

Relationship between destination image, accessibility, tourists experience, tourists satisfaction and revisit intention: Structural equation model analysis

Pribanus Wantara^{1*}, Anugrahini Irawati¹, and Widya Rizka Arfy¹

¹Management Department, Faculty of Economy and Business, University of Trunojoyo Madura, Indonesia

Abstract. The Lon-Malang Beach tourist destination can be an alternative natural tourist destination for local tourists, domestic tourists and even foreign tourists. Various factors encourage tourists' interest in returning to visit the Lon-Malang beach destination because of the availability of various games. The destination image and transportation infrastructure, as well as social factors such as the friendliness of the population, provide a positive experience for tourists. Therefore, this research explores the relationship between destination image, accessibility, and tourist experience on tourists' revisit intentions through tourist satisfaction as a mediator. The quantitative method used in this research is the SmartPLS 4.0 application. Data collection was carried out using a questionnaire from 190 visitors to the Lon-Malang tourist destination who participated in this research. The research results show that destination image has a positive and significant effect on tourist satisfaction and revisit intention. This research also found that transportation infrastructure had a positive and significant effect on revisit intention, but did not have a significant effect on visitor satisfaction. Furthermore, tourist experience has a positive and significant effect on tourist satisfaction and revisit intention. The results of this research will inspire governments, policy makers and tourism management to develop tailored program responses.

1 Introduction

Lon-Malang Beach is one of the natural tourist destinations in the form of beach destinations in Sampang Regency, Madura Island. After the end of the COVID-19 pandemic, local tourist activities have made Lon-Malang Beach an attractive tourist destination. This tourist destination provides various gaming facilities, so that the number of visitors to the Lon-Malang tourist destination, especially on holidays, is always packed with tourists. With a strategic location, as well as attractive supporting facilities, the Lon-Malang tourist destination has an image and builds a positive experience in the eyes of tourists, thereby creating a sense of satisfaction and building a desire to return to this tourist destination.

Revisit intention is the idea that people revisit a tourist destination intentionally, not because they are forced to by certain circumstances (Zhang et al., 2018). The tourism business has experienced a revival in recent years (Pai et al., 2020), with many people looking to travel again after the COVID-19 pandemic (Rasoolimanesh et al., 2021).

Some researchers state that revisit intention is considered an important factor influencing the success of a tourism business (Afshardoost & Eshaghi, 2020).

Motivations for reviewing intentions vary (Pai et al., 2020), but broadly speaking motivation can be classified into extrinsic and intrinsic (Soliman, 2021). Extrinsic motivation is driven externally, such as a change in circumstances or a desire to see how a destination changes over time. On the other hand, intrinsic motivation is driven by internal factors such as the need for novelty or the desire to relive positive experiences.

As the tourism business develops, it is important to remember that tourists do not always have positive intentions. Some tourists may revisit a tourist destination in the hope of experiencing something new and different, even though they experienced the same thing on a previous visit. People always want the best destinations in the world to visit (Poon & Koay, 2021). Many tourists also want to know whether they should revisit destinations they have visited, while other people are interested in exploring tourist destinations again after not having visited them for a long time.

Shows that satisfaction with the destination experience, including service quality, attractions, and overall value for money, influences tourists' revisit intentions. In addition, this research highlights the role of destination image, accessibility, and tourist experience in shaping tourists' intention to return. Showing that tourists' experiences and tourist destinations have a positive influence on revisit

* Corresponding author: pribanus.wantara@trunojoyo.ac.id

intentions, which increases their overall satisfaction and engagement with the tourist experience. Furthermore, it highlights the important role of positive destination image and perceived value in shaping tourists' revisit intentions.

Tourists' revisit intention is very important for the success and sustainability of a destination. Previous research has highlighted the importance of understanding and influencing tourists' revisit intentions, as this has a direct impact on destination competitiveness, revenue generation, and long-term growth. Furthermore, tourists' intention to revisit is an important indicator for measuring the success of the tourism business, which is usually influenced by many factors, such as destination image, impressive tourist experiences, and access to the destination location which must be considered together. By considering all these factors, all stakeholders in the destination have the potential to experience income growth (Rasoolimanesh et al., 2021). Therefore, this research examines the influence of destination image, ease of access, and tourist experience on intention to revisit through tourist satisfaction.

2 Literature review and hypothesis development

2.1 Destination image

Tourist destinations are a very important element in the tourism business and need to be promoted effectively so that their existence is known using the Internet and other social media (Marine-Roig, 2019; Van Dyk et al., 2019). Meanwhile, image is an idea that develops after consumers have an understanding of the goods and services offered by a business (Bui et al., 2022). The more positive the image of a destination, the greater the tourist satisfaction so that tourist attraction will increase. Destination image is a mental image or perception that individuals or groups have of a particular tourist destination or destination (Chaulagain et al., 2019; Kislali et al., 2020). It covers various aspects, including views, beliefs, and emotions associated with the destination. Destination image is not only influenced by information received directly, but also by other people's experiences, tourism promotions, and various other factors (Stylos et al., 2016).

Some elements that can shape a destination's image involve natural attractions, cultural richness, tourism infrastructure, safety reputation, and the experiences of people who have visited the place. A positive image of a destination can increase its attractiveness to potential tourists and motivate them to choose that destination as their travel destination (Moon & Han, 2019). For tourism destinations, understanding and managing the destination image is an important key. Marketing efforts, reputation management, and the quality of the tourist experience can significantly influence how the destination is viewed by the public and potential tourists. A strong and positive destination image can contribute to the success of a region's tourism industry.

2.2 Accessibility

Accessibility refers to the level of availability and ease of access to a place, service, or facility (Aguila & Ragot, 2014; Hall, 2004). In a general context, this term is used to assess the extent to which a location or service can be reached and used by various groups of people, including those who have special needs or varying degrees of physical limitations. Accessibility does not only involve physical aspects, such as people's ability to reach a place but also includes other factors such as economic, social, and cultural. Transportation availability, road infrastructure, ease of travel, and public access policies all play a role in determining a location's level of accessibility (Yeoman et al., 2012). In the context of tourism, for example, destinations that are easily accessible by various modes of transportation and provide disability-friendly facilities can be considered to have a high level of accessibility. Good accessibility can increase the number of visitors, create broader economic opportunities, and provide social benefits by ensuring that a destination can be enjoyed by as many people as possible (Litman, 2003). This is in accordance with the opinion of (Yeoman et al., 2012) who stated that the availability, affordability, and comfort of tourism transportation infrastructure which improves the quality of accessibility of a destination tends to result in better success. rural tourist destination.

2.3 Tourist experience

Pine & Gilmore (1998) define the tourist experience as a personal and memorable experience and a response to the service or product offered. Meanwhile, according to Prebensen and Foss (Zatori et al., 2018) it is said that tourist experience means interaction, participation, and involvement in various activities that create a more positive experience and provide added value for tourists. Therefore, for destination managers and tourism businesses, it is important to implement unforgettable experiences for tourists, because memorable experiences will have a competitive advantage by offering more extraordinary experiences (Chandralal & Valenzuela, 2015).

Other research has found that positive visitor experiences in a particular group can lead to return visits to that destination. It is important for visitors to feel positive satisfaction at a destination they have visited. Customer experience or visitor experience is currently an important field for all companies, exceeding consumer satisfaction and presenting a perfect consumer experience, and seamless cross-channel, will encourage consumer loyalty to be more loyal.

2.4 Tourist satisfaction

Tourist satisfaction is a positive evaluation expressed by tourists regarding their travel experience or visit to a tourist destination (Herle, 2018). This includes the extent to which tourists' expectations have been met or even exceeded during their trip (Ragab et al., 2020).

Factors that contribute to tourist satisfaction involve the quality of service, accommodation, tourist attractions, safety, cleanliness, and various other aspects of the destination. Success in meeting tourist expectations can increase levels of satisfaction, while a mismatch between expectations and reality can result in levels of disappointment. Successfully creating a satisfying experience for tourists not only creates positive memories for them but can also contribute to a positive image of the destination. Traveler satisfaction often plays a key role in building loyalty, positive recommendations, and increasing repeat visits to a particular destination. Therefore, the tourism industry strives to understand and meet the needs and expectations of tourists to increase satisfaction levels and maintain the attractiveness of their destinations.

2.5 Revisit intention

Revisit Intention refers to a tourist's tendency or desire to return to visit a tourism destination in the future after they experience their first trip to that destination (Baker & Crompton, 2000; T. H. Lee, 2009; Severt et al., 2007). This reflects tourists' level of satisfaction with previous experiences and their intention to repeat them in the future.

Revisit intention is an important predictor of future travel behavior (T. H. Lee, 2009; Severt et al., 2007). According to (Baker & Crompton, 2000), interest in revisiting is defined as tourists who repeatedly visit the destination and these repeat tourists tend to spread positive information by word of mouth to other people which functions as a free marketing medium (Som & Badarneh, 2011). Factors that influence tourists' intention to revisit are satisfaction during the visit, certain motivations in choosing a tourist destination, and tourists' love for the destination (Choo et al., 2016; Tubey & Tubey, 2014). Previous research found that an important role in the intention to revisit a destination is the intention to create a more dynamic and special travel experience for tourists (Choo et al., 2016; Ranjbarian & Pool, 2015).

2.6 Destination image affects tourist satisfaction and revisit intention

The relationship between destination image and tourist satisfaction has a significant impact on the tourism industry (Chi & Qu, 2008). It involves the extent to which tourists' initial perceptions of a destination influence their level of satisfaction during and after the visit. Furthermore, according to (Erawan, 2020), research results show that destination image has a positive effect on tourist satisfaction. Research conducted by Jeong & Kim (2020) states that the destination image variable is a variable that can increase tourist satisfaction.

The relationship between destination image and revisit intention creates an important basis for understanding how tourists' initial perceptions of a destination can influence their decision to return in the

future. According to Ngoc & Trinh (2015); Zhang et al., (2014) a positive destination image can be the main trigger for the intention to visit again. Tourists who have previous positive experiences tend to want to repeat the experience (Bhat & Darzi, 2018).

Based on the research above, it can be interpreted that the destination image influences tourist satisfaction and the purpose of returning. Based on the research results, the hypothesis proposed is as follows:

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

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

2.7 Tourism experience affects tourist satisfaction and revisit intention

Good tourist destinations are able to provide good experiences and feelings for tourists (Bhat & Darzi, 2018). Where satisfaction is a positive reaction from an assessment of a preferred consumption experience in the tourism context, tourist satisfaction is determined by the experience they feel from what they see, feel, and achieve (J.-H. Kim, 2018). Several studies have found that the Tourism Experience has a significant positive effect on satisfaction (Sthapit et al., 2020; Wantara et al., 2023).

Experience aims to provide added value after feeling a pleasant impression and experience so that the experience will always be remembered in the consumer's life after the consumer uses the service (S. Lee et al., 2011). Experiences that consumers remember long-term have the greatest impact on return visits. Several studies have found that the Tourism Experience has a significant positive effect on Revisiting Interest (Zhang et al., 2018), from the description above the following hypothesis can be formulated:

H3: Tourism Experience has a positive and significant effect on Tourist Satisfaction.

H4: Tourism Experience has a positive and significant effect on Revisit intention.

2.8 Accessibility affects tourist satisfaction and revisit intention

Guiver & Stanford (2014) stated that good quality accessibility to a destination tends to reduce barriers to tourist destinations thereby attracting tourists to visit, which in turn also increases tourist satisfaction (Darcy, 2010). Previous research envisions that accommodation quality has a significant relationship with tourist satisfaction (Nam et al., 2011). Better accommodation quality tends to increase the value that tourists perceive for their expenditure, and this will increase the level of tourist satisfaction (Frías-Jamilena et al., 2013). Furthermore, according to (Yusuf et al., 2021), accessibility can be measured through 4 indicators, namely: (a) Access to information on recommendations for tourist attractions, (b) Roads to tourist attractions, (c) Quality of roads to tourist attractions, (d) Public

transportation, and (e) Transportation costs. Based on this statement, the hypothesis for this research is:

H5: Accessibility has a positive and significant effect on Tourist Satisfaction.

H6: Accessibility has a positive and significant effect on revision intention

2.9 Tourist satisfaction affects revisit intention

According to Ngoc & Trinh (2015), in their research, tourist satisfaction has a positive and significant effect on the intention to revisit a destination. According to Meng & Han (2018), in their research, tourist satisfaction has a positive and significant relationship with the intention to visit again. The same thing was conveyed by Bhat & Darzi (2018); Hutchinson et al., (2009); Orel & Kara (2014); Quintal & Polczynski, (2010), which states that happiness has a positive influence on revival intentions. Furthermore Erawan (2020) stated that the appearance of a destination influences tourist loyalty, where tourist loyalty can be assessed by revisiting a tourist attraction and recommending a tourist attraction to other people. This can happen because when tourists feel satisfied with a tourist destination, tourists will revisit that tourist spot. Based on the results of this statement, the hypothesis proposed is as follows:

H7: Tourist satisfaction has a positive and significant effect on revisit intention.

2.10 Destination image affects revisit intention through tourist satisfaction

The results of research conducted by (Chi & Qu, 2008) state that destination image influences satisfaction and satisfaction influences tourist loyalty so indirectly destination image influences tourist loyalty. A similar thing was conveyed by (Mohammad Shafiee, 2020) who stated that destination image has a positive and significant effect on intention to revisit which is mediated by satisfaction. In research (Jeong & Kim, 2020) it is stated that destination image has an influence on tourist loyalty where loyalty is measured by the item intention to return to visit with tourist satisfaction as a mediating variable. (Ragab et al., 2020) stated that destination image has a positive indirect effect on the intention to revisit through tourist satisfaction as a mediating variable.

Research conducted by (Khuong & Phuong, 2017) states that destination image has a significant indirect influence on Revisit Intention which is mediated by satisfaction. In research, (Ragab et al., 2020) stated that destination image has a positive and significant indirect influence on Revisit Intention where the tourist satisfaction variable is a mediating variable, so the hypothesis proposed is as follows:

H8: Destination image has a positive and significant effect on revisit intention through tourist satisfaction.

2.11 Accessibility affects revisit intention through tourist satisfaction

Guiver & Stanford (2014) stated that good quality accessibility to a destination tends to increase destination barriers and attract tourists to visit, which ultimately also increases tourist satisfaction (Darcy, 2010). Previous research envisions that accommodation quality has a significant relationship with tourist satisfaction (Nam et al., 2011). Better accommodation quality tends to increase the value that tourists perceive for their expenditure, and this will increase the level of tourist satisfaction (Frias-Jamilena et al., 2013). According to (Yusuf et al., 2021), accessibility can be measured through 4 indicators, namely: (a) Access to information on recommendations for tourist attractions, (b) Roads to tourist attractions, (c) Quality of roads to tourist attractions, (d) Public transportation, and (e) Transportation Costs. To summarize the foregoing, the hypothesis for this research proposed is as follows:

H9: Accessibility has a positive and significant effect on revisit intention through tourist satisfaction.

2.12 Tourism experience affects revisit intention through tourist satisfaction

Experience is the core product of a tourism company (J.-H. Kim, 2018). Experience is followed by satisfaction because a memorable experience will give rise to a high level of satisfaction for visitors which will lead to a tendency to intend to visit again (J.-H. Kim, 2018). Several studies have found that tourism experiences affect interest in revisiting through satisfaction (Sharma & Nayak, 2019). From the description above, the following hypothesis can be formulated:

H10: Tourist Experience has a positive and significant effect on revisit intention through tourist satisfaction.

3 Methodology

3.1 Research approach

This research uses a quantitative approach with descriptive and explanatory research types. The quantitative approach is taken from the process of data collection, analysis, and interpretation of research results (Creswell & John, 2018), while the explanatory approach is used to explain the causal relationship between variables through hypothesis testing (Neuman, 2007) and is used to explain the magnitude of the influence of Destination Image (Neuman, 2007). X1), Accessibility (X2), Tourist Experience (X3), towards Revision Intention (Y), through Tourist Satisfaction (Z).

Structural analysis operations were performed using SEM with the SmartPLS application (Ringle et al., 2015)) as also applied by previous researchers (Leo et al., 2021; Liu et al., 2017; Sugiyama & Tirani, 2021; Suhartanto et al., 2021). SEM can assess complex models with many relationships, perform confirmatory factor analysis, and combine unobserved and observed variables.

This research model is depicted in Figure 1:

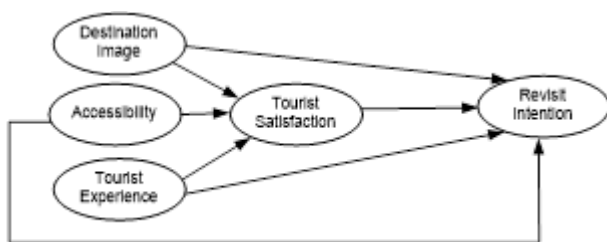


Fig. 1. Framework model.

3.2 Population and sample

The population is all visitors to Lon-Malang Beach who have visited at least once an infinite number, so the population in this study is infinite (infinite population). Sampling was carried out using the Accidental Sampling/Convenience Sampling technique which is part of the Non Probability Sampling sample design (Sugiyono, 2010).

Data collection was carried out by determining the research subjects, namely all visitors to Lon-Malang beach. Questionnaires were given to respondents according to the sample size. The data is presented in table form using Ms.Excel as the raw data. Scoring uses a Likert scale with 5 alternative answers, namely: Strongly Agree: 5, Agree: 4, Undecided: 3, Disagree: 2, Strongly Disagree: 1 (Cooper et al., 2003).

The subjects in this research were visitors to the Lon-Malang beach tourist destination. A total of 200 questionnaires were distributed to all respondents who were visiting Lon-Malang beach. The results of the questionnaire answers were then tabulated into Ms.Excel, then the data was analyzed using the SmartPLS 4.0 application.

4 Results and discussion

4.1 Demographic characteristics of respondents

This process gathered 200 participants of visitors to the Lon-Malang tourist destination, after tabulation, there were only 190 participants used in this research, consisting of men (54.5%) and women (45.5%). Adolescents (64.6%) and adults (35.5%). Based on education level, respondents held a Master's degree (11%), Bachelor's degree (57.8%), Middle School (28.5%), and Elementary School (2.8%). The majority of visitors were civil servants (35.3%), followed by private employees (27.8%), students (24.7%), and others (12.2%).

4.2 Outer model test results

There are two types of validity tests, namely Convergent Validity and Discriminant Validity. Convergent validity tests usually use outer loading (OL) and average variance extraction (AVE) (Hair Jr et al., 2014, 2021).

Items are assessed if the OL value is above the threshold value of 0.7. Items whose OL value is below 0.5 are considered invalid because they affect the content validity of the model (AVE), so these items must be removed from the model (Hair Jr et al., 2021). In this study, all items in the model had OL values higher than 0.5, so no indicators had to be excluded from the research model (see Figure 2 below). Figure 2 shows that the item OL value is well above the exploratory threshold value of 0.6, and therefore, can be used to test the inner model (Hair Jr et al., 2021).

4.2.1 Validity test

In the evaluation of measurement model by looking at the factor loading value for each exogenous and endogenous variable. Furthermore, to measure the value of each variable using the Average Variance Extracted (AVE) measurement with a measurement value limit of > 0.5, then the tested variable is declared valid (Hair Jr et al., 2021). As can be seen in Table 1, validity tests are divided into convergent and discriminant. The convergent validity test is seen from outer loading > 0.5 and AVE > 0.5 (Hair Jr et al., 2021), as seen in the following table:

Table 1. Average Variance Extracted (AVE) test.

Variable	AVE	Criteria	Information
Acc	0.790	> 0.500	Quality
DI	0.755	> 0.500	Quality
TE	0.566	> 0.500	Quality
TS	0.759	> 0.500	Quality
RI	0.583	> 0.500	Quality

Information: Acc (Accessibility), DI (Destination Image), TE (Tourist Experience), TS (Tourist Satisfaction), RI (Revisit Intention).

Source: Autors, 2023.

4.2.2 Reliability test

The reliability test uses composite reliability values and the Cronbach alpha function as a consistency test for the suitability of data and instruments. Reliability tests can be seen from the Cronbach's alpha value or Composite Reliability (CR) value. To be able to say that a statement item is reliable, Cronbach's alpha value must be > 0.6 and the Composite Reliability (CR) value must be > 0.7 compared to Cronbach's alpha (Hair Jr et al., 2021).

Table 2. Reliability test results.

Variable	Reliability test			
	Composite Reliability (> 0.7)		Cronbach's Alpha (> 0.6)	
Acc	0.938	Reliable	0.911	Reliable
DI	0.925	Reliable	0.892	Reliable
RI	0.807	Reliable	0.740	Reliable
TE	0.796	Reliable	0.724	Reliable
TS	0.904	Reliable	0.839	Reliable

Information: Acc (Accessibility), DI (Destination Image), TE (Tourist Experience), TS (Tourist Satisfaction), RI (Revisit Intention)

Source: Autors, 2023

Based on Table 2, the final results of reliability testing using Composite Reliability and Cronbach's alpha have met the minimum threshold so that the model is declared reliable.

4.3 Inner model test results

The structural model (inner model) is a structural model to predict causal relationships between latent variables. Through the bootstrapping process, T-statistical test parameters are obtained to predict the existence of a causal relationship (Ghozali, 2016; Sugiyono, 2010) and also to see the magnitude of the structural coefficient. The inner model was tested with R Square, quality index, and direct and indirect hypothesis testing.

Table 3. R-Square.

Variable	R-Square
Revisit intention	0.981
Tourist Satisfaction	0.870

Source: Autors, 2023.

The R-square test results in Table 3 show that the variable interest in revisiting produces a value of 0.981. The R-square value means that the Destination Image, Travel Experience, Accessibility to the destination location, and Tourist Satisfaction variables are able to explain 98.1% of the intention to return to visit while the remaining 1.9% is explained by other variables outside the model. With a value of 0.981, which is included in the high category, this explains that the ability of the Destination Image, Travel Experience, Accessibility to the destination location, and Tourist Satisfaction variables to explain the Interest in Returning Variable is included in the very strong influence category.

Furthermore, the results of the R-square test on the Tourist Satisfaction variable produced a value of 0.870. With an R-square value of 0.870, it means that Destination Image, Travel Experience, and Accessibility to the destination location can explain the Tourist Satisfaction variable by 87.0%, while the remaining 13.0% is explained by other variables outside the model. The value of 0.870 is included in the strong influence category. This explains that the ability of the variables Destination Image, Travel Experience, and Accessibility to the destination location in explaining the Return Interest variable is in a strong category.

4.4 Hypothesis test results

Hypothesis testing in this research uses the SmartPLS 4.0 application. Hypothesis testing can be done by paying attention to the t-statistics and p-value of each variable. The rule of thumb used in this research is the beta coefficient (sample value) to determine the direction of the relationship, t-statistic value > 1.96, p-value < 0.05 (5%). The results of hypothesis testing can be seen in the following figure 2 and table 4.

Based on Table 4 and Figure 2, the direct test between variables can be explained as follows:

The first hypothesis which tests the influence of Destination Image on Revisit intention produces an original sample value of 0.049, a t-statistic value of 2.707 > 1.96, and a significance value of 0.007 < 0.05, so it can be concluded that Destination Image has a positive and significant influence on Revisit intention, so the first hypothesis is accepted. These results support research conducted by (Al Masud Mohammad Mehedi & Khan, n.d.; Gamon & Malee, 2022).

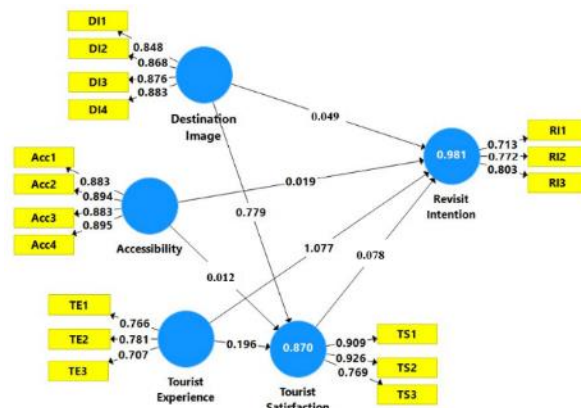


Fig. 2. Running model result.

Table 4. Path coefficients.

Variable	Original sample	t-statistic	P-value	Conclusion
DI → RI	0.049	2.661	0.008	Accepted
DI → TS	0.779	25.417	0.000	Accepted
Acc → RI	0.019	2.600	0.010	Accepted
Acc → TS	0.012	0.502	0.616	Not Accepted
TE → RI	1.077	52.156	0.000	Accepted
TE → TS	0.196	5.461	0.000	Accepted
TS → RI	0.078	2.654	0.008	Accepted

Information: Acc (Accessibility), DI (Destination Image), TE (Tourist Experience), TS (Tourist Satisfaction), RI (Revisit Intention)
 Source: Autors, 2023.

The second hypothesis which tests the influence of Destination Image on Tourist Satisfaction, obtained an original sample value of 0.779, a t-statistic value of 25.543 > 1.96, and a significance value of 0.000 < 0.05, so it can be concluded that Destination Image has a positive and significant effect on Tourist Satisfaction, so the hypothesis accepted. These results support research conducted by (Gamon & Malee, 2022; Purnama et al., 2023).

The third hypothesis which tests the influence of Accessibility on Revisit intention, obtained an original sample value of 0.019, a t-statistic value of 2.600 > 1.96, and a significance value of 0.010 < 0.05, so it can be concluded that Accessibility has a positive and significant influence on Revisit Intention, so that the third hypothesis is accepted. These results support research conducted by (Gamon & Malee, 2022).

The fourth hypothesis which tests the influence of Accessibility on Tourist Satisfaction produces an original sample value of 0.012, a t-statistic value of 0.502 < 1.96, and a significance value of 0.616 > 0.05,

so it can be concluded that Accessibility does not have a positive and significant influence on Tourist Satisfaction, so the fourth hypothesis is rejected. These results support research conducted by (Gamon & Malee, 2022).

The fifth hypothesis which tests the influence of Tourist Experience on Revisit intention, obtained an original sample value of 1.077, a t-statistic value of $52.156 > 1.96$, and a significance value of $0.000 < 0.05$, so it can be concluded that Tourist Experience has a positive and significant effect on Revisit intention, so the fifth hypothesis is accepted. These results support research conducted by (Atmari & Putri, 2021; Gamon & Malee, 2022; Libre et al., 2022).

The sixth hypothesis which tests the influence of Tourist Experience on Tourist Satisfaction, obtained an original sample value of 0.196, a t-statistic value of 5.461, and a significance value of $0.000 < 0.05$, so it can be concluded that Tourist Experience has a positive and significant effect on Tourist Satisfaction, so the sixth hypothesis is accepted. These results support research conducted by (Atmari & Putri, 2021; Gamon & Malee, 2022).

The seventh hypothesis which tests the influence of Tourist Satisfaction on Revisit intention, obtained an original sample value of 0.078, a t-statistic value of $2.654 > 1.96$, and a significance value of $0.008 < 0.05$, so it can be concluded that Tourist Satisfaction has a positive and significant effect on Revisit Intention, so the seventh hypothesis is accepted. These results support research conducted by (Gamon & Malee, 2022; Libre et al., 2022; Purnama et al., 2023). For indirect effects, the results are shown in Table 5 as follows:

Table 5. Indirect effect.

Variable	Original sample	t-statistic	p-value
DI → TS → RI	0.061	2.368	0.019
Acc → TS → RI	0.001	0.443	0.658
TE → TS → RI	0.015	2.899	0.004

Information: Acc (Accessibility), DI (Destination Image), TE (Tourist Experience), TS (Tourist Satisfaction), RI (Revisit Intention).

The eighth hypothesis which tests the influence of Destination Image on Revisit Intention which is mediated by Tourists Satisfaction produces a t-statistic value of $2.368 > 1.96$ and a significance value of $0.019 < 0.05$, these results conclude that Tourists Satisfaction mediates the relationship between Destination Image and Revisit Intention and the eighth hypothesis is accepted.

The ninth hypothesis which tests the influence of Accessibility on Revisit intention which is mediated by tourist satisfaction, gets a t-statistic value of $0.443 < 1.96$ and a significance value of $0.658 > 0.05$, these results conclude that Tourists Satisfaction does not mediate the relationship between Accessibility and

Revisit Intention, so the ninth hypothesis is not accepted.

The tenth hypothesis which tests the influence of Tourist expectations on Revisit intention which is mediated by Tourists Satisfaction gets a t-statistic value of $2.889 > 1.96$ and a significance value of $0.004 < 0.05$, these results conclude that Tourists Expectation mediates the relationship between Tourist expectations and Revisit Intention. so the tenth hypothesis is not accepted.

5 Conclusions and implications

By exploring the relationship between Destination Image, Accessibility, Tourist Satisfaction, and Intention to Return, we can gain in-depth insight into the factors that create tourist satisfaction and interest in returning to the Lon-Malang beach tourist destination. Through this understanding, it is hoped that Lon-Malang tourist destination managers can design more effective strategies to increase its attractiveness, encourage tourist satisfaction, and encourage repeat visits.

This study provides theoretical and practical contributions. This study was compiled and produced as an illustration of a memorable tourism experience model in the context of nature-based tourism. Memorable tourist experiences act as antecedents, while satisfaction and intention to return are consequences. According to (Pine & Gilmore, 1998) the management paradigm has shifted, from management that emphasizes service to management that builds experiences. Based on the awareness that experience is subjective, involving perception, awareness, and physical interaction (Sthapit et al., 2020). A positive and unforgettable experience for visitors will make visitors feel comfortable and satisfied and have the desire to return (Zhang et al., 2018). This study provides theoretical support that memorable tourist experiences affect satisfaction and intention to revisit the Lon-Malang beach destination. It is important to study the intention of visitors to revisit a tourist destination because it shows visitor loyalty (Alegre & Cladera, 2009). Tourism programs must be evaluated comprehensively to determine whether the program has the potential to satisfy each identified memorable tourist experience. Visitor surveys that specifically ask about memorable tourist experiences for each individual can help destination managers understand the performance of tourism stakeholders. Furthermore, in this study, infrastructure positively and significantly affects the intention to revisit, but does not significantly affect tourist satisfaction. The results of this study do not support (Robustin et al., 2018; Nam et al., 2011; Frías-Jamilena et al., 2013), which states that accessibility is a factor that influences tourist satisfaction and intention to revisit. So this is a challenge for local governments or destination managers to try to improve the quality of access to destinations that are still considered less than satisfactory, such as providing public transportation, because until now visitors to go to the Lon-Malang beach destination must use private vehicles. This is in accordance with the statement made by (Medlik, 2012;

Miro, 2012), that the concept of the level of destination accessibility is measured based on several variables including the availability of road networks, the number of transportation, and the quality of access.

To build satisfaction and the intention to revisit, managers must create transportation facilities that can influence the satisfaction and intention to revisit visitors. In addition, tourist destination managers need to provide easy and accurate information about tourist destinations so that it will increase the awareness of prospective visitors. Ease of accessing information about a destination will make it easier for visitors to plan their trips and tourist activities to be carried out.

The perception of a particular tourism market towards a location is known as destination image (Ren & Sánchez-Aguilera, 2022). Active communication is the foundation of image management and production (Briciu et al., 2019). Tourists must get messages about a place through various communication methods (Widayati et al., 2020). Tourists begin to notice, understand, and form opinions about the location. Destination image can be described as the diversity of tourist perceptions of the real conditions of a destination (Khan et al., 2021). Therefore, considering destination image is very important for prospective tourists when choosing a tourist destination. Tourist perceptions of a destination are more important than the actual conditions of the destination. The key to how tourists always remember tourist destinations and are interested in returning to visit, destination managers must be able to maintain a good image and build positive experiences about a destination (Rasoolimanesh et al., 2021). Because image is a factor that distinguishes one tourist destination from another and influences tourist decision making (Stylos et al., 2016). This statement supports the statement made by (M. Kim et al., 2021) that the main element that influences the future of a tourist destination is the perception of potential tourists towards the tourist destination. The general framework of the image in question can be philosophical, emotional, or comprehensive. Emotional image is a feeling about a place, while conceptual image provides knowledge about the objective characteristics of the location (Wu & Liang, 2020).

Tourists' intention to revisit is a post-purchase behavior that reflects the satisfaction of tourists so that they are willing to revisit a site or tourist attraction (Rousta & Jamshidi, 2020). Customer satisfaction is related to behavioral goals (Canny, 2014; Ryu et al., 2010). Customer satisfaction is a strong predictor of post-purchase behavior because it increases consumers' understanding of the product or service. It can also increase customers' conscious efforts to return (Oliver, 1980), and are willing to spread positive word-of-mouth promotions to others (Marinkovic et al., 2014).

Tourists often review their experiences of a destination they have visited, accessibility to the destination location after they have visited a location (Muskat et al., 2019). According to Che-Ha et al. (2016), visitors' comments about their visit experience can evoke an emotional response. The strength of this reflection depends on the destination features that have

attractive, functional, and interesting qualities that work together to provide a comprehensive visitor experience (Baloglu et al., 2019; Zhang et al., 2018). Post-consumer visit evaluations can cause emotional reactions and connections in the form of satisfaction, thus creating a desire to return (Hosany et al., 2015). Simultaneously, it can be concluded that tourist experience, accessibility and destination image have become the motivation for tourists to revisit the Lon-Malang tourist destination. Therefore, it will be a challenge for destination managers in struggling to attract tourists to revisit the Lon-Malang tourist destination by building a destination image, building accessibility to the destination location and building a positive experience for tourists.

References

1. M. Afshardoost, M. S. Eshaghi, *Destination image and tourist behavioural intentions: A meta-analysis*, *Tourism Management*, **81**, 104154 (2020)
2. G. M. Aguila, R. Ragot, *Ecotourism industry in Ilijan Batangas City, Philippines: Assessing its effects as a basis of proposed tourism development plan*, *Quarterly Journal of Business Studies*, **1**, 1, 24–35 (2014)
3. Y. Y. Al Masud Mohammad Mehedi, M. S. Khan, *Relationship between Destination Image, Transport Infrastructure and Revisit Intention: Regression Analysis*
4. J. Alegre, M. Cladera, *Analysing the effect of satisfaction and previous visits on tourist intentions to return*, *European Journal of Marketing*, **43**, 5/6, 670–685 (2009)
5. N. V. Atmari, V. W. Putri, *The effect of tourism experience on revisit intention through destination image and satisfaction*, *Management Analysis Journal*, **10**, 1, 85–94 (2021)
6. D. A. Baker, J. L. Crompton, *Quality, satisfaction and behavioral intentions*, *Annals of Tourism Research*, **27**, 3, 785–804 (2000)
7. S. Baloglu, J. Busser, L. Cain, *Impact of experience on emotional well-being and loyalty*, *Journal of Hospitality Marketing & Management*, **28**, 4, 427–445 (2019)
8. S. A. Bhat, M. A. Darzi, *Antecedents of tourist loyalty to tourist destinations: a mediated-moderation study*, *International Journal of Tourism Cities*, **4**, 2, 261–278 (2018)
9. V. A. Briciu, F. Nechita, R. Demeter, A. Kavoura, *Minding the gap between perceived and projected destination image by using information and communication platforms and software*, *International Journal of Computational Methods in Heritage Science (IJCMHS)*, **3**, 2, 1–17 (2019)
10. V. Bui, A. R. Alaei, H. Q. Vu, G. Li, R. Law, *Revisiting tourism destination image: A holistic measurement framework using big data*, *Journal of Travel Research*, **61**, 6, 1287–1307 (2022)

11. I. U. Canny, *Measuring the mediating role of dining experience attributes on customer satisfaction and its impact on behavioral intentions of casual dining restaurant in Jakarta*, International Journal of Innovation, Management and Technology, **5**, 1, 25–29 (2014)
12. L. Chandralal, F.-R. Valenzuela, Memorable Tourism Experiences; Scale Development
13. S. Chaulagain, J. Wiitala, X. Fu, *The impact of country image and destination image on US tourists' travel intention*, Journal of Destination Marketing & Management, **12**, 1–11 (2019)
14. N. Che-Ha, B. Nguyen, W. K. Yahya, T. C. Melewar, Y. P. Chen, *Country branding emerging from citizens' emotions and the perceptions of competitive advantage: The case of Malaysia*, Journal of Vacation Marketing, **22**, 1, 13–28 (2016)
15. C. G.-Q. Chi, H. Qu, *Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach*, Tourism Management, **29**, 4, 624–636 (2008)
16. H. Choo, K. Ahn, J. F. Petrick, *An integrated model of festival revisit intentions: Theory of planned behavior and festival quality/satisfaction*, International Journal of Contemporary Hospitality Management, **28**, 4, 818–838 (2016)
17. D. R. Cooper, P. S. Schindler, Business research methods (2003)
18. J. D. Creswell, W. John, Creswell, research design. qualitative, quantitative, and mixed methods approaches. Fifth, London (2018)
19. S. Darcy, *Inherent complexity: Disability, accessible tourism and accommodation information preferences*, Tourism Management, **31**, 6, 816–826 (2010)
20. T. Erawan, *India's destination image and loyalty perception in Thailand*, International Journal of Tourism Cities, **6**, 3, 565–582 (2020)
21. D. M. Frías-Jamilena, S. Del Barrio-García, L. López-Moreno, *Determinants of satisfaction with holidays and hospitality in rural tourism in Spain: The moderating effect of tourists' previous experience*, Cornell Hospitality Quarterly, **54**, 3, 294–307 (2013)
22. S. Gamon, A. Malee, *Thailand's Destination Image and Intention to Visit Perception Tourist in Indonesia*, International Journal of Quantitative Research and Modeling, **3**, 2, 51–60 (2022)
23. I. Ghozali, *Desain penelitian kuantitatif dan kualitatif untuk akuntansi, bisnis, dan ilmu sosial lainnya*, Semarang: Yoga Pratama (2016)
24. J. Guiver, D. Stanford, *Why destination visitor travel planning falls between the cracks*, Journal of Destination Marketing & Management, **3**, 3, 140–151 (2014)
25. J. F. Hair Jr, G. T. M. Hult, C. M. Ringle, M. Sarstedt, N. P. Danks, S. Ray, Partial least squares structural equation modeling (PLS-SEM) using R: A workbook, Springer Nature (2021)
26. C. M. Hall, *Space-time accessibility and the tourist area cycle of evolution: The role of geographies of spatial interaction and mobility in contributing to an improved understanding of tourism*, The Tourism Area Life Cycle: Conceptual and Theoretical Issues, Clevedon: Channelview Publications, 83–100 (2004)
27. F.-A. Herle, *The impact of destination image on tourists' satisfaction and loyalty in the context of domestic tourism*, Marketing—from Information to Decision Journal, **1**, 2, 14–26 (2018)
28. S. Hosany, G. Prayag, S. Deesilatham, S. Caušević, K. Odeh, *Measuring tourists' emotional experiences: Further validation of the destination emotion scale*, Journal of Travel Research, **54**, 4, 482–495 (2015)
29. J. Hutchinson, F. Lai, Y. Wang, *Understanding the relationships of quality, value, equity, satisfaction, and behavioral intentions among golf travelers*, Tourism Management, **30**, 2, 298–308 (2009)
30. Y. Jeong, S. Kim, *A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists*, Asia Pacific Journal of Marketing and Logistics, **32**, 4, 940–960 (2020)
31. A. Khan, J. Ashfaq, M. Bilal, M. H. Khan, F. Shad, *Destination Image Formation through User Generated Content (UGC). An updated Literature Review*, Indian Journal of Economics and Business, **20**, 2 (2021)
32. M. N. Khuong, N. T. Phuong, *The effects of destination image, perceived value, and service quality on tourist satisfaction and word-of-mouth—A study in Ho Chi Minh City, Vietnam*, International Journal of Trade, Economics and Finance, **8**, 5, 217–224 (2017)
33. J.-H. Kim, *The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction*, Journal of Travel Research, **57**, 7, 856–870 (2018)
34. M. Kim, K. H. Choi, B. Leopkey, *The influence of tourist risk perceptions on travel intention to mega sporting event destinations with different levels of risk*, Tourism Economics, **27**, 3, 419–435 (2021)
35. H. Kislali, M. Kavaratzis, M. Saren, *Destination image formation: Towards a holistic approach*, International Journal of Tourism Research, **22**, 2, 266–276 (2020)
36. S. Lee, S. Jeon, D. Kim, *The impact of tour quality and tourist satisfaction on tourist loyalty: The case of Chinese tourists in Korea*, Tourism Management, **32**, 5, 1115–1124 (2011)
37. T. H. Lee, *A structural model to examine how destination image, attitude, and motivation affect the future behavior of tourists*, Leisure Sciences, **31**, 3, 215–236 (2009)

38. G. Leo, A. Brien, Y. Astor, M. Najib, S. Novianti, W. Rafdinal, D. Suhartanto, *Attraction loyalty, destination loyalty, and motivation: agritourist perspective*, *Current Issues in Tourism*, **24**, 9, 1244–1256 (2021)
39. A. Libre, A. Manalo, G. S. Laksito, *Factors influencing Philippines tourist' revisit intention: the role and effect of destination image, tourist experience, perceived value, and tourist satisfaction*, *International Journal of Quantitative Research and Modeling*, **3**, 1, 1–12 (2022)
40. T. Litman, *Accessibility: Defining, evaluating and improving accessibility*, Victoria Transport Policy Institute (2003)
41. X. Liu, J. Li, W. G. Kim, *The role of travel experience in the structural relationships among tourists' perceived image, satisfaction, and behavioral intentions*, *Tourism and Hospitality Research*, **17**, 2, 135–146 (2017)
42. E. Marine-Roig, *Destination image analytics through traveller-generated content*, *Sustainability*, **11**, 12, 3392 (2019)
43. V. Marinkovic, V. Senic, D. Ivkov, D. Dimitrovski, M. Bjelic, *The antecedents of satisfaction and revisit intentions for full-service restaurants*, *Marketing Intelligence & Planning*, **32**, 3, 311–327 (2014)
44. B. Meng, H. Han, *Working-holiday tourism attributes and satisfaction in forming word-of-mouth and revisit intentions: Impact of quantity and quality of intergroup contact*, *Journal of Destination Marketing & Management*, **9**, 347–357 (2018)
45. M. Mohammad Shafiee, *The effect of destination image on tourist satisfaction, intention to revisit and WOM: An empirical research in Foursquare social media*, 10th International Conference on E-Commerce in Developing Countries: With Focus on e-Tourism, ECDC 2016, DOI (2020)
46. H. Moon, H. Han, *Tourist experience quality and loyalty to an island destination: The moderating impact of destination image*, *Journal of Travel & Tourism Marketing*, **36**, 1, 43–59 (2019)
47. B. Muskat, T. Hörtnagl, G. Prayag, S. Wagner, *Perceived quality, authenticity, and price in tourists' dining experiences: Testing competing models of satisfaction and behavioral intentions*, *Journal of Vacation Marketing*, **25**, 4, 480–498 (2019)
48. J. Nam, Y. Ekinici, G. Whyatt, *Brand equity, brand loyalty and consumer satisfaction*, *Annals of Tourism Research*, **38**, 3, 1009–1030 (2011)
49. W. L. Neuman, *Basics of social research* (2007)
50. K. M. Ngoc, N. T. Trinh, *Factors affecting tourists' return intention towards Vung Tau City, Vietnam-A mediation analysis of destination satisfaction*, *Journal of Advanced Management Science*, **3**, 4 (2015)
51. Oliver RL, *A cognitive model of the antecedents and consequences of satisfaction decisions*, *Journal of Marketing Research*, **17**, 4, 460–469 (1980)
52. Orel FD, Kara A, *Supermarket self-checkout service quality, customer satisfaction, and loyalty: Empirical evidence from an emerging market*, *Journal of Retailing and Consumer Services*, **21**, 2, 118–129 (2014)
53. Pai CK, Liu Y, Kang S, Dai A, *The role of perceived smart tourism technology experience for tourist satisfaction, happiness and revisit intention*, *Sustainability*, **12**, 16, 6592 (2020)
54. Pine BJ, Gilmore JH, *Welcome to the experience economy*, Harvard Business Review Press Cambridge, MA, USA, **76**, 4 (1998)
55. Poon WC, Koay KY, *Hong Kong protests and tourism: Modelling tourist trust on revisit intention*, *Journal of Vacation Marketing*, **27**, 2, 217–234 (2021)
56. Purnama NI, Siswadi Y, Mujiatun S, Jufrizen J, *The Determinants of Revisit Intention and Recommendation Intention for Domestic Tourists*, *International Journal of Business Economics (IJBE)*, **4**, 2, 194–208 (2023)
57. Quintal VA, Polczynski A, *Factors influencing tourists' revisit intentions*, *Asia Pacific Journal of Marketing and Logistics*, **22**, 4, 554–578 (2010)
58. Ragab H, Mahrous AA, Ghoneim A, *Egypt's perceived destination image and its impact on tourist's future behavioural intentions*, *International Journal of Tourism Cities*, **6**, 2, 449–466 (2020)
59. Ranjbarian B, Pool JK, *The impact of perceived quality and value on tourists' satisfaction and intention to revisit Nowshahr city of Iran*, *Journal of Quality Assurance in Hospitality & Tourism*, **16**, 1, 103–117 (2015)
60. Rasoolimanesh SM, Seyfi S, Hall CM, Hatamifar P, *Understanding memorable tourism experiences and behavioural intentions of heritage tourists*, *Journal of Destination Marketing & Management*, **21**, 100621 (2021)
61. Ren D, Sánchez-Aguilera D, *Destination Image of Spain Perceived by the Chinese Tourists During the Pandemic*, In *Tourism, Aviation and Hospitality Development During the COVID-19 Pandemic*, Springer, 85–99 (2022)
62. Ringle CM, Wende S, Becker JM, *SmartPLS 3, SmartPLS GmbH, Boenningstedt*, *Journal of Service Science and Management*, **10**, 3, 32–49 (2015)
63. Rousta A, Jamshidi D, *Food tourism value: Investigating the factors that influence tourists to revisit*, *Journal of Vacation Marketing*, **26**, 1, 73–95 (2020)
64. Ryu K, Han H, Jang S, *Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant*

- industry*, International Journal of Contemporary Hospitality Management, **22**, 3, 416–432 (2010)
65. Severt D, Wang Y, Chen PJ, Breiter D, *Examining the motivation, perceived performance, and behavioral intentions of convention attendees: Evidence from a regional conference*, Tourism Management, **28**, 2, 399–408 (2007)
66. Sharma P, Nayak JK, Understanding memorable tourism experiences as the determinants of tourists' behaviour, International Journal of Tourism Research, **21**, 4, 504–518 (2019)
67. Soliman M, *Extending the theory of planned behavior to predict tourism destination revisit intention*, International Journal of Hospitality & Tourism Administration, **22**, 5, 524–549 (2021)
68. Som APM, Badarneh MB, *Tourist satisfaction and repeat visitation; toward a new comprehensive model*, International Journal of Human and Social Sciences, **6**, 1, 1106–1111 (2011)
69. Sthapit E, Piramanayagam S, Björk P, *Tourists' motivations, emotions, and memorable local food experiences*, Journal of Gastronomy and Tourism, **5**, 1, 17–32 (2020)
70. Stylos N, Vassiliadis CA, Bellou V, Andronikidis A, *Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination*, Tourism Management, **53**, 40–60 (2016)
71. Sugiama AG, Tirani N, *The Identification of Infrastructure, Accessibility, Environment, and Physical Tourism Attraction Resources: Cibereum Lake Case*, 2nd International Seminar of Science and Applied Technology (ISSAT 2021), 650–655 (2021)
72. Sugiyono S, Metode penelitian kuantitatif dan kualitatif dan R&D, Alfabeta Bandung (2010)
73. Suhartanto D, Dean D, Wibisono N, Astor Y, Muflih M, Kartikasari A, Sutrisno R, Hardiyanto N, *Tourist experience in halal tourism: what leads to loyalty?*, Current Issues in Tourism, **24**, 14, 1976–1990 (2021)
74. Tubey W, Tubey RJ, *Resources and attractions for sports tourism in north rift region in Kenya*, Journal of Economics and Sustainable Development, **5**, 23, 170–176 (2014)
75. Van Dyk A, Tkaczynski A, Slabbert E, *Repeat tourism, destination image and behavioural intentions: implications for sustainable development in South Africa*, Tourism Recreation Research, **44**, 3, 392–398 (2019)
76. Wantara P, Irawati SA, Suryanto T, *Factors affecting customer satisfaction and repurchase intention of herbal medicine products in Indonesia*, The Journal of Modern Project Management, **11**, 2, 40–57 (2023)
77. Widayati CC, Ali H, Permana D, Nugroho A, *The role of destination image on visiting decisions through word of mouth in urban tourism in Yogyakarta*, International Journal of Innovation, Creativity and Change, **12**, 3, 177–196 (2020)
78. Wu G, Liang L, *Examining the effect of potential tourists' wine product involvement on wine tourism destination image and travel intention*, Current Issues in Tourism, 1–16 (2020)
79. Yeoman I, Robertson M, Ali-Knight J, Drummond S, McMahon-Beattie U, Festival and events management, Routledge (2012)
80. Yusuf MY, Innayatillah I, Isnaliana I, Maulana H, *The Determinants of Tourists' Intention to Visit Halal Tourism Destinations in Aceh Province*, Samarah: Jurnal Hukum Keluarga Dan Hukum Islam, **5**, 2, 892–912 (2021)
81. Zatori A, Smith MK, Puczko L, *Experience-involvement, memorability and authenticity: The service provider's effect on tourist experience*, Tourism Management, **67**, 111–126 (2018)
82. Zhang H, Fu X, Cai LA, Lu L, *Destination image and tourist loyalty: A meta-analysis*, Tourism Management, **40**, 213–223 (2014)
83. Zhang H, Wu Y, Buhalis D, *A model of perceived image, memorable tourism experiences and revisit intention*, Journal of Destination Marketing & Management, **8**, 326–336 (2018)