

Original Article

The Influence of Destination Image and Perceived Value on Revisit Intention through Customer Satisfaction at Rappa Pelangi Cottage

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Abstract: This study was conducted to analyze the effects of destination image and perceived value on revisit intention mediated by customer satisfaction at Rappa Pelangi Cottage, West Halmahera, Indonesia. The ever-evolving local tourism context of North Maluku means Rappa Pelangi Cottage requires, to survive and flourish as one of the leading community-based coastal tourism models in the region, effective methods to retain tourists and maintain repeat visitation. A structured questionnaire was used to collect data from tourists who had visited the destination earlier, generating 100 satisfactory responses. The analysis was conducted with Partial Least Squares-Structural Equation Modeling (PLS-SEM) to assess the measurement model and structural model to evaluate the relationship of destination image towards perceived value, customer satisfaction, and contribution toward revisit intention. The results show that the variables Destination Image and Perceived Value have a significant positive impact on Customer Satisfaction, while only Customer Satisfaction has an important and direct positive effect on Revisit Intention. In contrast, Destination Image and Perceived Value did not have a direct impact on the revisit intention of the tourists. Moreover, Customer Satisfaction does not significantly mediate the effect of Destination Image on Revisit Intention or Perceived Value and Revisit Intention either. These findings indicate that the positive attitude-climate-own food experience generated by tourists towards a destination contributes to satisfaction mainly through its value but not in terms of encourage repeats or direct recurrence. This research has demonstrated that the main factor of tourists' Revisit Intention in Rappa Pelangi Cottage is Customer Satisfaction.

Keywords: Customer Satisfaction, Destination Image, Perceived Value, Revisit Intention.

I. INTRODUCTION

Tourism has emerged as one of the largest and fastest-growing sectors in the global economy, contributing over 10 percent to economic growth, generating jobs, earning foreign exchange, and promoting sustainable regional development. Tourism plays an essential role not only in the economy, but also in cultural and natural conservation through utilization of local resources. Contributing to its strategic value is the intent of the Indonesian government to make tourism one of the priority sectors for national development. Statistics Indonesia (BPS) said that the ongoing recovery of both international tourist arrivals and national tourism activities post-COVID-19 pandemic. Martha Rosa, Director of the World Economic Forum, said that Indonesia ranked 22 out of 119 countries in the Travel and Tourism Development Index (TTDI) 2024, which shows improvements in tourism competitiveness, infrastructure and destination sustainability.

The province of North Maluku has large marine tourism resources and has the potential to support regional economic development. Rappa Pelangi Cottage is located in Bobanehena Village, Jailolo District, and West Halmahera Regency. This province has one of the latest coastal tourist attractions. The tourist destination will have accessibility, marine recreation, accommodation, and community-based tourism experiences that attract local and international tourists. Visitor statistics suggest a positive trend, as it has grown from 8377 Visitors for the year 2022 to 11,557 visitors in 2023 and to 14,126 visitors in 2024. This growth may be indicative of greater tourist interest, but the challenge lies in retaining visitors. Sustainable tourism development depends not only on attracting first-time visitors but also on encouraging tourists to revisit the destination because repeat visitors contribute to destination competitiveness through lower marketing costs, positive word-of-mouth communication, and long-term revenue generation.

Revisit Intention has therefore become one of the most important indicators of destination sustainability and tourism marketing success. According to the Theory of Reasoned Action (Fishbein & Ajzen, 1975), an individual's behavioral Intention is influenced by attitudes and beliefs developed through previous experiences. In tourism, tourists who develop favorable evaluations toward a destination are more likely to revisit and recommend the destination to others. Consequently, understanding the determinants of revisit intention has become an important concern for both tourism researchers and destination managers.



Among the factors influencing revisit Intention, destination image has been widely recognized as one of the most influential constructs in tourism marketing. Destination image is the sum of beliefs, ideas, and impressions that a person has about a destination, which are created before, during, or after travel for tourists. The positive destination image enhances tourists' confidence, emotional attachment, and attractiveness perception towards the destination, so this would result in a high proportion of favorable behavioral Intention. The destination image is not the only key element of post-visit behaviors; perceived value influences these actions too. Perceived value is the assessment of tourists on the benefits they receive and the costs incurred in traveling. Tourists who perceive that the quality of services, attractions, and overall experiences exceeds the sacrifices of money, time, and effort are generally more likely to evaluate the destination positively and develop stronger.

Another important construct closely associated with revisit intention is customer satisfaction. Grounded in the Expectation-Disconfirmation Theory (Oliver, 1980), customer satisfaction results from a comparison of travellers' pre-purchase or initial expectations with their post-purchase/arrival evaluation of a destination's performance. When tourists are satisfied, they return to the destination, recommend it positively, and establish long-term relationships with tourism providers (Kotler & Keller, 2016). Thus, customer satisfaction is often perceived as one of the most scientifically relevant mechanisms connecting destination evaluation to future behavioral intentions of tourists.

The role of destination image, perceived value, and customer satisfaction in explaining revisit intention has been well documented in previous studies. Rosli et al. Customer satisfaction: As per Sohrabi et al. In the same way, Suryani and Andriani (2022) found that destination image had a notable impact on tourist satisfaction, which in turn positively influenced the Intention to return.

However, prior studies have produced conflicting results. In South Sulawesi, Manoppo and Santosa study (2023), revealed that (1) destination image does not have a significant direct effect size on the visit intention, but has an indirect effect through tourist satisfaction; (2) perceived value also does not have a significant direct effect size on revisit intention, but tortakdalimit to tourist satisfaction Alfrido et al. (2024) indicated that destination image influence depends on the destination characteristics, visitor expectation and tourism competitiveness. Such inconsistencies illustrate that the relationships among destination image, perceived value, customer satisfaction, and revisit Intention are still inconclusive and need to be empirically validated across various tourism contexts.

Augmenting our understanding of revisit intention in community-based coastal tourism destinations in Eastern Indonesia is also still lacking. Most previous studies have been conducted in well-known tourist attractions like Bali, Yogyakarta, Bunaken and Semarang, or even abroad, while little information is available from the emerging destinations such as N. This context-specific limitation may be an opportunity to contribute to tourism marketing literature by analyzing tourist behavioral intention in a destination with distinct geo-climatic and socio-economic contexts, tourism development levels as well as consumer experiences.

Therefore, this study aims to examine the influence of destination image and perceived value on revisit intention through customer satisfaction among tourists visiting Rappa Pelangi Cottage, West Halmahera, and North Maluku. This study contributes to the tourism marketing literature by providing empirical evidence from an emerging community-based coastal tourism destination in Eastern Indonesia while extending the application of the Theory of Reasoned Action and the Expectation-Disconfirmation Theory in explaining tourists' revisit behavior. The findings are expected to provide practical implications for destination managers in designing strategies to strengthen destination image, enhance perceived value, improve customer satisfaction, and encourage sustainable revisit intention.

II. LITERATURE REVIEW

A) *Grand Theory*

This study is grounded in two complementary theoretical perspectives: the Theory of Reasoned Action (TRA) and the Expectation-Disconfirmation Theory (EDT). These theories do well in providing the foundation for some of the more complex explanations of tourists' behavioral intentions by synthesizing cognitive evaluation, satisfaction, and post-consumption behavior.

The Theory of Reasoned Action (TRA) formulated by Fishbein and Ajzen (1975) posits that an individual's behavioral intention is determined by attitudes toward the behavior and subjective norms. It is an immediate antecedent of actual behavior. In a tourism scenario, tourists who develop favorable evaluations of a destination are likely to have positive repeat/recommend intentions toward the destination. Destination image and perceived value directly influence tourists' attitudes to conduct an overall assessment of the destination, which eventually affects revisit Intention. Thus, TRA formulates the basis for explaining direct relationships between destination image, perceived value, and revisit Intention.

Also, this study utilizes the Expectation-Disconfirmation Theory (EDT) proposed by Oliver (1980), stating that customer satisfaction is formed by a comparison of tourist expectations before visiting a destination and perceived performance

postvisit/experience at the destination. Positive disconfirmation occurs if perceived performance exceeds expectations, leading to a satisfactory level of customer satisfaction, and negative disconfirmation leads to dissatisfaction. Returning tourists and positive word-of-mouth communication from satisfied guests contribute further to the hotel's sustainability. Thus, EDT echoes the mediating role of customer satisfaction in explaining the relationships between revisit intention and destination image and perceived value.

Integrating TRA and EDT, this research suggests that destination image and perceived value lead to cognitive concerns of tourists using Rappa Pelangi Cottage as a basis for customer satisfaction that then leads to intentions to revisit the destination. These complementary theories provide a strong conceptual framework to investigate tourists' post-visit behavioral intentions in community-based coastal tourism contexts.

B) Destination Image

Destination image is the total view of tourists on a tourism destination before, during, and after their trip in terms of beliefs, impressions, and emotional association. This favorable cognitive and affective evaluation of destination attributes — attractions, accessibility, facilities, safety, and environmental quality — gives rise to a positive image of a destination. A favorable image not only increases the possibility of coming back but also increases tourist intention (Lawson & Baud-Bovy, 1977) as their confidence that they choose the right destination becomes higher, leading to satisfaction and loyalty.

C) Perceived Value

Perceived value refers to the overall evaluation of the benefits received in a tourism experience compared with the costs associated with it in terms of money, time, and effort. Tourists who feel a higher value-for-money is derived from the better quality of services, memorable experiences gained, and as they perceive to pay reasonable prices, tend to (i) feel satisfied with their visit and (ii) form positive behavioral intentions. Therefore, perceived value is considered one of the key determinants of tourist loyalty and revisit Intention (Zeithaml, 1988).

D) Customer Satisfaction

Customer satisfaction refers to tourists' evaluation of whether their travel experience meets or exceeds their expectations. Specifically, this work tests the Expectation–Disconfirmation Theory, which states that tourism can provide satisfaction when a destination is able to meet or exceed prior expectations of tourists (Oliver, 1980). Satisfied tourists are also more likely to return to the destination, recommend it to others, and create long-term relationships with tourism providers (Oliver, 1980).

E) Revisit Intention

Revisit Intention is defined as the willingness of tourists to revisit a destination after trying its products and services. The Theory of Reasoned Action postulates that behavioral Intention is determined by an individual's attitudes and beliefs toward a specific behavior. Revisit Intention in tourism means tourists are willing to go back to a destination and indicates the efficiency of destination management regarding memorizing successful and satisfying travel experiences (Fishbein & Ajzen, 1975).

F) Research Hypotheses

- H1: There is a positive influence of destination image on revisit intention.
- H2: The relationship between perceived value and revisit Intention
- H3: Destination image has a positive impact on customer satisfaction.
- H4: Customer satisfaction is positively influenced by perceived value.
- H5: Customer satisfaction has a positive impact on revisit intention.
- H6: Customer satisfaction mediates the relationship between destination image and revisit Intention.
- H7: Customer satisfaction mediates the relationship between perceived value and revisit Intention.

III. RESULTS AND DISCUSSION

Table 1: Demographic Profile and Socio-Economic Characteristics of Respondents

Characteristic	Category	frequency	percentage
Gender	Female	61	61%
	Male	39	39%
Total		100	100%
Age	20-25	51	51%
	25-30	26	26%
	30-35	13	13%
	35-40	7	7%
Profession/Job	Students (Mahasiswa/Pelajar)	20	20%
	Civil Servants/Military/Police	19	19%
	State-Owned Enterprise Employees	13	13%

	Entrepreneurs	9	9%
	Private Sector Employees	8	8%
	Others	22	22%
Total		100	100%
Monthly expenditures for entertainment and vacations	Rp500.000– Rp1.000.000	45	45%
	Rp1.000.000– Rp2.000.000	29	29%
	Rp2.000.000– Rp3.000.000	13	10%
	Rp3.000.000– Rp4.000.000	9	6%
	> Rp4.000.000	4	5%
Total		100	100%
Visit frequency	1–2 times	52	52%
	>2 times	36	36%
	>10 times	12	12%
Total		100	100%

The table presents the demographic and behavioral characteristics of respondents at Rappa Pelangi Cottage. Visitors were principally female (61%) and were mostly young people (51% aged 20–25 years). Occupations ranged from students accounting for the largest proportion (20%) to civil servants or military/police (19%) to various other categories (22%). As for monthly leisure and vacation spending, 45 percent of the respondents said they spent US\$50–100 million, followed by only a small percentage of respondents in other categories. With respect to how many times tourists have visited, most claimed 1–2 visits (52%), while a significant proportion had returned multiple times (>2) (36%) and a smaller group reported >10 visits (12%). To sum up, Rappa Pelangi Cottage activity-based visitors are predominantly young females with a varied occupational background and reasonable spending power; they show a significantly higher likelihood to return compared with the market as a whole.

Table 2: Reliability and Convergent Validity Assessment of Measurement Constructs

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer Satisfaction (Z)	0.848	0.865	0.892	0.627
Destination Image (X1)	0.795	0.804	0.880	0.710
Perceived Value (X2)	0.631	0.633	0.802	0.575
Revisit Intention	0.694	0.691	0.813	0.522

To test for reliability and convergent validity of the constructs, the measurement model was assessed. Reliability was tested with Cronbach's Alpha and Composite Reliability, while Average Variance Extracted (AVE) was used to test for convergent validity. The results described in Table 2 demonstrate that all constructs adhere to the measurement requirements. The values of Composite Reliability lie between 0.802 and 0.892 (greater than the suggested minimum value of 0.70), suggesting adequate internal consistency.

The result of Cronbach's Alpha from 0.631 to 0.848 indicates acceptable reliability, because it is believed that the minimum value used for exploratory research is more than 0.60 (Hair et al., 2022). Moreover, the AVE scores are between 0.522 and 0.710, so they all exceed the 0.50 criterion, which is a threshold to confirm convergent validity and is sufficient. The results discussed above indicate that the constructs of Destination Image, Perceived Value, Customer Satisfaction and Revisit Intention are valid and reliable; thus confirming that all measurement models are adequate for subsequent structural model analysis.

Table 3: Adjusted R-Square Values for Endogenous Variables

Variable	R Square	Adjusted R-Square
Customer Satisfaction (Z)	0.459	0.442
Revisit Intention (Y)	0.279	0.257

Analysis of the coefficient of determination (R^2) is conducted to measure how well the structural model can explain our data. The results indicate that the R^2 of Customer Satisfaction shows a moderate presence of Destination Image and Perceived Value to explain the variance in Customer Satisfaction. On the other hand, the R^2 values of Revisit Intention suggested a decision-acceptable level of variance explained with respect to tourists' revisit intention, which is explained by Destination Image,

Perceived Value, and Customer Satisfaction. In general, these findings indicate that the structural model is adequate to explain indicators of tourists' revisit intention towards Rappa Pelangi Cottage.

Table 4: Structural Model Results: Path Coefficients, T-Statistics, and Significance Levels

Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P values
Destination Image → Customer Satisfaction	0.419	0.402	0.127	3.302	0.001
Destination Image → Revisit Intention	0.018	0.026	0.235	0.075	0.941
Perceived Value→ Customer Satisfaction	0.333	0.341	0.116	2.882	0.004
Perceived Value→ Revisit Intention	0.244	0.259	0.174	1.402	0.161
Customer Satisfaction → Revisit Intention	0.332	0.346	0.147	2.259	0.024

To test the hypotheses put forth, we examined the path coefficients, t-statistics, and p-values through bootstrapping under evaluation of the estimated structural model. The output of the analysis indicates that Destination Image has a positive and significant effect on Customer Satisfaction ($\beta = 0.419$, $t = 3.302$, $p = 0.001$). This suggests that tourists who rate Rappa Pelangi Cottage with an attractive and pleasant expression tend to get a more satisfied feeling when visiting this cottage. On the other hand, Destination Image only has little impact on Revisit Intentions ($\beta = 0.018$, $t = 0.075$, $p = 0.941$). This finding indicates that a positive destination image cannot indirectly persuade tourists to revisit the destination alone. Additionally, Perceived Value positively and significantly influences Customer Satisfaction ($\beta = 0.333$, $t = 2.882$, $p = 0.004$). This means that tourists who feel they get more out of the services and experiences provided by Rappa Pelangi Cottage tend to be happier. Meanwhile, Perceived Value has no significant effect on Revisit Intention ($\beta = 0.244$, $t = 1.402$, $p = 0.161$). This result indicates that tourists may perceive value for their visit, but that this does not lead to a shared intention of revisiting the destination. On the other hand, Customer Satisfaction has a positive and significant effect on Revisit Intention ($\beta = 0.332$, $t = 2.259$, $p = 0.024$). This result indicates that tourists who are satisfied will have a strong intention to visit Rappa Pelangi Cottage in the future, showing that customer satisfaction has a strong position in bringing back the revisit intention of tourists.

Table 5: Mediation Analysis Results: Direct, Indirect, and Total Effects

Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Interpretation
Destination Image (X1) → Customer Satisfaction (Z) → Revisit Intention	0.139	0.135	0.072	1.942	0.052	No Mediation
Perceived Value (X2) → Customer Satisfaction (Z) → Revisit Intention	0.111	0.120	0.071	1.557	0.119	No Mediation

Table 5 and Table 6 test the indirect effects to examine whether Customer Satisfaction mediates the relationships between Destination Image, Perceived Value, and Revisit Intention. The results of the analysis show that Customer Satisfaction does not significantly mediate the effect of Destination Image on Revisit Intention, Because the indirect effect was not significant ($\beta = 0.139$, $t = 1.942 < 1.960$; $p = 0.052$) Thus implies that though Destination Image has a positive influence on Customer Satisfaction the achieved levels of Customer Satisfaction through Destination Image are not sufficient enough to stimulate tourists Revisit Intention.

Congruously, Customer Satisfaction is not a significant mediator between Perceived Value and Revisit Intention ($\beta = 0.111$, $t = 1.557$, $p = 0.119$). This suggests that formerly.... the benefit characterization perceived by traveling tourists indirectly has no impact on the Intention to revisit to a greater degree via Customer Satisfaction. In conclusion, the results of the mediation analysis demonstrate that Customer Satisfaction does not act as a significant mediating variable in each call between indirect relationships.

IV. CONCLUSION

The Influence of Destination Image and Perceived Value on Revisit Intention through Customer Satisfaction at Rappa Pelangi Cottage, West Halmahera Using PLS-SEM Approach. The results show that Destination Image and Perceived Value exert a positive and significant impact on Customer Satisfaction; in turn, Customer Satisfaction has a positive and significant

effect on Revisit Intention. However, both Destination Image and Perceived Value have no significant direct influence on Revisit Intention. Furthermore, Customer Satisfaction plays an insignificant mediating role between Destination Image and Revisit Intention as well as Perceived Value and Revisit Intention. Conclusions: The results reveal that tourists' positive cognition of the destination and their perceived value are conducive to higher satisfaction; however, those factors only foster revisit Intention indirectly. Accordingly, improvements in overall experience and satisfaction received by the visitors at Rappa Pelangi Cottage are likely to increase tourists' Intention for revisiting. Future studies are encouraged to examine additional factors, such as service quality, destination experience, electronic word-of-mouth, or tourist trust, to provide a more comprehensive understanding of revisit intention.

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