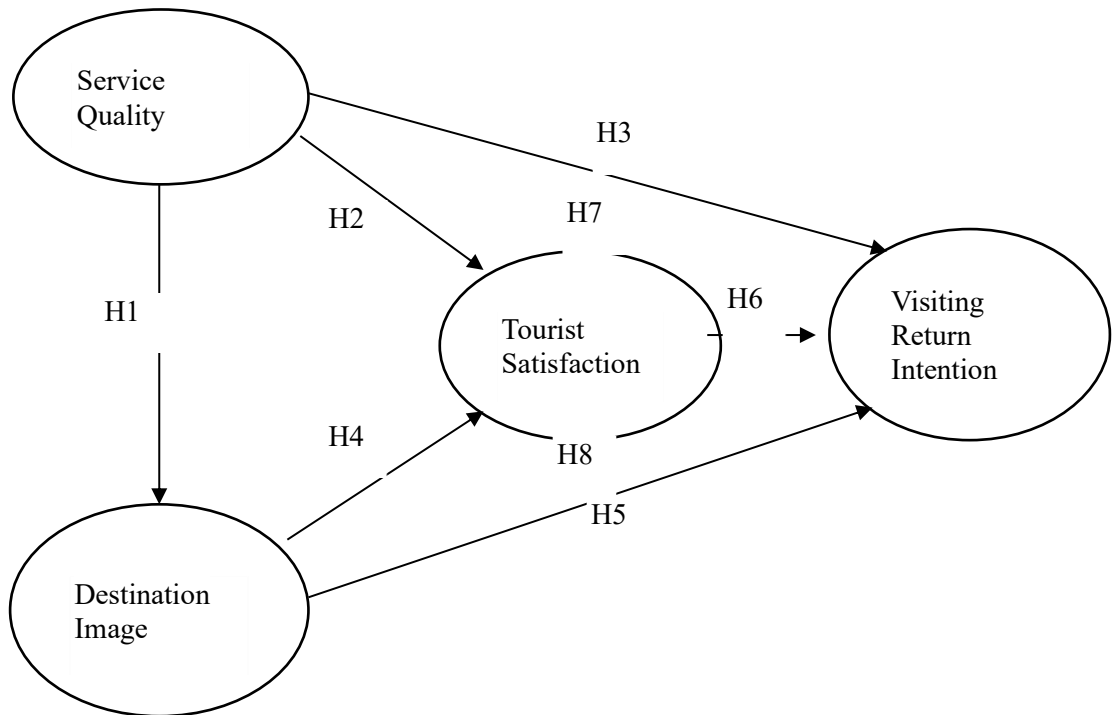


Figure 1 Research Model

## RESEARCH METHODS

### Measurement Variables

collection in this research use method *survey*, with share questionnaire in form *google form* and distributed to Respondent in a way *online* via social media applications. Study This use measurement scale *Likert* 1 – 5 where number 1 = Very No Agree, 2 = No Agree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. Indicator measurement variable quality service covering dimensions reliability, empathy (*empathy*) and power responsiveness, each 1 statement and adopted from (Alonazi et al., 2023), then dimensions guarantee (*assurance*) as much as 1 statement adopted from (Lai et al., 2020) and the dimension (*tangibility*) as many as 1 statement adopted from (Manyangara et al., 2023). Next For image destination consists of of the 5 adopted statements from (Harrill et al., 2023), whereas satisfaction traveler consists of from 1 adopted statement from (Viet et al., 2020), 1 statement adopted from (Tan & Le, 2023), 1 statement adopted from (Thipsingh et al., 2022) and 2 statements adopted from (Manyanga et al., 2022). Final intention visit return consists of from 3 statements adopted (Harrill et al., 2023; Saut, 2022; Thipsingh et al., 2022) and 2 statements adopted from (Sukaatmadja et al., 2023). Data collection was carried out during not enough more than 14 days and successful collected data from 120 respondents, exceeding the initial target namely 100 respondents or 5 x 20 statements (attachment 3).

### Population and Sample

The population selected in the study This is tourists who have Once visit to Taman Impian Jaya Ancol. Taman Impian Jaya Ancol chosen Because is area tourist integrated and the largest in the city of Jakarta. The selection sample use technique *purposive sampling* and *non-probability sampling* with criteria, male and female, domiciled in the Banten, Jakarta and West Java regions and aged between 17 – 65 years, and ever visit Taman Impian Ancol at least once. Determination size sample according to Hair et al. (2021) minimum sample required for research This is with method multiply amount statement with number 5, so For study This 100 respondents are required (5 x 20 statements).

## Method Data analysis

Study This including study quantitative and is study purposeful causality For test connection because consequence between variable (Sukaatmadja et al., 2023). Research This use *Structural Equation Modeling* (SEM) with approach based on Variants or component with *Partial Least Square* (PLS), for analyze the proposed model , because one of the profit data analysis using PLS-SEM is score the variables can used For analysis more carry on (Aprilia et al., 2022). Then For answer hypothesis that has been established , research This use statistical *software* . SEM-PLS test is tested in a way sequentially started from *outer model* Then *inner model*, where part *outer model* consists of from validity the resulting convergence based on mark factor filling  $> 0.7$  and AVE value  $> 0.5$ , validity discriminant based on *Fornell-Larcker Criterion*, *Cross Loading*, and HTMT with value  $< 0.9$ , then reliability measured based on mark *Composite Reliability and Crombach's Alpha*, when mark *Crombach's Alpha* approach number 1 then the more Good (Hair et al, 2021).

## RESULTS AND DISCUSSION

Based on results questionnaires distributed in a way *online* in form *google forms*, show that 100 respondents has collected and have been fulfil conditions . Based on these data , the characteristics Respondent explained as following amount Respondent man more big compared to Woman that is man as much as 59% and women as much as 41%. Respondents dominated tourists who come from from the Jakarta area, namely by 55%, then tourists who come from from West Java by 29% and tourists from Banten by 16 %. Respondents with criteria age 17-25 years dominate filling questionnaire that is as much as 29%, aged 26-35 years as much as 25%, aged 36-45 years as much as 29%, aged 46-55 years as much as 13% and the age of 56-65 years 4%. The number respondents who visited to Taman Impian Jaya Ancol as much as 1-2 times dominate filling questionnaire This that is by 44%, then respondents who have ever visit as many as 3 times amounting to 28% and respondents who visited  $> 3$  times amounting to 28% ( attachment 4).

### Analysis Outer Model

Study This using measurement models reflective Where variable quality service , image destination , satisfaction tourists and intentions visit return measured in a way reflective . According to Hair *et al.* (Hair et al, 2021)measurement model reflective consists of from consists of from *loading factor*, *composite reliability* , *Crombach's alpha* with provision value  $> 0.7$ , *average variance extracted* with provision value  $> 0.5$  and validity discriminant criteria *Fornell and Lacker* with provision below 0.9. Then HTMT ( *Heterotrait Monotrait Ratio* ) with provision mark below 0.9 (Henseler et al., 2016).

Based on results data processing , validity testing convergent with criteria mark *loading factor*, shows that variable quality service measured by 5 (five) valid measurement items , where mark *outer loading* there is between  $(0.789 - 0.865) > 0.7$  means that the five measurement items is valid to represent measurement quality service . Next variable image destination measured by 5 (five) valid measurement items , where mark *outer loading* is at between the number  $(0.773 - 0.838) > 0.7$  means that the five measurement items is valid to represent measurement image destination . Then For variable satisfaction traveler measured by 5 (five) valid measurement items , where *outer loading* is in the range  $(0.799 - 0.855) > 0.7$  It means that the five measurement items is valid to represent measurement satisfaction and last variable intention visit return measured by 5 (five) valid measurement items where mark *outer loading* is at between  $(0.750 - 0.854) > 0.7$  means that the five measurement items is valid to represent measurement intention visit return .

Validity test convergent based on AVE value , where level validity convergent can it is said has fulfil condition validity good convergence , if AVE value  $> 0.5$ . The AVE value is used For measure how much big a indicator correlated positive with indicator other (Joe F. Hair et al., 2024). AVE value of the variable quality service show number  $0.672 > 0.5$ , variable image destination of  $0.664 > 0.5$ , variable satisfaction tourists  $0.693 > 0.5$ ,

and the variable intention visit return of  $0.670 > 0.5$ , from the results of the data so can it is said that AVE value for all over variable Already fulfil Terms and Conditions validity convergent ( attachment 5).

Validity Discriminant with criteria *fornell and lacker* Where AVE root of variable more big from correlation between variable . Variable image destination have AVE root 0.815 more big the correlation with intention visit return which only own value 0.7 more big the correlation from satisfaction tourists who have value 0.666 and above big the correlation from quality services that have value 0.576. This result show that variable image valid destination discriminant . Variable satisfaction traveler own AVE root 0.833 more big the correlation with intention visit return which has value 0.705 more big the correlation with quality service 0.599 so variable satisfaction traveler declared valid discriminant . Variable quality service own AVE root 0.820 more big the correlation compared to variable intention visit return 0.750 so variable quality valid service discriminant . Likewise with variable intention visit return which has AVE root 0.819 more big the correlation with quality services that have mark with satisfaction value 0.750 traveler with value 0.705 and image destination with mark 0.7 so variable intention visit return valid in discriminant . In total measurement items This or variable measurement has fulfil validity good discriminant , with criteria *fornell and lacker* ( appendix 5).

Validity test discriminant based on mark *cross loading*. The results of data processing show that mark *cross loading* all quality item variable service measure more tall variable quality the service it measures that is between (0.789-0.865) and correlated low with variable image destination that is between (0.431-0.512), correlated low with variable satisfaction tourists whose value range between (0.425-0.572) and correlated low variable intention visit return the value is at between (0.556-0.655).

Then For image item variable destination measure more tall variable image the destination it measures that is between (0.773-0.838) and correlated low with variable satisfaction traveler that is between (0.475-0.596), correlated low with variable quality service in the range numbers (0.408- 0.548) and correlated low with variable intention visit return of (0.512-0.616).

Furthermore satisfaction item variable traveler measure more tall variable satisfaction the tourists he measured that is between (0.799-0.855) and correlated low with variable image destination that is with mark between (0.504-0.593) correlated low with variable quality service that is with mark between (0.399-0.539) and correlated low with variable intention visit return with mark between (0.531-0.659).

Final intention item variable visit return measure more tall variable intention visit return which he measured which has mark between (0.750-0.854) and correlated low with variable image destinations that have value (0.455-0.655), correlated low with variable satisfaction traveler that is with mark between (0.522-0.669) and correlated low with variable quality service (0.557-0.653). With thus all over variable fulfil validity discriminant with criteria *Cross Loading* ( attachment 5).

Validity test discriminant based on HTML value , where HTML values have size validity discriminant assessed more sensitive or accurate in detect validity discriminant (Joe F. Hair et al., 2024)Recommended values is below 0.90 (Henseler et al., 2016). Based on results testing show that the HTML value is below 0.90 for partner variable image destination and satisfaction traveler own HTML value  $0.752 < 0.90$ , variable partner image destination and quality service own HTML value  $0.656 < 0.90$ , variable partner image destination and intention visit return own HTML value  $0.793 < 0.90$ , variable partner satisfaction tourists and quality service own HTML value  $0.671 < 0.90$ , variable partner satisfaction tourists and intentions visit return own HTML value  $0.792 < 0.90$  and variable partner quality service and intention visit return own HTML value  $0.851 < 0.90$ , then in a way overall validity discriminant with HTML criteria already fulfilled ( attachment 5).

Reliability test variable can accepted If level its consistency Already fulfilled , where mark *Crombach's Alpha* and *Composite Reliability* are located on 0.7. Based on results variable data processing quality service have mark *Composite Reliability* 0.911 > 0.7 and the value *Crombach's Alpha* 0.878 > 0.7, variable image destination own mark *Composite Reliability* 0.908 > 0.7 with mark *Crombach's Alpha* 0.873 > 0.7, variable satisfaction traveler have mark *Composite Reliability* 0.919 > 0.7 and the value *Crombach's Alpha* 0.889 > 0.7 and last variable intention visit return own mark *Composite Reliability* 0.910 > 0.7 with mark *Crombach's Alpha* 0.877 > 0.7 With thus level reliability all over variable can it is said Already fulfil condition or reliable .

### Analysis Inner Model

*Structural* model analysis related with testing hypothesis influence between variable research . *Inner VIF* values below 5 indicate No There is multicollinear between variable (Hair et al, 2021)Research results show that *VIF* values are in the range between (1,000 – 2,052) < 5 means No There is high multicollinearity or mark the Already fulfil provisions ( attachment 5).

Step furthermore is with analyze mark coefficient determination (*Adjusted R<sup>2</sup>*). Coefficient value determination (*Adjusted R<sup>2</sup>*) functioning For explain to what extent endogenous variables can explained by variables exogenous based on mark *RS square* 0.75 included category strong , value *R - Square* 0.50 included category moderate and value *RS square* 0.25 included category weak (Hair et al ., 2021). Based on results research , value coefficient highest determination ( *Adjusted R<sup>2</sup>* ) is on the variable intention visit return which shows number of 0.694, meaning that constructs contained in the variable model quality service , image destination and satisfaction traveler capable explain variable intention visit return by 69.4%, while 30.6% of the variables other No explained in study this . Then coefficient variable satisfaction traveler is at 0.503 which means that construct quality service and image destination can explain variable satisfaction traveler by 50.3% while 49.7% is explained explained variable others . Lastly , the variables image destination own mark coefficient determination (*Adjusted R<sup>2</sup>*) of 0.325. This means that the variable quality service capable explain variable image destination by 32.5%, while 67.5% is explained by the variables outside the research model This . From the results of the *R<sup>2</sup>* analysis of the ability prediction from this model considered moderate .

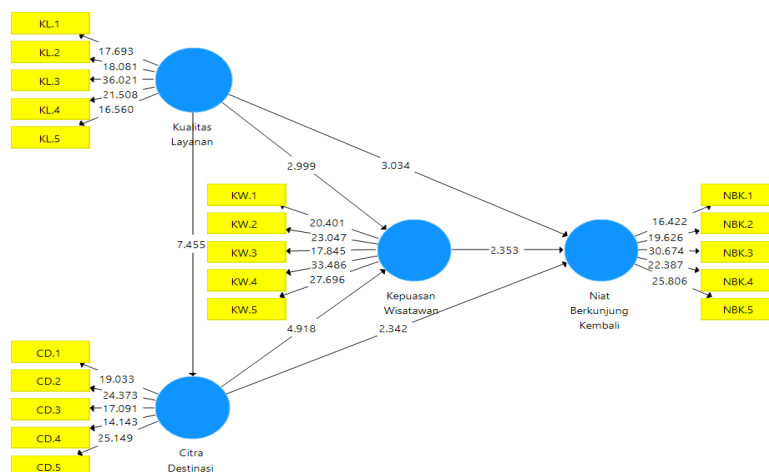


Figure 2 Path Coefficient & P Value

Step next is explain mark *path coefficients* based on mark *TS statistic* and *PV alue* with use method *bootstrapping* criteria significance *one-tailed* . Then condition hypothesis can accepted is mark *TS statistics* must is > 1.65 with level trust by 95% or mark *PV alue* < 0.05 (Hair et al, 2021). As for about direction connection can confirmed with use *Original*

**Table 1** Hypothesis Test Results ( *Direct Effect – Indirect Effect*)

Hypothesis		Original Sample (O)	T Statistics ( O/STDEV )	P Values	Caption
H1	Quality Service influential positive on Destination Image	0.576	7.455	0.000	Accepted
H2	Quality Service influential positive to Satisfaction Traveler	0.322	2,999	0.001	Accepted
H3	Quality Service influential positive to Intention Visiting Return	0.434	3,034	0.001	Accepted
H4	Destination Image influential positive to Satisfaction Traveler	0.480	4.918	0.000	Accepted
H5	Destination Image influential positive to Intention Visiting Return	0.276	2,342	0.010	Accepted
H6	Satisfaction Traveler influential positive to Intention Visiting Return	0.262	2.353	0.010	Accepted
H7	Quality Service influential positive to Intention Visiting Return through Satisfaction Traveler	0.084	2.110	0.018	Accepted
H8	Destination Image influential positive to Intention Visiting Return through Satisfaction Traveler	0.126	1,882	0.030	Accepted

Source : Researcher Data Processing Results , 2024

Hypothesis test results in the table above , shows that overall hypothesis own mark *T-statistics* above 1.65 which means that overall the hypothesis proposed can accepted . H1 quality testing service influential positive to image destination with mark *T - Statistics*  $7.455 > 1.65$  , *P - Value*  $0.000 < 0.05$  and the *value original sample* 0.576, which means that quality service influential positive towards destination image so that H1 is accepted . Testing H2 quality service influential positive to satisfaction traveler with mark *TS statistics*  $2.999 > 1.65$  , *P - Value*  $0.001 < 0.05$  and the *value original sample* 0.322, which means that quality service influential positive towards tourist satisfaction so that H2 is accepted . Testing H3 quality service influential positive to intention visit back *T- Statistics* with value  $3.034 > 1.65$  , *P-Value*  $0.001 < 0.05$  and *value original sample* 0.434, which means

that quality service influential positive towards the intention to revisit so that H3 is accepted . Testing H4 image destination influential positive to satisfaction traveler *T-Statistics* with value  $4.918 > 1.65$ , *PV value*  $0.000 < 0.05$  and value *original sample* 0.480, which means that image destination own influence positive on tourist satisfaction so that H4 is accepted . Testing H5 image destination influential positive to intention visit return with mark *TS statistics*  $2.342 > 1.65$ , *PV alue*  $0.010 < 0.05$  and value *original sample* 0.276, which means that image destination influential positive towards the intention to revisit so that H5 is accepted . Testing H6 satisfaction traveler influential positive to intention visit return , with mark *T-Statistics*  $2.353 > 1.65$ , *PV alue*  $0.010 < 0.05$  and the value *original sample* 0.262, which means that satisfaction traveler influential positive towards the intention to revisit so H6 is accepted . Based on hypothesis test results No direct prove that quality service influential positive to intention visit return through satisfaction traveler with mark *T-statistics*  $2.110 > 1.65$ , *P- value*  $0.018 < 0.05$  and *original sample* 0.084 means quality service influential positive to intention visit return through satisfaction tourists , so H7 is accepted . Testing H8 where image destination influential positive to intention visit return through satisfaction traveler with mark *T- statistic*  $1.882 > 1.65$ , *P value*  $0.030 < 0.05$  and *original sample* 0.126 means that image destination influential positive to intention visit return through satisfaction tourists , so H8 is accepted .

Model fit test begins with test SRMR value . Based on mark data processing , SRMR value shows The number 0.067 means the model in the study This own fit of the model to the data.

Model fit test based on mark *Q-Square*, from results process data overall variables construct own mark *Q-Square* more from 0, meaning that variables construct exogenous own relevance prediction For endogenous variables , where mark *Q-Square* for variable image destination of  $0.215 > 0.15$  means variable image destination own relevance prediction classified as medium, variable satisfaction traveler own mark *Q-Square* of  $0.344 > 0.15$  means satisfaction traveler own relevance prediction classified as medium and variable intention visit return own mark *Q-Square* of  $0.459 > 0.35$  means that variable intention visit return own relevance strong prediction .

## DISCUSSION

Findings first in research This is importance guard quality good service in to form image positive destination for tourists . Good service will create impression or a pleasant experience for traveler so that influence decision they For visit return in the future upcoming . Service friendly , fast staff responsive and have level sufficient knowledge about destination the make traveler feel comfortable be on tour said , tourists will more free For ask when they experience constraints . When This Lots manager tourism that utilizes *digital platform* as one of the form service for tourists , *digital platforms* can accessed When only , so that traveler Can to obtain information more fast without must come moreover formerly to place purpose , with this *digital platform* tourists can also do booking Ticket with easy , and manageable timetable visit in accordance desire they . In study This explain that quality service own meaning important in create positive image , thing This strengthen results study previously that quality service influential positive to image destination (Xiaoying Chen et al., 2021; Khoo, 2022; Mai et al., 2019; Manyangara et al., 2023; Travar et al., 2022; Usman et al., 2023)and break results study Saut (Saut, 2022), which states that quality service No influential positive to image destination .

Findings second in research this , explains that image destination very influence satisfaction tourists . Positive destination image formed from experience traveler previously . One of the superiority from area tour integrated is traveler get various complete recreation units in One place at once , like destination view nature , tourism shopping , rides games , flora and fauna tours and others. In addition infrastructure , good

image can seen from How A destination give service like service officer , conformity price tickets , services accessibility in the form of *digital platforms*, ATM Centers and fashion transportation . If all over component the perceived in accordance with or even exceed hope tourists , then confirmed that traveler the feel satisfied . This is can strengthen hypothesis results study previously that image destination influential positive to satisfaction traveler (Aprilia et al., 2022; Cham et al., 2022; Ghorbanzade et al., 2019; Jeong & Kim, 2020; Kanwel et al., 2019; Sanz et al., 2021; Thipsingh et al., 2022; Travar et al., 2022).

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Findings Third , quality service influential positive to intention visit return . Quality service own role important for traveler in take decision visit back . Among the five dimensions measurement quality service , dimension *tangibility* or proof physique own the strongest influence . This prove that *digital* platform provided manager tourism , very help traveler For get information with easy and fast . Besides that , dimension reliability , assurance , empathy and power responsive , also provides sufficient contribution good . So in a way Overall , quality service This become motivation for traveler in decide For visit return. Research result This in line with research that has ever been done previously Where quality service influential positive to intention visit return (Alonazi et al., 2023; Assaker & O'Connor, 2023; Chun & Ochir, 2020; Lai et al., 2020; Manyangara et al., 2023; Shahid Iqbal et al., 2018).

Findings fourth in research This show that quality service influential positive to satisfaction tourists . This is can explained by various aspect services used by tourists . Quality services , including factors like reliability , assurance , proof physical , empathy and power responsive , play role important in to form experience tourists . When services provided exceed expectation tourists , then matter the cause satisfaction and improve perception positive to destinations and providers service . Satisfaction traveler important Because can influence behavior they next , such as consider visit back in the future come . Research results This support study previously , where quality service influential positive to satisfaction traveler (Ahmed et al., 2023; Dangaiso et al., 2022; Ekaabi et al., 2020; Gonu, Agyei, Richard, Asare-larbi, et al., 2023; Jeong & Kim, 2020; Khoo, 2022; Mannan et al., 2019; Saut, 2022; Travar et al., 2022; Usman et al., 2023; Zaato et al., 2023). Findings this is also at the same time break study previously stated that quality service No affect satisfaction traveler (Huu et al., 2024).

Findings fifth explain that satisfaction traveler influential positive to intention visit back . Hypothesis results show that satisfaction traveler influence intention visit back , highlight importance satisfaction in Motivate intention visit back . When traveler satisfied with experience they are in a destinations , including quality services , facilities and atmosphere in a way overall , they tend consider For return again . Satisfaction the cause impression profound and uplifting positivity desire traveler For return enjoy experience similar in the future come . Research results This in accordance with study previously , where satisfaction traveler influential positive to intention visit return . (Agnihotri et al., 2023; Kanwel et al., 2019; Khoo, 2022; Mannan et al., 2019; Tang et al., 2022; Torabi et al., 2022; Viet et al., 2020).

Findings sixth prove that image destination influential positive to intention visit back . Good destination image covers components like characteristics nature / environment , facilities / infrastructure , attractions , accessibility and environment social . When traveler perceive a destination in a way positive , they tend more impressed with his visit and the reality This increase possibility traveler planning For return again in the future . Therefore that , improve and maintain image positive destination is effective strategy For increase intention visit back in the future . This is support opinion previously Where image destination influential positive against intention visit return (Ćulić et al., 2021;

Ibrahim et al., 2021; Kanwel et al., 2019; Rehman et al., 2022; Tang et al., 2022; Travar et al., 2022). Study This at a time break results study (Khoo, 2022).

Findings seventh quality service , influential positive to intention visit return through satisfaction tourists . Hypothesis results that quality service influential positive to intention visit return through satisfaction traveler emphasize importance service quality tall in industry tourism . Services quality high , including aspects like reliability , facilities physical , assurance , empathy and power responsive , in a significant increase satisfaction tourists . When traveler satisfied with the service they provide accept , then experience the become motivation they For consider visit again . Satisfaction traveler play a role as factor strengthening mediation connection between quality service and intention visit back . With method this , improvement quality service No only increase satisfaction traveler but also improve desire they For visit return the same destination in the future . Research results This supported by research previously proven that quality service influential to intention visit return through satisfaction traveler (Arasli et al., 2021; Huu et al., 2024; Jeong & Kim, 2020; Khoo, 2022; Shahid Iqbal et al., 2018).

Findings eighth image destination , influential positive to intention visit return through satisfaction tourists . Hypothesis results show that image destination influential positive to intention visit return through satisfaction tourists , who show that perception destination positive play a role important in to form experience tour . An attractive destination image that includes aspects like beauty nature , infrastructure / facilities , attractions , accessibility and environment social , can increase satisfaction traveler in a way positive . When traveler satisfied with image and experience a destination , then desire For visit will also come back increased . Satisfaction traveler play a role as a mediator that strengthens connection between image destination and intention visit return . Therefore that , building and maintaining image positive a destination No only increase satisfaction traveler but also in a effective increase intention visit back in the future (Ćulić et al., 2021; Ibrahim et al., 2021; Kanwel et al., 2019; Rehman et al., 2022; Tang et al., 2022; Travar et al., 2022).

## **CONCLUSION**

Study This aiming For know How quality service and image destination influence intention visit return with consider satisfaction as mediation . Based on results study this , was found that quality service influential direct and positive to image destination , quality service influential direct and positive to satisfaction tourists , quality service influential direct and positive to intention visit back and influential in a way No direct and positive to intention visit return through satisfaction tourists . Then image destination influential direct and positive to satisfaction tourist , image destination influential direct and positive to intention visit return and in a way No direct influential positive to intention visit return through satisfaction tourists .

Based on results study the prove that quality service and image destination and satisfaction traveler own role important in push intention visit back . However however , even though quality service , image destination and satisfaction traveler own more roles dominant influence intention visit return in a way directly , not means role satisfaction traveler as a mediator not own role important in continuity company . Manager tour can meet and exceed hope from tourists , because satisfied tourist with quality service and experience image the destination they get during visit , then they will tend For plan journey tour furthermore in the same place .

Study This has succeed gather respondents dominated Respondent man by 59% and some big originate from Jakarta, namely by 55%, where criteria Respondent age 17-25 years and age 36-45 years dominate filling questionnaire this , with an average of 1-2 visits .

With this study, this helps managers and tourists to understand and influence intention to visit back. A destination tour can increase intention to visit and return optimally when they are capable of maintaining quality good service and updating the destination image so that wishes and hopes of consumers can be fulfilled or even exceeded. Findings also support academics for more digging. Again, other factors that can influence intention to visit and return.

### Limitations and Suggestions

This study still has a number of limitations, as attention for study next. First, the number of indicator statement questionnaire is still not enough adequate so that it is recommended to add a larger sample size for research next (Harrill et al., 2023). Second, researchers only focus on mediation satisfaction of travelers, not yet exploring other mediations, so that it is expected for further study to add other variables as mediation (Jeong & Kim, 2020). Third, for the next study, it is expected to add other variables that can influence intention to visit and return, such as *E-WOM*, *Price Perception*, as well as adding a variable of customer loyalty as an objective end in research further (Sukaatmadja et al., 2023).

### Implications Managerial

Managerial implications can be made into a material reference for increasing intention to visit and return of travelers with methods of creating marketing strategy, implementing a number of new policies, using an increase in role satisfaction as mediation so that managers can give quality service, and a pleasant experience through the destination image, according to what is desired and expected by consumers.

Traveler satisfaction becomes a main priority in increasing the amount of visits and realizing customer satisfaction, from the aspect of service quality, managers must be able to maintain service quality with planning a sustainable program like giving training to all ranks of employees, so that with training, the company's own employees perform well, reliable, fast responsive and have high knowledge with still prioritizing *attitude* during service to tourists. Besides that, it's important for managers and tourists to collaborate with parties related to use, optimize supporting facilities and infrastructure network transportation so that traffic jams at certain points are reduced, with so much comfort and accessibility for travelers. Not only will it increase but also encourage growth in traveler intention to visit and return in a sustainable way.

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