

The Role of Destination Image in Increasing Tourists' Return Interest

Role of Destination
Image

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ABSTRACT

The goal of this study is to the impact of cultural values and facilities on tourists' intention to revisit the Goa Wareh Sukolilo tourist attraction, with destination image as a mediating variable. The study adopts a quantitative approach, employing a simple random sampling method with a sample of 100 tourists drawn from a total population of 5,564 individuals. Data were collected through questionnaires distributed both online and offline. Data analysis was conducted using path analysis with the aid of SPSS version 25. The findings indicate that cultural values and facilities have a positive and significant effect on the destination image, where the influence of cultural values is more dominant than facilities. Destination image is proven to be a significant intermediary variable in strengthening the relationship between cultural values and facilities with revisit intentions. Overall, these findings highlight the importance of paying attention to cultural values, facilities, and destination image in increasing tourists' intentions to revisit. The implications of this study can be used by managers and the government as a reference in developing sustainable tourism development strategies.

Keywords: Cultural Values, Facilities, Destination Image, Repeat Visit Interest

ABSTRAK

Tujuan dari penelitian ini adalah untuk meneliti dampak nilai budaya dan fasilitas terhadap minat wisatawan untuk kembali berkunjung ke Objek Wisata Goa Wareh Sukolilo, dengan citra destinasi sebagai variabel mediasi. Studi ini menggunakan pendekatan kuantitatif, di mana sampel acak sederhana dipilih dari 100 wisatawan dari populasi total sebesar 5.564 orang. Data dikumpulkan melalui kuesioner yang disebarluaskan baik secara daring maupun luring. Analisis data dilakukan menggunakan metode path analysis dengan bantuan software SPSS versi 25. Hasil penelitian mengindikasikan bahwa nilai budaya dan fasilitas berpengaruh positif serta signifikan terhadap citra destinasi, di mana pengaruh nilai budaya lebih dominan dibandingkan fasilitas. Citra destinasi terbukti menjadi variabel perantara yang signifikan dalam memperkuat hubungan antara nilai budaya dan fasilitas dengan minat kunjungan ulang. Secara keseluruhan, temuan ini menyoroti pentingnya memperhatikan nilai budaya, fasilitas, dan citra destinasi dalam meningkatkan minat wisatawan untuk melakukan kunjungan ulang. Implikasi dari penelitian ini dapat digunakan oleh pengelola dan pemerintah sebagai acuan dalam menyusun strategi pengembangan pariwisata berkelanjutan.

Kata kunci: Nilai Budaya, Fasilitas, Citra Destinasi, Minat Kunjungan Ulang

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INTRODUCTION

The tourism sector makes a significant contribution to the economy of a region (Aponno, 2020). In addition to being a contributor to foreign exchange, tourism also plays a role in opening up employment opportunities and supporting infrastructure development. Currently, the tourism industry in Indonesia is experiencing rapid development, providing various benefits for the government, society, and the private sector. This is due to the view that tourism is a sector that has great potential and is profitable to develop, so that it becomes a valuable asset for local communities and the government (Putri et al., 2024). Tourist attractions need to have unique attractions or characteristics that can attract tourists. The higher the number of visits, the better the image and quality of the tourist attraction (Dayrobi & Raharjo, 2020). To increase interest in visits, parties involved in management and development, such as the government, society, and entrepreneurs, must understand the right strategy to create advantages that make tourist attractions more qualified. An effective strategy will ensure that the tourist attraction is competitive and sustainable (Ngajow et al., 2021).

Revisit intention is an important indicator in assessing the success of a tourist destination (Julita et al., 2023; Maria et al., 2024). High revisit intention indicates that tourists are satisfied with the experience they get and are willing to return in the future. Therefore, understanding the factors that influence tourists' revisit intention is very important for tourist destination managers. One factor that can influence revisit intention is adequate and quality facilities (Utami et al., 2022; Elake et al., 2024). An ideal tourist spot should offer amenities that cater to the requirements of visitors, in order to provide convenience and meet their expectations during their visit. Tourist facilities include facilities and infrastructure provided by the manager for use by tourists (Kurniawan et al., 2022; Pattimukay et al., 2023). In addition to enjoying the natural beauty or uniqueness of tourist attractions, tourists also need various facilities, such as accommodation, transportation, and other services, to make their experience more enjoyable and satisfying (Ardiansyah & Ratnawili, 2021).

In addition to facilities, cultural values also play an important role in creating uniqueness and distinguishing a tourist destination from others (Pertiwi & Winarto, 2023; Teguh, 2024). The existence of cultural values can promote iconic aspects that are their own attractions, so that it is expected to increase tourist interest in visiting. Visitors do not only come to enjoy the natural beauty, but also to feel and understand the existing cultural heritage, which will enrich their tourism experience (Fachmi, 2023). Facilities and cultural values alone are not enough to ensure tourist interest in repeat visits. The image of a destination is a crucial element that needs to be promoted to stakeholders, including tourists (Rachmad et al., 2024). This image is not formed automatically, but through individual perceptions of an object. The image's creation of a tourist destination can be affected by a number of things, including advertising, word of mouth recommendations, direct visits to the destination, experiences gained while there, and the level of satisfaction felt after the visit. All of these elements contribute to building a strong and attractive image for tourists (Mahfudhotin et al., 2020).

Goa Wareh Sukolilo is known for its captivating natural beauty and the cultural value attached to the site. This cave not only offers stunning natural scenery, but also has an interesting history and cultural value for tourists. However, despite its great potential, Goa Wareh Sukolilo still faces various challenges in attracting and maintaining tourist interest. One of the main problems faced is the low rate of repeat visits by tourists. This study aims to analyze the influence of cultural values and facilities on the intention of repeat visits by tourists, by considering The function of the destination image as a mediating factor. By understanding the interaction between these three variables, it is expected to provide more comprehensive insights for tourism managers in designing effective strategies to increase the intention of repeat visits by tourists in Goa Wareh Sukolilo. In addition, this study is also expected to contribute to the local government in making policies that support the development of sustainable tourism. By improving the quality and availability of facilities,

as well as strengthening the cultural value and image of the destination, Goa Wareh Sukolilo can be more competitive with other tourist destinations and have a positive impact on the local economy.

LITERATURE REVIEW

Culture is a fundamental determinant in shaping individual desires and behavior. As a collection of habits that have been carried out repeatedly and passed down from generation to generation, culture is formed through a process that takes place over a long period of time. Changes in culture can occur, but often take time and are influenced by various external factors (Syahrul & Saputra, 2018). Culture includes all aspects that individuals acquire from society, including beliefs, customs, norms, art practices, eating habits, and skills that are not the result of personal creativity, but are inherited from the past. These aspects are transmitted through formal and informal education processes, which shape the identity and way of life of the community (Fachmi, 2023). The cultural values of a tourist attraction can influence the motivation of tourists to visit the place. Along with the development, development, and application of culture in everyday life, the values inherent in society also develop. These values function to regulate harmony, harmony, and balance in the community. The large number of existing tourist destinations, along with their respective uniqueness, are characteristics that attract tourists, thus increasing interest in visiting (Yuliamir & Rahayu, 2022).

Tourist facilities refer to the facilities and infrastructure provided by the management for use by tourists. In addition to enjoying the natural beauty and uniqueness of tourist attractions, tourists also need various facilities, such as accommodation, transportation, and other supporting services. The availability of adequate facilities will increase the comfort and satisfaction of visitors, so that they can enrich their experience during their visit (Putri et al., 2024). A quality A tourism destination needs to have amenities such meet the needs of visitors, in order to provide comfort and meet expectations during their visit. These facilities include facilities and infrastructure prepared by the management for use by tourists. In addition to enjoying the natural charm and unique attractions of tourist attractions, visitors also need various supporting facilities such as accommodation, transportation, and other services. The availability of adequate facilities will increase the comfort and satisfaction of visitors, so that they can enjoy their tourism experience optimally (Ardiansyah & Ratnawili, 2021).

Image in the tourism sector is the perception that tourists have of a tourist area. This perception is formed after tourists visit the location and can influence their decision to return. A positive image will increase tourist interest, while a negative image can hinder the desire to visit again. Therefore, destination managers must strive to create and maintain a good image in order to attract more visitors (Utami & Ferdinand, 2019). Destination image is all the beliefs, opinions, and assessments held by tourists towards a tourist attraction (Stepchenkova & Mills, 2010). The better the tourist's view of the image of a tourist destination, the higher the interest of tourists to return to a tourist attraction (Pratiwi & Urip, 2023). Destination image refers to the beliefs and knowledge that tourists have about a destination, as well as the feelings they experience during their visit. This image plays an important role in influencing tourists' interest in returning to the tourist attraction. A positive destination image can increase the attraction for tourists, while a negative image can reduce their desire to return. Therefore, it is important for destination managers to build and maintain a good image in order to attract and retain visitors (Anggraita, 2023). There are two dimensions of destination image (Widjianto, 2019), namely as Cognitive Destination Image refers to the perception formed based on the experiences experienced by tourists, the attractions available at a location, the environmental conditions and infrastructure in the area, and the entertainment and cultural traditions at the destination. Affective Destination Image includes positive feelings such as joy, pleasure, relaxation, and interest felt when at a tourist location.

Revisit interest is an individual's motivation to revisit a place they have visited, where the desire to travel in the future is influenced by their attitude towards previous

experiences (Lestari et al., 2022). Interest is the force that drives a person to have an interest and desire for a preferred object, which has an impact on increasing the market. Interest reflects an individual's awareness of a particular object, person, issue, or situation that is related to him/her and is considered as something that is consciously recognized (Charli, 2020). Interest is a subjective characteristic that is closely related to attitude. Revisit interest arises as a response to an object and reflects the consumer's desire to revisit the place (Sulistiyanda et al., 2022). Indicators of tourist interest in visiting include tourist attractions, available facilities, the surrounding environment, awareness, and goals (Charli, 2020). Considering how the problem was formulated and theoretical basis, the research hypothesis is as follows:

H1: *Cultural values has positive effect on destination image.*

H2: *Facilities has positive effect on destination image.*

H3: *Cultural values has positive effect on tourists' repeat visit interest.*

H4: *Facilities has positive effect on tourists' repeat visit interest.*

H5: *Destination image has positive effect on tourists' repeat visit interest.*

H6: *Cultural values has positive effect on tourists' repeat visit interest through destination image as an intervening variable.*

H7: *Facilities has positive effect on tourists' repeat visit interest through destination image as an intervening variable.*

METHODS

This study uses a quantitative method conducted at the Goa Wareh Sukolilo Tourist Attraction, Pati Regency, Central Java (Nasehudin & Gozali, 2012). The study population consisted of 5,564 tourists who visited the tourist attraction. The research sample was taken as a representation of the population, following Margono's definition that a sample is part of a population taken through a certain method. In this study, 100 tourists were selected as samples utilising the method of simple random sampling. A questionnaire was used to obtain the data, instrument compiled based on the research variable indicators. The questionnaire was distributed online via Google Forms and directly offline to the audience. To analyze the data, this study used path analysis to understand the pattern of relationships between variables. This method helps identify direct and indirect influences between independent variables (exogenous) and dependent variables (endogenous). In addition, the classical assumption test was applied to assess the feasibility of the relationship between variables. The t-test, F-test, and R Square test were also used to analyze the data obtained. All tests were conducted using SPSS version 27 software, which helps ensure the accuracy and validity of the research results.

RESULTS

In this study, there are 3 models, namely model 1, the direct influence between Cultural Values on destination image, model 2, the influence of Facilities on destination image, while model 3 is the influence of destination image, cultural values and facilities on repeat visit interest. The regression results shown in Table 1 use the Standard Coefficient, taking into account qualitative or abstract variables. The regression for the cultural value variable on destination image produces a positive coefficient of 0.531. This shows that the higher the cultural value perceived by visitors, the better the destination image in their eyes. This means that increasing cultural values will have a positive impact on visitors' perceptions of the destination image. For the facility variable on destination image, a positive regression coefficient of 0.357 indicates that the better the facilities available at the destination, the more positive the destination image in the eyes of visitors. Adequate facilities are an important factor in strengthening positive perceptions of a destination. Furthermore, the regression coefficient of destination image on revisit interest of 0.435 indicates that the more positive the destination image, the greater the visitor's interest in returning. A good destination image is a determining factor that encourages

visitors to make repeat visits. For the cultural value variable on revisit interest, a positive regression coefficient of 0.361 indicates that the richer the cultural values offered by the destination, the greater the visitor's interest in returning. Although its influence is more moderate than destination image, cultural values still make a positive contribution to revisit decisions. Finally, the regression coefficient for facilities on revisit intention of 0.175 indicates that the better the facilities at the destination, the greater the visitor's interest in returning, although the influence of facilities on revisit decisions is relatively small. Facilities function as a supporting factor, but are not the main factor determining revisit intention.

Table 1. Summary of Regression Equation Results

Dependent Variable	Independent Variable	B	T count	Sig	Information
Destination Image	Cultural Values	0.531	7.246	0.000	Ha accepted
	Facility	0.357	6.640	0.000	Ha accepted
Interest in Repeat Visits	Destination Image	0.435	7.405	0.000	Ha accepted
	Cultural Values	0.361	6.688	0.000	Ha accepted
	Facility	0.175	4.687	0.000	Ha accepted

The results of the hypothesis testing show various factors that influence destination image and revisit interest. First, for the influence of cultural values on destination image, the t-value is 7.246 with a significance of 0.000, which is smaller than 0.05. With a t-table of 1.984, a larger t-value proves that cultural values have a positive and significant influence on destination image. Therefore, the first hypothesis is accepted. Second, regarding the influence of facilities on destination image, the t-value reaches 6.640 with a significance of 0.000. Because the t-value is greater than the t-table (1.984), it can be concluded that facilities have a positive and significant impact on destination image. The second hypothesis is accepted. Third, the influence of destination image on revisit interest shows a t-value of 7.405 with a significance of 0.000. With a t-table of 1.985, a larger t-value indicates that destination image has a positive and significant influence on revisit interest. This proves the truth of the third hypothesis. Fourth, for the influence of cultural values on revisit interest, the calculated t of 6.688 with a significance of 0.000 is greater than the t table (1.985), so the fourth hypothesis is accepted. This shows that cultural values have a positive and significant effect on revisit interest. Finally, testing the effect of facilities on revisit interest produces a calculated t of 4.687 with a significance of 0.000. Because the calculated t is greater than the t table (1.985), facilities are demonstrated to have a beneficial and notable impact on return visits interest. The fifth hypothesis is accepted.

The model suitability test in this study consists of two types, namely the F test which is used to determine whether the regression model is appropriate or not, and the coefficient of determination test which functions to measure the extent to which the independent variables can explain variation in the dependent variable.. The following is an explanation of the test for each research variable. Next, the results of the F test on each model for the research variable will be explained, the calculation process of which is carried out using the SPSS program.

Table 2. F Test

Stage	Variables	F count	Sign	Information
1	Destination Image towards cultural values	52.510	0.000	Fit/good model
2	Destination Image of facilities	44.089	0.000	Fit/good model
3	Destination image, cultural values, and facilities on repeat visit interest	147.862	0.000	Fit/good model

2010

The test results shown in Table 2, show that the calculated F value at stage 1 between destination image and cultural value is 52.520 with a significance of 0.000. At stage 2, the calculated F value between destination image and facilities is 44.089 with a significance of 0.000. Meanwhile, at stage 3, the calculated F value between destination image, cultural value, and facilities on revisit interest is 147.862 with a significance of 0.000. This indicates that all regression models at stages 1, 2, and 3 are classified as fit and can be used to predict further research.

Table 3. Coefficient of Determination

Stage	R	R Square	Adj. R Square
Destination Image towards cultural values	0.591	0.349	0.342
Destination Image of facilities	0.557	0.310	0.303
Destination image, cultural values, and facilities on repeat visit interest	0.907	0.822	0.817

The determination coefficient of the value is shown by Adjusted R Square. The use of Adjusted R Square was chosen because it is more neutral to the count of independent variables in the model. Each additional independent variable tends to increase the R square value, while the variable does not exert a significant influence on the dependent variable. Therefore, many researchers prefer Adjusted R Square to assess the most optimal regression model (Ghozali, 2013). The coefficient of determination value for cultural values on destination image shows an Adjusted R Square of 0.342. 34.2% of the destination image variable can be explained by the cultural value variable, while the rest is explained by other variables not studied in this study. The coefficient of determination value for facilities on destination image is 0.303, which means that 30.3% of the destination image can be explained by the facility variable, while the rest comes from other variables not studied. The coefficient of determination value for destination image, cultural values, and facilities on revisit interest shows an Adjusted R Square of 0.817. This means that the intention to revisit can be explained by these three variables by 81.7%, while the rest is explained by other variables not observed in this study.

To analyze the direct and indirect influence between cultural values and facilities on the intention to revisit with destination image as an intervening variable, the Sobel test was used. The Sobel test in this study uses special calculations. The criteria that indicate that destination image can function as an intervening variable are if the p-value < 0.05, then H_0 is rejected and H_a is accepted, which means there is a significant influence, so that destination image can function as an intervening variable. If the p-value is greater than 0.05, then the null hypothesis (H_0) is accepted, and the alternative hypothesis (H_a) is rejected, indicating that there is no significant effect, so that destination image cannot function as an intervening variable. To find out whether destination image is able to be an intervening variable between cultural values and intention to return visit.

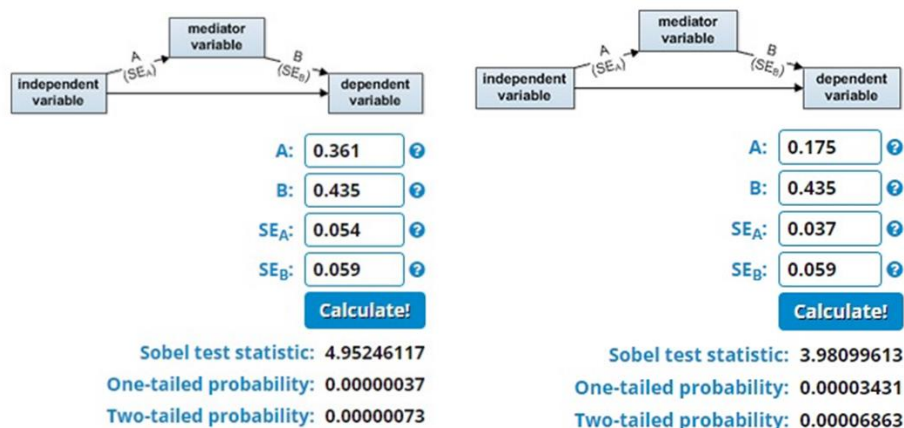


Figure 1. Sobel test result

The results of the Sobel test in Figure 1, the Test Statistic value obtained was 4.952, which exceeded the table value of 1.96. In addition, the significance value at two-tailed probability is 0.000, which is smaller than the error rate of 0.05. These results indicate that destination image can function as an intervening variable between cultural values and return visit interest. To find out whether destination image is able to be an intervening variable between facilities and revisit interest, this study was assisted by the Sobel test. The Test Statistic value obtained was 3.980, which exceeded the table value of 1.96. In addition, the significance value at two-tailed probability is 0.000, which is smaller than the error rate of 0.05. These results indicate that destination image can function as an intervening variable between facilities and revisit interest.

In this study, Path Analysis was used to analyze the influence of cultural values and facilities on destination image, as well as their impact on revisit intention. The results showed that both cultural values and facilities have a positive and significant influence on destination image. Cultural values have a stronger influence than facilities on destination image, which then has a direct and significant impact on return visit intention. Destination image is also proven to be a significant intervening variable between cultural values and facilities on return visit intention. Based on the Sobel test, destination image is able to strengthen the relationship between the two independent variables (cultural values and facilities) and the dependent variable (revisit intention). In other words, visitors who have a positive perception of the cultural values and facilities offered by a destination tend to view the destination more positively, which in turn increases their desire to revisit. Overall, this study emphasizes the importance of paying attention to both cultural values and facilities in improving destination image and influencing visitors' decisions to return. Destination image plays an important role as a link between these factors and revisit intention.

CONCLUSION

The results of the research conducted, it can be concluded that cultural values and facilities have a positive and significant influence on destination image and the intention of tourists to revisit the Goa Wareh Sukolilo tourist attraction. Destination image is proven to be an intervening variable that strengthens the relationship between cultural values and facilities with the intention of tourists to revisit. Tourists who have a positive perception of the cultural values and facilities of a destination tend to have a better image of the destination, which in turn increases their desire to revisit. Cultural values have a stronger influence than facilities on destination image. This emphasizes the importance of strengthening and maintaining local cultural values as a unique attraction that can distinguish a tourist destination from others. In addition, adequate facilities are also an important factor in forming a positive image and influencing tourists' decisions to revisit. This research offers practical insights for the tourism industry, managers and local governments in formulating more sustainable tourism development strategies. By

improving the quality of facilities and maintaining existing cultural values, as well as promoting a positive destination image, Goa Wareh Sukolilo can compete with other tourist destinations and make a greater contribution to the local economy.

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