

Revisit Intentions Through Customer Satisfaction Based on Service Quality and Destination Image

Ahmad Dimyati¹, Ukie Tukinah², Moh Tamrin³
^{1,2,3}Semarang College of Economics, Semarang, Indonesia
Corresponding email: ukie.tukinah@stieSemarang.ac.id

Received: January,20, 2025 | Revised: January,25, 2025 | Accepted: January,31, 2025

Abstract. This study aims to analyze the effect of service quality on revisit intention by involving mediating variables in the form of customer satisfaction and destination image. The study was conducted in Lerep Tourism Village with a quantitative approach using the Partial Least Square (PLS) method. Samples were taken from 100 tourist respondents with certain criteria. The results of the analysis show that service quality has a significant effect on revisit intention both directly and through customer satisfaction. However, the effect of service quality on revisit intention through destination image is not significant. These findings provide insight for tourism managers to further improve service quality and promotional strategies.

Keywords : Revisit Intention; Customer Satisfaction; Service Quality; Destination Image

INTRODUCTION

In the context of rural economic development, the government encourages the development of tourist villages as an alternative rural economic activity other than agriculture. This potential utilizes rural areas that have traditional agricultural activities, unique social and cultural life, natural beauty, ecology and wildlife (De Boer and Tarimo, 2012).

The development of Tourism Village aims to make the village a tourism destination by combining natural and cultural tourism attractions, public tourism facility services, and adequate accessibility with the procedures and traditions of village community life. (masterplandes.com)

Tourism Village is a rural area that has several special characteristics to become a tourist destination. In this area, the residents still have relatively original traditions and cultures. In addition, there are also several supporting factors such as typical food, agricultural systems and social systems. The most important factor of a tourist destination is nature and the original environment (Basuki, 1992).

One of the tourist villages that is currently popular among tourists is Lerep Tourism Village. This tourist area is located in Lerep Village, West Ungaran District, Semarang Regency, Central Java. Lerep Tourism Village is one of the leading tourist villages in the Semarang Regency area.

Lerep Tourism Village has several tourist destinations ready to be visited by tourists. In 2020, Lerep Village was designated as a tourist village in Semarang Regency in accordance with the Decree of the Regent of Semarang Number 556/0217/2020 concerning the Determination of Tourist Villages in Semarang Regency. Based on the Decree of the Head of the Semarang Regency Tourism Office Number 556/381/2022 concerning the Classification of Tourist Villages in Semarang Regency, Lerep Village is one of two advanced tourist villages in Semarang Regency. In 2021, Lerep Tourism Village also received certification and an award from the Ministry of Tourism and Creative Economy/Tourism and Creative Economy

Agency for its achievements as a Sustainable Tourism Village as an effort to encourage quality tourism. (Kumala et al., 2023).

Revisit intention is a form of behavior (behavioral intention) or customer desire to come back, positive word of mouth from consumers, staying longer than expected, shopping more than expected (Zeithaml et al, 2009). Revisit intention will occur if the manager pays attention to service quality. Service quality is the totality of the form of characteristics of goods and services that show their ability to satisfy customer needs, both those that are clearly visible and those that are hidden. For service providers, providing quality service to customers is an absolute must if the company wants to achieve success "(Kotler, 2000).

In addition, service quality also has a positive impact on the image of a tourist destination. Crompton (1979) explains destination image as the sum of a person's beliefs, ideas and impressions of a destination. Image is also one way to differentiate a product from another.

When tourists visit a destination, they must have an image of an object, as well as the impressions and beliefs that a person has towards an object (Sutisna, 2001). From there, tourists will record the tourist object in their minds so that it gives rise to a potential perception of a destination. A positive image of a destination will be an attraction that can make visitors or tourists visit a tourist destination.

In a tourism services company, improving the quality of service will have an impact on building a positive image which in turn...

will ultimately have an impact on customer satisfaction. According to Kotler and Armstrong (2013) consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought of against the expected performance (or results).

Consumer satisfaction according to Sadewa (2017) is the overall attitude shown by consumers towards goods and services after consumers obtain and use them. This is a post-selection evaluative assessment caused by the selection of specific purchases and the experience of using or consuming the goods or services. This also means that the level of satisfaction is a function of the difference between expectations and service performance.

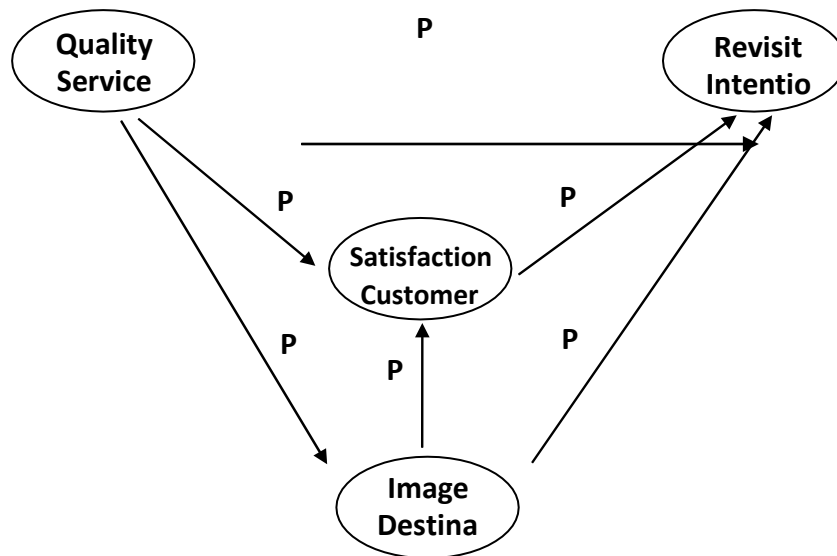
METHOD

The analysis used in this study is structural equation modeling (SEM) based on components or variance known as Partial Least Square (PLS). According to Ghazali (2006) the minimum sample size recommended for PLS analysis ranges from 30-100. This type of research is field research with quantitative methods. Field research is research conducted in a place or location chosen to research or investigate something that happens in that place (Fathoni, 2006). The population in this study were all tourists who visited Lerep Tourism Village in March 2024. Because the population size is not known for certain, the researcher used a purposive sampling technique. Anwar (in Yafie, 2016) stated that purposive sampling is a technique for taking samples of data sources with certain considerations.

The criteria used as research samples are: Respondents who are 17 years of age and over with the assumption that the respondents are mature enough and understand and can understand and give opinions well on each question in the research questionnaire (Sya'ban, 2021). According to Cohen, et.al, (2007) the larger the sample from the existing population, the better. So the researcher took a sample of 100 respondents.

The model designed based on the conceptual framework in this study can be presented in Figure 3.1 below:

Figure 3.1
 Path Diagram Model Design



Information:

- P1 = Regression Coefficient of the Influence of Service Quality on Revisit Intention.
 P2 = Regression Coefficient of the Influence of Service Quality on Customer Satisfaction.
 P3 = Regression Coefficient of the Influence of Customer Satisfaction on Revisit Intention.
 P4 = Regression Coefficient of the Influence of Customer Satisfaction on Destination Image.
 P5 = Regression Coefficient of the Influence of Service Quality on Destination Image.
 P6 = Regression Coefficient of the Influence of Destination Image on Revisit Intention.

Figure 3.1 in above illustrates model theoretically showing the influence of variables, namely: (1) Direct influence: Service quality on revisit intention; (2) Indirect influence: Service quality on revisit intention through customer satisfaction and Service quality on revisit intention through destination image and Service quality on revisit intention through destination image and visitor satisfaction. While in terms of structural equations for the direct and indirect causality relationship model, the equations are: (1) Direct Influence (PL): P1 = Service Quality on Revisit Intention, P2 = Service Quality on Customer Satisfaction, P3 = Customer Satisfaction on Revisit Intention, P4 = Customer Satisfaction on Destination Image, P5 = Service Quality on Destination Image, P6 = Destination Image on Revisit Intention. And for Indirect Influence: Service quality on revisit intention through customer satisfaction = $P2 \times P3$, Service quality on revisit intention through destination image = $P5 \times P6$, and Service quality on revisit intention through customer satisfaction and destination image = $P2 \times P4 \times P6$.

Operationally, each variable can be explained as follows:

Table 3.1.
Operational Research Variables

No	Variables	Theoretical Definition	Indicator
1	Quality of Service (QoS)	Quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations (Tjiptono, 2006).	1. Direct evidence (tangibles) 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy (Time and Berries, 1985)
2	Destination Image (CD)	Echtner, et al (2007:183) destination image is a number of beliefs, ideas and impressions a person has about the attributes or activities at a destination that form the overall picture of the destination.	1. Cognitive destination image 2. Affective destination image (Hailin, et al, 2011)
3	Revisit Intention (RI)	According to Zeithaml et., al, (2018), revisit intention is defined as a form of behavior (behavioral intention) or customer desire to come back, provide positive word of mouth, stay longer than expected, and shop more than expected.	1. There is a desire to visit again. 2. Willing to recommend to visit. 3. Customers place value on reputation. 4. Conduct harmonious communication. 5. Customers are willing to give input for the sake of improvement (Time and Bitnerin Main, 2017)
4	Visitor Satisfaction (KP)	Satisfaction is a feeling of pleasure or disappointment in a person that arises from comparing perceived performance to their expectations (Kotler and Keller, 2008).	1. Quality of service 2. Product quality 3. Emotional

Questionnaire Instrument Test

Evaluation of Measurement Model (Outer Model) is used to test the validity and reliability of data by conducting several stages of testing, namely convergent validity and discriminant validity. In this study, there are four latent variables, namely leadership, remuneration, work discipline and employee performance. The following are the results of the analysis of the outer model measurement model.

Convergent Validity

Convergent Validity is seen based on the factor loading value on each latent variable, with a correlation value greater than 0.7. The results of this value can be seen based on the results of the outer loading test on the PLS-SEM Algorithm measurement. The following are the results of the convergent validity test.

Table 4.5
Convergent Validity Value (outer loading)

Item	Quality of Service (X1)	Destination Image (X2)	Customer satisfaction (X3)	Revisit Intention (Y)	Information
X1.1	0.767				Valid
X1.2	0.768				Valid
X1.3	0.732				Valid
X1.4	0.738				Valid
X1.5	0.717				Valid
X1.6	0.754				Valid
X1.7	0.786				Valid
X1.8	0.767				Valid
X2.1		0.758			Valid
X2.2		0.827			Valid
X2.3		0.874			Valid
X2.4		0.804			Valid
x3.1			0.812		Valid
x3.2			0.745		Valid
x3.3			0.858		Valid
x3.4			0.760		Valid
Y.1				0.767	Valid
Y.2				0.755	Valid
Y.3				0.761	Valid
Y.4				0.716	Valid
Y.5				0.745	Valid

Source: Smart PLS output, processed by researchers 2024

From table 4.8 shows the results of loading factors from each latent variable of leadership, remuneration, work discipline, and employee performance has a value of more than 0.7. The value of convergent validity can be used in research because it shows a good validity value.

Discriminant Validity

Discriminant validity can be known by comparing the results of the Cross Loading value. If a correlated construct has a higher value compared to the correlation of indicators to other constructs, then the construct is declared valid (Supriyanto & Maharani, 2013). This value can be known through the results of the cross loading test on the PLS-SEM Algorithm measurement. The following are the results of the discriminant validity analysis.

Table 4.9
Discriminant Validity Value (cross loading)

Item	Quality of Service (X1)	Destination Image (X2)	Customer satisfaction (X3)	Revisit Intention (Y)	Information
X1.1	0.767	0.494	0.406	0.566	Valid
X1.2	0.768	0.480	0.443	0.539	Valid
X1.3	0.732	0.512	0.523	0.616	Valid
X1.4	0.738	0.392	0.460	0.499	Valid
X1.5	0.717	0.420	0.427	0.428	Valid
X1.6	0.754	0.477	0.423	0.414	Valid
X1.7	0.786	0.510	0.391	0.474	Valid
X1.8	0.767	0.568	0.417	0.483	Valid
X2.1	0.720	0.758	0.452	0.577	Valid
X2.2	0.475	0.827	0.459	0.498	Valid
X2.3	0.488	0.874	0.611	0.569	Valid
X2.4	0.383	0.804	0.641	0.497	Valid
x3.1	0.534	0.505	0.812	0.562	Valid
x3.2	0.473	0.586	0.745	0.557	Valid
x3.3	0.551	0.471	0.858	0.621	Valid
x3.4	0.433	0.523	0.760	0.527	Valid
Y.1	0.522	0.388	0.667	0.767	Valid
Y.2	0.544	0.746	0.582	0.755	Valid
Y.3	0.447	0.421	0.440	0.761	Valid
Y.4	0.477	0.504	0.379	0.716	Valid
Y.5	0.352	0.376	0.558	0.745	Valid

Source: SmartPLS output, processed by researchers 2024

From table 4.9 it can be seen that the correlation of each indicator to each latent variable is higher than the correlation of other variables. So it can be concluded that the variables in the study have high discriminant validity.

From table 4.9 it can be seen that the correlation of each indicator to each of its latent variables is higher than the correlation of other variables. So it can be concluded that the variables in the study have high discriminant validity. Discriminant Validity can also be known through the results of the Average Variant Extracted (AVE) value, if the AVE value of the construct > 0.5 then the variable can be said to have good discriminant validity (Supriyanto and Maharani, 2013). The following is a table of AVE values.

Table 4.10
Average Variance Extracted Value(Reliability Test)

Item	AVE	KET
Service Quality (X1)	0.568	Valid
Destination Image (X2)	0.667	Valid
Customer Satisfaction (X3)	0.632	Valid
Revisit Intention (Y)	0.561	Valid

Source: SmartPLS output, processed by researchers 2024

Table 4.10 shows that the AVE value for each item or variable has a correlation value level > 0.5, which indicates that the construct is valid and can be used for further testing.

Composite Reliability

The data reliability value can be seen through the Cronbach's Alpha and Composite Reliability values. If the Cronbach's Alpha value is greater than 0.6 and the composite reliability value is greater than 0.8, then the research instrument has a high level of accuracy and consistency. The following are the results of the Construct Reliability analysis:

Table 4.11
Composite Reliability Value

Item	Croanbach's Alpha	Composite Reliability	Information
Service Quality (X1)	0.970	0.973	Reliable
Destination Image (X2)	0.957	0.960	Reliable
Customer Satisfaction (X3)	0.973	0.976	Reliable
Revisit Intention (Y)	0.958	0.961	Reliable

Source: SmartPLS output, processed by researchers 2024

From table 4.11, it can be seen that the Cronbach's Alpha value of all variables is > 0.6 so that it can be stated that the research instrument is suitable for use because it has a high level of accuracy and consistency. This can also be seen from the Composite Reliability value of all variables > 0.8 which indicates that the research model has good reliability. So it can be concluded that all research variables have good reliability.

RESULTS AND DISCUSSION

Hypothesis Testing

Structural Model Evaluation (Inner Model)

Inner model used to test the influence and relationship between constructs, namely the relationship of independent variables to dependent variables. Through several stages, the following are the stages of testing the structural model analysis.

R-Square

R-Square used to determine how much influence the independent latent variable has on the dependent latent variable, the following are the results of the R-Square test.

Table 4.12
R-Square Values

Item	R-Square
Destination Image	0.412
Customer satisfaction	0.481
Revisit Intention	0.626

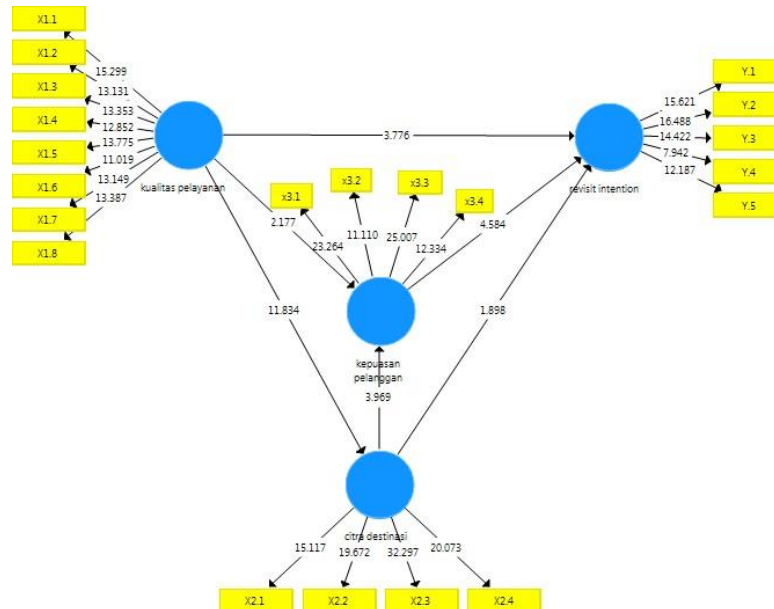
From the table above, it can be seen that the destination image variable has a value of 0.412. This means that service quality is able to explain the destination image variable by 41.2%. While the customer satisfaction value is 48.1%, which means that service quality is able to explain the customer satisfaction variable by 48.1%. While the revisit intention value is 0.626, which means that service quality is able to explain the revisit intention variable by 62.6%.

Path Coefficient

Path coefficient used to test the research hypothesis. The assessment of the level of significance is based on the p-value < 0.05 . To see the results of the direct influence value, it

can be seen through the results of the path coefficient measurement. The following are the results of the path coefficient

Figure 4.1
Hypothesis Model Results



Source: SmartPLS output, processed by researchers 2024.

Table 4.13
Path Coefficient Values

Item	Original Sample (O)	P Values
service quality -> revisit intention	0.316	0.000
service quality -> customer satisfaction	0.264	0.030
customer satisfaction -> revisit intention	0.405	0.000
service quality -> destination image	0.642	0.000
destination image -> customer satisfaction	0.494	0.000
destination image -> revisit intention	0.189	0.058

Source: SmartPLS output, processed 2024

From these results, it can be explained as follows.

- The effect of service quality on revisit intention can be seen from the p value of 0.00 > 0.05. This shows that service quality has an effect on revisit intention.
- The influence of service quality on customer satisfaction can be seen from the p value of 0.03 < 0.05. This shows that service quality has an effect on customer satisfaction.
- The influence of customer satisfaction on revisit intention can be seen from the p value of 0.000 < 0.05. This shows that the quality of service on the image of the destination.
- The influence of service quality on destination image can be seen from the p value of 0.00 < 0.05. This shows that destination image has an effect on customer satisfaction.
- The influence of destination image on customer satisfaction can be seen from the p value of 0.00 > 0.05. This shows that destination image has an effect on customer satisfaction.
- The influence of destination image on revisit intention can be seen from the p value of

$0.058 > 0.05$. This shows that destination image has no effect on revisit intention.

Specific Indirect Effects

To see the results of the indirect effect value, it can be known based on the results of the specific indirect effects measurement in the bootstrapping measurement. The following are the results of the specific indirect effects:

Table 4.13
Specific Values of Indirect Effects

Item	Original Sample (O)	P Values
service quality -> customer satisfaction -> revisit intention	0.107	0.048
service quality -> destination image -> revisit intention	0.122	0.072
service quality -> destination image -> customer satisfaction -> revisit intention	0.128	0.020

Source: SmartPLS output, processed 2024

From these results, it can be explained as follows:

- The influence of service quality on revisit intention through customer satisfaction can be seen from the p value of $0.48 > 0.05$. This shows that there is a t influence of service quality on revisit intention through destination image.
- The effect of service quality on revisit intention through destination image can be seen from the p value of $0.72 > 0.05$. This shows that there is no effect of service quality on revisit intention through destination image.
- The effect of service quality on revisit intention through destination image and customer satisfaction can be seen from the p value, which is $0.20 > 0.05$. This shows that there is an indirect effect of service quality on revisit intention through destination image and customer satisfaction.

DISCUSSION

Direct Influence of Service Quality on Revisit Intention

The results of the significance test show that service quality has a direct effect on revisit intention. This is evidenced by the results of the path analysis which obtained a p-value of $0.000 > 0.05$. This means that the first hypothesis (H1) is accepted.

The results of field observations also explain that the quality of service provided by the Lerap Tourism Village management continues to be improved. The result is that many tourists return. In addition to affordable ticket prices, the management also adds supporting facilities and infrastructure such as interesting game rides, clean toilets. The employees are also upgraded in their ability to serve visitors.

The Influence of Service Quality on Revisit Intention Through Customer Satisfaction

The results of the significance test show that service quality has an effect on revisit intention through customer satisfaction. This is evidenced by data from Specific Indirect Effects which obtained a p-value of $0.048 > 0.05$. This means that the second hypothesis (H2) is accepted.

The Influence of Service Quality on Revisit Intention Through Destination Image

Based on the results of the significance test, it was obtained that the influence of service quality on revisit intention through destination image can be seen from the p value of $0.72 > 0.05$. This means that there is no service quality on revisit intention through destination image. This means that the second hypothesis (H2) is rejected.

This is indeed very reasonable. Because in the direct influence test through the path coefficient, the influence of destination image on revisit intention has a p value of 0.058, which is greater than 0.05, which indicates that destination image does not affect revisit intention.

The Influence of Service Quality on Revisit Intention Through Destination Image and Customer Satisfaction

The results of the significance test show that service quality has an effect on revisit intention through destination image and customer satisfaction. This is evidenced by data from Specific Indirect Effects which obtained a p-value of $0.020 > 0.05$. This means that the second hypothesis (H4) is accepted.

CONCLUSION

Theoretical Implications

1. The Influence of Service Quality on Revisit Intention

Service Quality has a significant effect on revisit intention. In addition to service quality, revisit intention is also influenced by other factors, such as road access to the location, ticket price, security and comfort.

2. Service Quality Affects Revisit Intention Through Customer Satisfaction

The results of the significance test show that service quality influences revisit intention through customer satisfaction.

3. The Influence of Service Quality on Revisit Intention Through Destination Image

The results of the significance test show that There is no influence of service quality on revisit intention through destination image.

4. The Influence of Service Quality and Destination Image on Revisit Intention Through Customer Satisfaction

The results of the significance test show that There is an influence of service quality and destination image on revisit intention through customer satisfaction.

Managerial Implications

Based on the research results that Already obtained, the efforts that can be made by the Lerep Tourism Village manager are:

1. Lerep Tourism Village Management is considered to need to improve the quality of service. In addition Promotional activities, whether through social media, websites or direct promotions, must also be intensified so that the public becomes more familiar with Lerep Tourism Village.
2. In addition, the Lerep Tourism Village management must also increase the quantity and quality of its tourist attractions so that tourists have many choices to enjoy.

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