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THE EFFECT OF PERCEIVED VALUE AND DESTINATION IMAGE ON REVISIT INTENTION THROUGH TOURIST SATISFACTION AS A MEDIATING VARIABLE (CASE STUDY ON NGLANGGERAN TOURISM VILLAGE)

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ABSTRACT
This study aims to examine the influence of perceived value and destination image on revisit intention through tourist satisfaction as a mediating variable. This research was conducted in the Jabodetabek area. The quantitative research method uses a Likert scale as a measurement with the population used is visitors to Nglanggeran Tourism Village who have visited at least twice with a minimum age of 17 years. In this study, the sampling technique was purposive sampling as many as 220 respondents were obtained. Research analysis techniques with SEM (Structural Equation Model). The results showed that perceived value affects tourist satisfaction, destination image affects tourist satisfaction, perceived value affects revisit intention, destination image affects revisit intention, tourist satisfaction affects revisit intention. Perceived value has an influence on revisit intention through tourist satisfaction and destination image has an influence on revisit intention through tourist satisfaction.
Keywords: Destination Image, Perceived Value, Revisit Intention, Tourist Satisfaction

BACKGROUND
Indonesia is the largest archipelago in the world that has natural wealth and diversity that stretches from Sabang to Merauke. With the diversity and beauty of these natural resources is one of the potentials that can be utilized for tourism objects. For foreign tourists, Indonesia itself is a tourist destination that is always interesting to visit because of its beautiful natural wealth, the friendliness of the community to visiting tourists, and the uniqueness of its local culture (Dalam & Sbm, 2020). According to Badan Pusat Statistika (2020) mancangera tourists in 2018 were around 15,810,305 and archipelago tourists 303,403,888. Then in 2019 it increased to 16,106,954 foreign tourists and 722,158,733 domestic tourists. And in 2020 it has decreased due to the impact of the COVID-19 pandemic, so that foreign tourists are 4,052,923 and domestic tourists are 518,588,962. The economy in Indonesia has also been affected, from urban to rural areas. The current economic recovery trend must be controlled, as an effort to return the Indonesian economy to its pre-COVID-19 pandemic condition. One of the efforts in economic recovery is the development and improvement of tourism villages.

The Tourism Village Program is a new village economic breakthrough. Developed in Indonesia, so that local communities can maximize the potential of regional tourist, while

improving the economy. The village tourism development program has many benefits. Through the tourism village development model, it is hoped that the welfare of rural communities will increase and the urbanization process (rural to urban migration) can also be suppressed (Septamiarsa Alfian, 2021). Not only attracts tourists in terms of natural tourism, but the Special Region of Yogyakarta is one of the provinces that has many famous tourist villages. One of these tourist villages is Nglanggeran Tourism Village, which is located in Patuk District, Gunungkidul Regency, Yogyakarta. Nglangeran tourism village records many attractions, namely ancient volcanoes, nglanggeran reservoir, kedung kandang waterfall, pitu village, and nglanggeran chocolate griya (William Ciputra, 2022). Nglanggeran Tourism Village must be able to analyze the opportunities and challenges that will arise in the future. This creates participation that encourages the community as consumers to be wiser in the decision-making process. Start by developing a marketing strategy that can attract tourists to visit a tourist attraction. When a tourist has a good impression of the image given by a tourist attraction, it will create satisfaction for the tourist and can be a determining factor for making a return visit in the future. According to Seetanah et al. (2020) shows that tourist satisfaction is found to be important, which is a goal and determines a person's revisit intention.

Revisit intention is the intention of tourists to visit, use the services of attractions, and word of mouth behavior (sharing people's experiences both verbally and electronically) (Nguyen Viet et al., 2020). According to Fadiryana & Chan (2020) perceived value is the overall rating of consumers on the experience they receive whether it affects their desire to return or not. Previous research Chotimah & Dian Wahyudi (2019) shows a relationship between perceived value which causes an influence on revisit intention. Destination image is the result of every process that tourists go through after traveling or visiting a destination. This makes tourists compare with other destinations, there will be satisfaction or dissatisfaction for tourists. Therefore, it is possible that tourists will not visit or tourists who visit will not repeat their visit (Fadiryana & Chan, 2020). Destination image is built not only because of the brand for the destination, but it is believed to make a difference with other destinations and will become an identity for the destination so that it is easily remembered by visiting tourists. This opinion is in accordance with research Destari (2017) which states that there is an influence between destination image on revisit intention.

THEORETICAL FRAMEWORK

Revisit Intention

Revisit intention is the behavior of individuals who are influenced by favorable and unfavorable decisions to revisit in the future (Lily, 2018). According to Abdullah & Lui (2018) revisit intention remains an important measure to determine tourism growth and the future potential of a country. In the research Thipsingh et al. (2022) explained that "There is a difference between first-time visitation and repeat visitation in the willingness to pay for tourism." This means that there is a difference between first-time visitation and repeat visitation in the willingness to pay for tourism Stanton in Candra et al. (2019) stated that there are three indicators of revisit intention, including interest in visiting again, giving recommendations to others, and the reputation of tourist attractions in the eyes of visitors. In line according to Fernaldi & Sukresna (2018) namely, intending to revisit, being a priority place for vacation, and finding the latest information about these tourist attractions.

Perceived Value

Perceived value is a multifaceted concept that encompasses many domains, including human value, leisure value, and value chain, among others (Kervenoael et al., 2020). According to Ginanjar et al. (2019) customer perceived value is the exchange between perceived benefits

and sacrifices (or positive and negative consequences). According to Pai et al. (2021) value refers to the overall assessment after comparing the cost that customers pay to obtain a product or service with the value they feel. According to Prebensen & Xie (2017) argue that the indicators of perceived value include quality value, economic value, novelty value, emotional value, social value, and knowledge value.

Destination Image

Destination image is commonly used to conceptualize in tourism research that it is considered as the sum of people's beliefs, ideas, perceptions, and mental impressions or representations about a particular geographic area formed by cognitive images of a given destination (Hsu et al., 2017). In line with research Kim & Thapa (2018) destination image is defined as the sum of knowledge, feelings, and overall perceptions that a tourist has about a destination or destination. Destination image is considered the main key to tourists' intention to visit and revisit a destination, providing practitioners with the opportunity to design, distribute, and promote destination products appropriately (Stylos et al., 2017). According to Foroudi et al. (2018) there are several indicators that can measure destination image, namely accessibility, variety and quality of accommodation, cultural diversity, cultural and historical attractions, level of public services, and the exoticism of the place.

Tourist Satisfaction

In general, satisfaction is the feeling generated by the cognitive and emotional aspects of goods and services, as well as the cumulative evaluation of their various components and characteristics (Bernarto et al., 2022). According to Cakici et al. (2019) tourist satisfaction is needed to continue a relationship. Tourist satisfaction is a comparison of tourists between expectations and the actual performance of the services that have been experienced by tourists. Tourist satisfaction occurs after use when tourists assess service quality according to their perceptions of service quality (Nguyen et al., 2021). According to Biswas et al. (2020) in his research shows that there are several indicators that can measure tourist satisfaction, namely interest, satisfy, pleased, enjoy, and favorable services.

METHODS

This research is quantitative research that focuses on testing theories from previous research by measuring research variables in the form of numbers and analyzing data using statistical procedures. This quantitative research uses primary data in the form of data obtained directly from respondents using a questionnaire via Google Form. The research sample consisted of 220 respondents based on purposive sampling technique. After the data is collected, the research will enter the analysis stage with a statistical approach. The data analysis techniques used include validity test analysis, reliability test, model feasibility test, and hypothesis testing using AMOS software. This data analysis is expected to facilitate decision making on existing hypotheses.

RESULT

Data Description

This survey was conducted as a quantitative survey by obtaining data from distributing questionnaires online. This data was distributed to 220 potential respondents. To provide an overview of the survey population, the researcher divided the respondents into seven different categories, namely by age, gender, domicile, employment status, education status, income status, and expenditure status.

Table 1. Number and Percentage of Respondent Profiles

		Total	Percentage
Age	17-20 years	38	17,3
	21-25 years	159	72,3
	26-30 years	12	5,5
	31-35 years	1	0,4
	> 35 years	10	4,5
	Total	**220**	**100**
Gender	Male	50	22,7
	Female	170	77,3
	Total	**220**	**100**
Domicile	Jakarta	127	57,7
	Bogor	26	11,8
	Depok	11	5
	Tangerang	27	12,3
	Bekasi	29	13,2
	Total	**220**	**100**
Education Status	Junior High School	3	1,4
	Senior High School	140	63,6
	Diploma	6	2,7
	Bachelor	67	30,5
	Master	3	1,4
	Doctorate	1	0,4
	Total	**220**	**100**
Employment Status	Not Yet/Not Working	116	52,7
	Employed	80	36,4
	Own Business	24	10,9
	Total	**220**	**100**
Income Status	< Rp 1.000.000	74	33,6
	Rp 1.000.000 - 3.000.000	77	35
	Rp 3.000.000 - 5.000.000	44	20
	> Rp 5.000.000	25	11,4
	Total	**220**	**100**
Expenditure Status	< Rp 1.000.000	138	62,7
	Rp 1.000.000 - 3.000.000	69	31,4
	Rp 3.000.000 - 5.000.000	11	5
	> Rp 5.000.000	2	0,9
	Total	**220**	**100**

Source: Data processed by researchers (2023)

Validity Test

Validity test is a test that aims to determine whether a measuring instrument is valid or invalid. Exploratory Factor Analysis (EFA) analysis technique, as for factor analysis with the provisions of factor loading 0.50. All indicators are valid if the indicator has factor loading > 0.50. The following are the results of the validity test:

Table 2. Validity Test Results

Variable	Indicator	Factor Loading	Information
Perceived Value	PV1	0,605	VALID
	PV2	0,698	VALID
	PV3	0,739	VALID
	PV4	0,669	VALID
	PV5	0,649	VALID
	PV6	0,619	VALID
Destination Image	DI1	0,582	VALID
	DI2	0,686	VALID
	DI3	0,671	VALID
	DI4	0,666	VALID
	DI5	0,682	VALID
	DI6	0,694	VALID
	DI7	0,672	VALID
Tourist Satisfaction	TS1	0,681	VALID
	TS2	0,602	VALID
	TS3	0,609	VALID
	TS4	0,595	VALID
	TS5	0,672	VALID
Revisit Intention	RI1	0,734	VALID
	RI2	0,679	VALID
	RI3	0,728	VALID
	RI4	0,588	VALID
	RI5	0,710	VALID
	RI6	0,673	VALID

Source: Data processed by researchers (2023)

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Reliability Test

At the next stage, researchers using SPSS software calculated reliability using the Cronbach's alpha (α) test. The value can be said to be reliable if the reliability coefficient is more than 0.70 (ri > 0.70) (David L. Streiner, 2003).

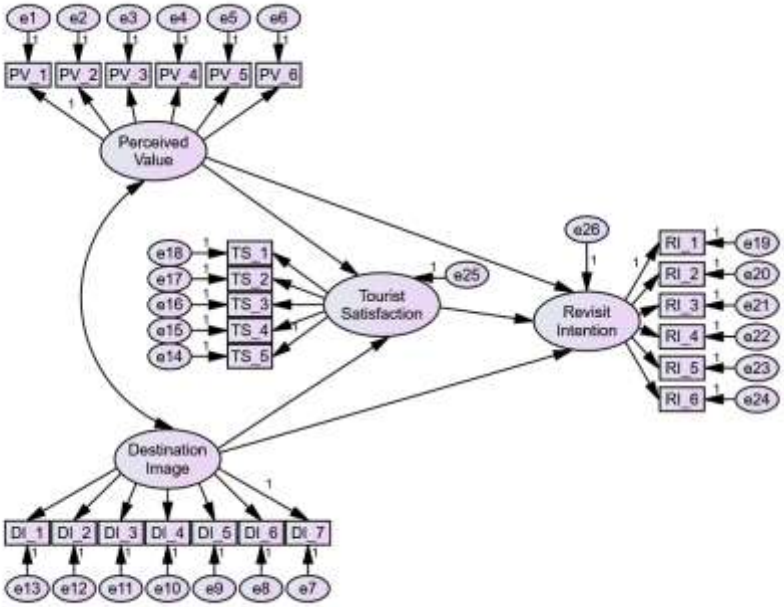
Table 3. Reliability Test Results

Variable Indicator	Cronbach's Alpha
Perceived Value	0.822
Destination Image	0.848
Tourist Satisfaction	0.798
Revisit Intention	0.860

Source: Data processed by researchers (2023)

Model Feasibility Test

At the next stage, researchers conducted a model feasibility test using the SEM (Structural Equation Modeling) technique using AMOS (Analysis of Moment Structure) software to determine the adjustment of the research model. The value used is to search until the probability value on the model fits ≥ 0.05 (Ferdinand, 2006). The following is a research model in the form of a path diagram and the researcher modifies it by removing several indicators to form a model that fits ≥ 0.05.



Picture 1. Research Model Before Modification
Source: Data processed by researchers (2023)

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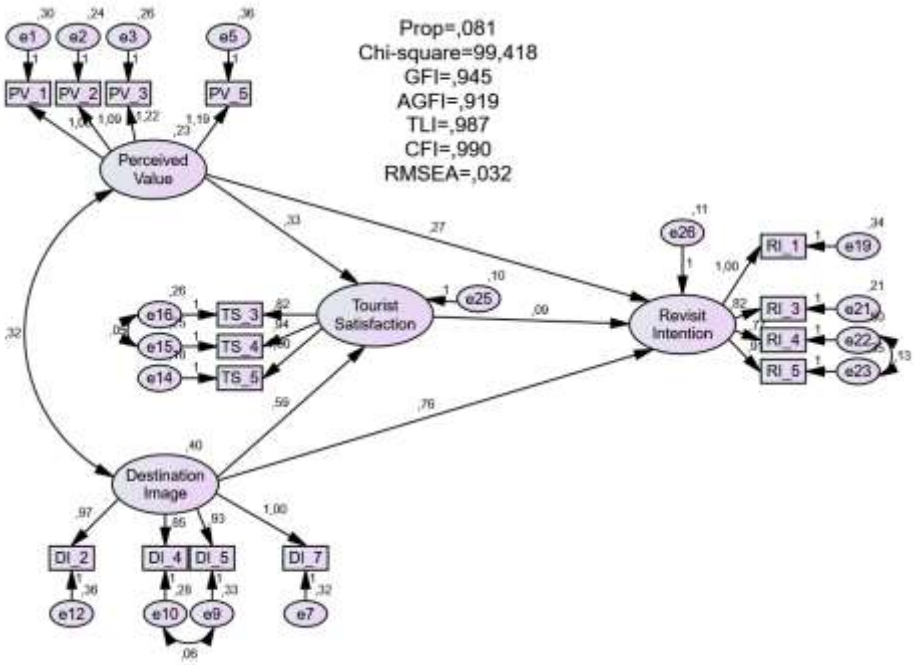

Picture 2. Model Feasibility Test Results
Source: Data processed by researchers (2023)

Furthermore, the model feasibility test is carried out again. Based on the results of the data processing carried out, the following is a description of the goodness of fit test results after model adjustment.

Table 4. Model Feasibility Test Results

Goodness of fit indices	Cut off value	Count	Result
Chi-square	Expected to be small	99,418	Good
Probability level	≥ 0,05	0,081	Good
RMSEA	≤ 0,08	0,032	Good
GFI	≥ 0,90	0,945	Good
AGFI	≥ 0,90	0,919	Good
CMIN/DF	≤ 2,00	1,227	Good
TLI	≥ 0,95	0,987	Good
CFI	≥ 0,95	0,990	Good

Source: Data processed by researchers (2023)

Based on the data processing carried out after model adjustment, the Chi-square value is expected to be small, then the RMSEA value ≤ 0.08, and the GFI and AGFI values are ≥ 0.90. With the results of this test, the researcher shows that the Chi-square value of 99.418 is a small result and is said to be good. RMSEA shows a value of 0.032 ≤ 0.08. The GFI and AGFI measurement values have exceeded 0.90 with the results of the values 0.945 and 0.919. The results of obtaining the model feasibility test, the TLI value is 0.987 and CFI is 0.990 where this value can be said to be greater than the basic cut off value that has been set, namely ≥ 0.95. Based on the results of the goodness of fit which has the eight criteria above, this research

model can be said to be fit because the calculated value exceeds the cut-off value. The results of obtaining the model feasibility test, the TLI value is 0.987 and the CFI is 0.990 where this value can be said to be greater than the basic cut off value that has been set, namely ≥ 0.95. Based on the results of goodness of fit which has the eight criteria above, this research model can be said to be fit because the calculated value exceeds the cut-off value.

Hypothesis Test

At the last stage, namely testing the hypothesis. The hypothesis can be accepted if the C.R. or Critical Ratio value > 1.96 in the regression weight table. The P value measures the significance of hypothesis. If the P value < 0.05 then the hypothesis can be said to be significant (Hair et al., 2019). The following are the results of statistical hypothesis testing:

Table 5. Hypothesis Test Results

Hypothesis	Independent Variable	Dependent Variable	C.R	P	Result
H_1	Perceived Value	Tourist Satisfaction	7,283	0.000	H_1 Accepted
H_2	Destination Image	Tourist Satisfaction	8,369	0.003	H_2 Accepted
H_3	Perceived Value	Revisit Intention	5,351	0.030	H_3 Accepted
H_4	Destination Image	Revisit Intention	5,183	0.003	H_4 Accepted
H_5	Tourist Satisfaction	Revisit Intention	7,980	0.000	H_5 Accepted

Source: Data processed by researchers (2023)

Based on the table above after testing H1 to H5, the C.R. or Critical Ratio value and the P value meet the references used. So, it can be concluded that the relationship between H1 and H5 has acceptable results and has a significant effect between constructs. Furthermore, for H6 and H7 in this study have similar results, the following results are found:

Table 6. Standardized Indirect Effects

	Destination Image	Perceived Value
Tourist Satisfaction	0,000	0,000
Revisit Intention	1,116	1,053

Source: Data processed by researchers (2023)

Table 7. Standardized Indirect Effects - Two-Tailed Significance

	Destination Image	Perceived Value
Tourist Satisfaction	0,000	0,000
Revisit Intention	0,012	0,018

Source: Data processed by researchers (2023)

Based on the table above, it shows that the results of the H6 hypothesis test are accepted with a significant value of 0.018 < 0.05. The magnitude of the indirect effect of perceived value on revisit intention through tourist satisfaction is 1.116. The test results show that perceived value has an indirect effect on revisit intention through tourist satisfaction. Then the results of hypothesis testing H7 are accepted with a significant value of 0.012 < 0.05. The magnitude of the indirect effect of destination image on revisit intention through tourist satisfaction is 1.053. The test results show that destination image has an indirect effect on revisit intention through tourist satisfaction.

DISCUSSION

The Effect of Perceived Value on Tourist Satisfaction

Based on testing Hypothesis 1 (H_1) with a critical ratio value of 7.283 > 1.96 and a probability value smaller than 0.05. From this data it can be concluded that perceived value significantly affects tourist satisfaction, it can be seen that H1 is accepted and H0 is rejected. Perceived value is necessary in the dynamics of repeated activities and is used as a determinant to determine the extent to which tourists are satisfied with the services provided by the tourist attraction. The results of this study are in line with those conducted by Kim & Thapa (2018) which states that perceived value has an influence on tourist satisfaction. This is also reinforced by Feng et al. (2020) and Wang et al. (2017). The results of their findings state that there is a positive influence between perceived value on tourist satisfaction.

The Effect of Destination Image on Tourist Satisfaction

From the results of testing Hypothesis 2 (H_2) shows that the critical ratio value is 8.369 > 1.96 and the probability results show a value smaller than 0.05. From this data it can be concluded that destination image has an effect on tourist satisfaction. This also shows that H2 is accepted and H0 is rejected. A good perception will arise if the reality and expectations of the tourist attraction are appreciated by tourists, positive prejudice will have an impact on tourist satisfaction during the visit. The results of this study are in line with research conducted by Irfan et al. (2020) who confirmed that destination image has a significant effect on tourist satisfaction. Destiana et al. (2019), Tamtomo & Putra (2020) and Aliedan et al. (2021) which states that destination image is direct and positive on tourist satisfaction.

The Effect of Perceived Value on Revisit Intention

Based on the testing of Hypothesis 3 (H_3) that has been carried out, the results show that the critical ratio value obtained a value of 5.351 > 1.96 and the probability value shows results smaller than 0.05. From this data it can be concluded that perceived value has an effect on revisit intention, this can show the results that H3 is accepted and H0 is rejected. Perceived value is the basis of a goal, which will add value to the tourist attraction for the purpose of being remembered while living his life. With this, it affects the interest in returning to a destination. A study, namely according to Fadiryana & Chan (2020) states that perceived value affects revisit intention. Then reinforced by other research Chotimah & Dian Wahyudi (2019), Saragih et al. (2022), and Rozi et al. (2022). The findings state that perceived value has a positive and significant effect on revisit intention.

The Effect of Destination Image on Revisit Intention

Based on Hypothesis 4 (H_4) testing that has been carried out, there is a critical ratio value of 5.183 > 1.96 and the probability value also shows a value smaller than 0.05. From these data it can be concluded that destination image has an influence on revisit intention. The data also shows the result that H4 is accepted and H0 is rejected. Tourists perceptions of destination image can influence revisit intention. The results of this study are in line with

research conducted by Citaningtyas et al. (2021) which states that destination image has a positive and significant effect on tourist revisit intention. This is also reinforced by research Purnama & Wardi (2019) and Satyarini et al. (2020). The findings state that destination image has a positive and significant effect on revisit intention.

The Effect of Tourist Satisfaction on Revisit Intention

The results of testing Hypothesis 5 (H_5) found that the critical ratio value is 7.980 > 1.96 and the probability value is smaller than 0.05. Thus it can be concluded that tourist satisfaction affects revisit intention, this shows that H5 is accepted and H0 is rejected. The tourist satisfaction factor is an important point for tourists not only to build loyalty, but also to lead to repeat visits. Some previous studies such as Purnama & Wardi (2019) and Saragih et al. (2022) which states that there is a positive and significant influence between tourist satisfaction on revisit intention. This is also supported by Pai et al. (2020), the findings state that tourist satisfaction has a positive and significant effect on revisit intention.

The Effect of Perceived Value on Revisit Intention through Tourist Satisfaction

Based on the results of testing Hypothesis 6 (H_6) with a significant value in Standardized Indirect Effects - Two Tailed Significance (BC) of 0.018 < 0.05. The magnitude of the indirect effect of perceived value on revisit intention through tourist satisfaction is 1.053. Thus it can be concluded that perceived value significantly affects revisit intention through tourist satisfaction, this shows that H6 is accepted and H0 is rejected. In line with research according to Pengestu (2020) which states that the effect of perceived value on revisit intention mediated by tourist satisfaction has a significant effect. In addition, other studies such as Rizan et al. (2022) and Fuadah (2021) also state the same thing that perceived value has a significant effect on revisit intention through tourist satisfaction as a mediating variable.

The Effect of Destination Image on Revisit Intention through Tourist Satisfaction

Based on the results of testing Hypothesis 7 (H_7) with a significant value in Standardized Indirect Effects - Two Tailed Significance (BC) of 0.012 < 0.05 for the influence of destination image variables on revisit intention through tourist satisfaction as a mediating variable. The magnitude of the indirect effect of destination image on revisit intention through tourist satisfaction is 1.116. Thus it can be concluded that destination image significantly affects revisit intention through tourist satisfaction, this shows that H7 is accepted and H0 is rejected. This is in line with research according to Istiqomah (2020) and Dentha (2020) that there is an effect of destination image on revisit intention through tourist satisfaction as a mediating variable. Which is reinforced by an explanation according to the research of Citaningtyas et al. (2021), the findings state that destination image has a positive and significant effect on revisit intention through tourist satisfaction.

CONCLUSION

Based on data processing and data analysis that has been carried out and presented previously, the research results show that the variables used in this study include perceived value, destination image, and tourist satisfaction that affect revisit intention in Nglanggeran Tourism Village. The research data were obtained from 220 respondents who met the criteria in this study and had filled out the research questionnaire. The results of data testing show that hypotheses one to five are positively and significantly related, then hypotheses six and seven show an indirect effect through tourist satisfaction as a mediating variable.

Based on the description of the research results, the researcher would like to submit some recommendations and suggestions for future research in order to provide better results. In the future, it is hoped that the scope of research subjects can be expanded, such as not limiting age, visiting time limit, or minimum number of visits. In addition, you can also add or modify other

variables that are not used in this study so that you can get different results and can be a research opportunity for better results for future researchers or for certain tourist attractions.

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