



## Batu City Tourist Village: the Effect of Destination Image on Tourist Satisfaction and Revisit Intention

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### ABSTRACT

The research purpose is to analyzing the effect of destination image on tourist satisfaction, analyzing the effect of destination image on revisit intention, analyzing the effect of tourist satisfaction on revisit intention, and analyzing tourist satisfaction mediates the effect of destination image on revisit intention in the tourist village of Batu City. This study uses a quantitative explanatory research approach with the sample of this research is Indonesians who when the research was conducted finished traveling in the tourist village of Batu City and were at least 17 years old, totaling 155 respondents and using Structural Equation Modeling (SEM) which will be processed using the AMOS (Analysis of moment structure) program. The results showed that destination image has a significant impact on tourist satisfaction and revisit intentions, tourist satisfaction has a significant impact on revisit intentions, and tourist satisfaction does not have a role as a mediator that forms the relationship between destination image and revisit intentions in the Batu City tourist village.

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## INTRODUCTION

Indonesia's Tourist Industry has experienced rapid growth in various regions and is considered a driving force in national economic growth through job creation. Meanwhile, people's interest in vacationing is increasing as part of an effort to maintain balance in the quality of life. Therefore, these conditions emphasize the importance of tourist destinations in strengthening the desire of tourists to revisit the destination.

The intention to revisit tourists is a push from within (stimulus) that motivates tourists to visit a tourist destination again (Kotler et al., 2022). A satisfying travel experience for tourists is a major factor for the intention to visit the same destination again (Chan et al., 2022). According to Baker & Crompton, (2000), tourist revisit intention is the willingness of tourists to revisit a destination and this behavior is an expression of tourist behavior, with a willingness to repurchase a product.

Tourist destinations that successfully attract tourists' intention to visit again can increase destination reputation (destination image). Destination image will influence tourists in the destination selection process, subsequent travel evaluations and future tourist intentions (Chi & Qu, 2008). Positive destination image will lead to the intention to revisit the same destination. (Ubjaan et al., 2018). Destination image has a positive influence on perceived satisfaction (Asiku et al., 2020; Chan et al., 2022; Nguyen Viet et al., 2020; Quynh et al., 2021). However, different research results by (Indriani et al., 2021) stated that destination image has no effect on satisfaction and research (Rasoolimanesh et al., 2021) stated that destination image does not affect to revisit intention.

According to Indonesian historical records since the 10th century, Batu City, East Java Province of Indonesia has been known as a tourist destination favored by royalty and adored by the Dutch. The city is blessed with stunning natural beauty and fresh air, surrounded by Mount Panderman and Mount Arjuna. This makes Batu City an agricultural tourist destination or agro-tourist which is famous for the nickname "Apple City", providing an unforgettable experience for visitors while in Batu City agro-tourist. The Batu City area is often compared to European countries, especially Switzerland, so that Batu City has an image as "Little Switzerland" on the island of Java with the tagline "Shining Batu". So that this research discusses and examines the intention to visit again which is mediated by tourist satisfaction.

The first purpose of this study is to analyze the effect of destination image on revisit intention and the second purpose is to analyze the mediation of tourist satisfaction on the effect of destination image on revisit intention in the tourist village of Batu city.

## THEORETICAL REVIEW

### *Tourist Marketing Theory*

Tourist Marketing is the marketing process associated with the promotion of tourist destinations or tourist-related products and services to potential tourists or customers (Goeldner & Ritchie, 2003). This is done by using various marketing strategies that include advertising, sales promotion, digital marketing, publicity, and other marketing activities to attract tourists to visit destinations or use specific tourist products and services (Kotler et al., 2022).

Tourist behavior is the process that tourists perform, both observable and unobservable, when planning and participating in tourist (Jafari & Xiao, 2016). As tourist behavior relates to marketing efforts, these efforts have a significant impact on the success of many small businesses and can make important contributions to socio-cultural development and environmental preservation (Pearce, 2005).

### *Revisit Intention*

The intention to revisit tourists is a push from within (stimulus) that motivates tourists to visit a tourist destination again (Kotler et al., 2022). Intention to return is a person's desire or intention to return to visit a place or do an activity in the future after previously having a satisfying or positive experience at the place or activity (Baker & Crompton, 2000).

Revisit intention can be formed through various factors such as service quality, environmental atmosphere, competitive prices, product quality, and so on. In terms of the service industry, especially the tourist business, it cannot be separated from the behavior of tourists in the future (Kotler et al., 2022).

### *Destination Image*

Destination image is the core of attitudes, opinions, and helps to connect with travelers (Kotler & Gertner, 2002). Destination image is the unique features and specific image of a destination (Lertputtarak, 2012). Another definition of tourist destination image according to (George, 2021) is the result of a person's beliefs, ideas, feelings, expectations, or impressions about a tourist destination. Destination image is the visual or mental impression that a person has of a place.

The first hypothesis is constructed through (Asiku et al., 2020; Mutia et al., 2020) with the results showing that destination image has a significant effect on tourist satisfaction and a positive destination image can increase tourist satisfaction. And research (Nguyen Viet et al., 2020; Quynh et al., 2021) which states that destination image has a significant effect on tourist satisfaction. This shows the importance of creating a positive tourist destination image to increase tourist satisfaction. Thus the researcher proposes the following hypothesis:

H<sub>1</sub> : Destination image has a significant effect on tourist satisfaction in the tourist village of Batu City.

The second hypothesis was built through several previous studies. Starting with research (Asiku et al., 2020; Mutia et al., 2020) which discusses the image of tourist destinations has a significant effect on revisit intentions. And research (Nguyen Viet et al., 2020; Quynh et al., 2021) which states that the image of tourist destinations has a significant effect on revisit intentions. Thus the researcher proposes the following hypothesis :

H<sub>2</sub> : Destination image has a significant effect on revisit intention in the tourist village of Batu City.

#### *Tourist Satisfaction*

Tourist satisfaction is the level of satisfaction that a person feels after traveling or vacationing (Kotler et al., 2017). Tourist satisfaction is the extent to which the perceived performance of a product or service matches the buyer's expectations (Kotler et al., 2005). If the performance of the product or service falls short of expectations, the buyer is dissatisfied. However, if the performance matches or exceeds expectations, the buyer is satisfied or happy (Kotler et al., 2005). Satisfaction is a subjective evaluation and can be assessed after every purchase and consumption experience. The disconfirmation paradigm has been widely used as a framework in which this factor is evaluated by comparing the perceived performance of a product with expectations (Um et al., 2006).

The third hypothesis is built through past research that discusses the effect of tourist satisfaction on the intention to revisit a destination, this hypothesis refers to research (Asiku et al., 2020; Hussein, 2020; Lee et al., 2020; Mutia et al., 2020;) which explains that tourist satisfaction has a significant effect on the intention to revisit tourist destinations, as well as research (Nguyen Viet et al., 2020; Quynh et al., 2021; Tsai et al., 2022; Ubjaan et al., 2018) which explains the research results that tourist satisfaction has a positive and significant effect on the intention to revisit tourist destinations. Therefore, the researcher proposes the following hypothesis :

H<sub>3</sub> : Tourist satisfaction has a significant effect on revisit intention in the tourist village of Batu City.

The fourth hypothesis was built through research (Asiku et al., 2020; Hussein, 2020; Mutia et al., 2020; Nguyen Viet et al., 2020; Quynh et al., 2021) which states that tourist satisfaction is a mediator of the effect of destination image on the intention to revisit a tourist destination. Thus, the researcher proposes the following hypothesis:

H<sub>4</sub> : Tourist satisfaction is able to mediate destination image to have a significant effect on revisit intentions in the Batu City tourist village.

## **METHODOLOGY**

This research uses a quantitative explanatory research approach which has the main objective of finding a clear cause-and-effect relationship between the independent and dependent variables, as well as obtaining a deeper understanding of the phenomenon being studied (Sekaran & Bougie, 2016). The sample of this study were Indonesians who at the time of the research were

traveling in the tourist village of Batu City and were at least 17 years old, totaling 155 respondents.

The procedure or method of data collection in this research is the distribution of questionnaires. The questionnaire was distributed directly to respondents who had enjoyed the tourist products offered by the Batu city tourist village. The questionnaire contains several questions that must be answered by respondents to determine the extent to which tourist satisfaction mediates the effect of destination image on revisit intentions in the Batu City tourist village.

Inferential analysis is made by using Structural Equation Modeling (SEM) which will be processed using the AMOS (Analysis of moment structure) program. Before analyzing SEM, primary data must be tested for instrument validity with product moment correlation, reliability test with construct reliability test, and univariate and multivariate normality tests.

## RESULTS

### *Instrument Validity Test*

The instrument validity test is a test conducted to determine the validity/precision/accuracy of a question item in measuring the variable under study. A question item is called valid, if it is able to make measurements in accordance with what should be measured. Based on the results of the study, the results of the validity of the instrument are as follows

Table 1. Instrument Validity Test

Variable	Item	$r_{\text{count}}$	$r_{\text{table}}$	Results
<b>Destination Image</b>	X <sub>1</sub>	0,507	0,1577	Valid
	X <sub>2</sub>	0,618	0,1577	Valid
	X <sub>3</sub>	0,697	0,1577	Valid
	X <sub>4</sub>	0,661	0,1577	Valid
	X <sub>5</sub>	0,642	0,1577	Valid
	X <sub>6</sub>	0,521	0,1577	Valid
	X <sub>7</sub>	0,623	0,1577	Valid
<b>Tourist satisfaction</b>	Z <sub>1</sub>	0,724	0,1577	Valid
	Z <sub>2</sub>	0,698	0,1577	Valid
	Z <sub>3</sub>	0,704	0,1577	Valid
	Z <sub>4</sub>	0,701	0,1577	Valid
	Z <sub>5</sub>	0,701	0,1577	Valid
	Z <sub>6</sub>	0,703	0,1577	Valid
<b>Revisit intentions</b>	Y <sub>1</sub>	0,813	0,1577	Valid
	Y <sub>2</sub>	0,734	0,1577	Valid
	Y <sub>3</sub>	0,833	0,1577	Valid
<b>Source: primary data processed, 2024</b>				

The assessment for the instrument validity test using *Pearson's product moment correlation* shows that the validity test assessment of each variable instrument has a value of  $r_{\text{count}} > r_{\text{table}}$ . The results of the calculation of the validity

test of the instrument of each variable as a whole are valid, meaning that the instrument being measured is able to measure the variable being examined.

#### *Reliability test*

Reliability test is a questionnaire test that aims to determine the extent to which each questionnaire / research instrument has the same opportunity to be answered consistently by respondents or test the consistency of respondents' answers. The results of the reliability test calculation are below.

Table 2. Reliability test

Variable	Item	Chronbach's Alpha	Cut off	Results
X	9	0,933	0,6	Reliable
Z	6	0,919	0,6	Reliable
Y	3	0,877	0,6	Reliable
Source: primary data processed, 2024				

#### *Normality Evaluation of Observation Data*

Evaluation of the assumption of normality of observation data aims to identify whether the data used is normally distributed or not. How to test data normality can be done by: (1) *Univariate* Normality Evaluation. Observation data is declared to be normally distributed univariate, if the *Critical Ratio* Skewness value is between - 2.58 to +2.58. (2) *Multivariate* Normality Evaluation. Observation data is declared normally distributed *multivariate*, if the *Multivariate* value is between - 2.58 to + 2.58. The results of the observation normality analysis are as follows:

Table 3. Results of Normality Testing of Research Data

Variable	Skew	c.r.	kurtosis	c.r.
Y13	-0,262	-1,331	0,422	1,072
Y12	0,158	0,802	-0,23	-0,585
Y11	-0,288	-1,465	0,372	0,946
Z16	-0,019	-0,096	-0,36	-0,914
Z15	-0,115	-0,585	-0,486	-1,236
Z14	-0,427	-2,171	-0,258	-0,657
Z13	-0,425	-2,163	0,015	0,037
Z12	-0,002	-0,008	-0,324	-0,823
Z11	-0,174	-0,886	-0,547	-1,389
X17	-0,251	-1,275	-0,651	-1,655
X16	0,146	0,742	-0,698	-1,773
X15	-0,134	-0,679	-0,51	-1,297
X14	-0,04	-0,203	-0,449	-1,14
X13	-0,203	-1,03	-0,594	-1,509
X12	0,08	0,404	-0,398	-1,012

<b>X11</b>	-0,006	-0,029	-0,725	-1,843
<b>Multivariate</b>			-0,989	<b>-0,229</b>
Source: primary data processed, 2024				

*Test Results of Structural Equation Model*

Based on testing the SEM assumptions that have been carried out, it is proven that the data under study are normally distributed and there are no *outlier* and *multicollinearity* problems in the data. Thus it can be stated that this observation data is suitable for testing the structural equation model that will be processed using the AMOS (*Analysis of Moment Structures*) program. The results of testing the structural equation model are as follows :

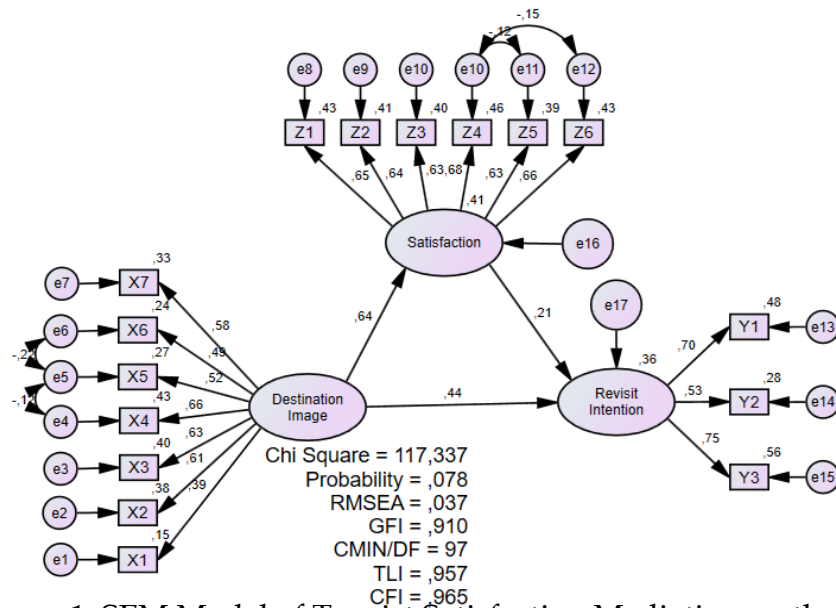


Figure 1. SEM Model of Tourist Satisfaction Mediation on the Effect of Destination Image on Revisit Intention at Batu City Tourist Village

Based on Figure 1 above, it can be explained that the research model meets the criteria for good *goodness of fit*. Whether or not this structural equation model is acceptable must compare the *goodness of fit* value produced with the suggested *goodness of fit*. The value of the *goodness of fit indices* produced by this structural equation model as shown in the table below :

Table 4. *Goodness of Fit* test results Structural Equation Model

<i>Goodness of fit index</i>	<b>Results</b>	<i>Cut off value</i>	<b>Description</b>
<i>Chi-Square</i>	117,337	<i>Chi-Square</i> <sub>tabel</sub>	Good Fit
<b>(df = 97, α = 0,05)</b>		(df = 97, α = 0,05) = 120,99	
<i>Probability (p)</i>	0,078	≥ 0,05	Good Fit
<b>CMIN/DF</b>	1,21	≤ 2,00	Good Fit
<b>RMSEA</b>	0,049	≤ 0,08	Good Fit
<b>GFI</b>	0,91	≥ 0,90	Good Fit

TLI	0,957	≥ 0,95	Good Fit
CFI	0,965	≥ 0,95	Good Fit
<b>Source: primary data processed, 2024</b>			

Based on table 4 above, it shows the absolute parameters, namely the *chi square* value and probability as recommended, namely the  $chi\ square_{count}$  (117.337) <  $chi\ square_{table}$  ( $\alpha = 0.05$ ,  $df = 245$ ) = 120.99 probability level of 7.8% greater than 5%. Associated with incremental parameters such as CMIN/DF, RMSEA, GFI, TLI and CFI have met the recommended *cut-off* values. It can be concluded that the structural equation model designed is approved and can then be used to analyze the influence between research variables and to prove the research hypothesis.

**DISCUSSION**

Based on data processing using *Structural Equation Modeling* (SEM) which will be processed using the AMOS (*Analysis of moment structure*) program. The following results are obtained:

Table 5 : Hypothesis testing results

			Estimate	S.E.	C.R.	P	Result
Z	<---	X	1,093	0,285	3,842	***	Significant
Y	<---	Z	0,293	0,144	2,034	0,042	Significant
Y	<---	X	0,722	0,283	2,555	0,011	Significant
<b>X = Destination Image</b> <b>Z = Tourist Satisfaction</b> <b>Y = Revisit Intention</b>							
<b>Source: primary data processed, 2024</b>							

Table 6 : Mediation test results

No	Exogenous Variables	Mediating Variable	Endogenous Variable	Standardized Coefficient of Direct Effect	Standardized Coefficient of Indirect Effect	Standardized Coefficient of Total Effect	Result
1	X	Z	Y	0,373	0,165	0,538	Not Mediating
<b>X = Destination Image</b> <b>Z = Tourist Satisfaction</b> <b>Y = Revisit Intention</b>							
<b>Source: primary data processed, 2024</b>							

Based on the table above, the results of hypothesis testing can be interpreted by classifying the influence of variables :

*The effect of destination image on tourist satisfaction*

Based on table 5 above, it can be explained that destination image has a significant impact on tourist satisfaction in the Batu City tourist village with a

probability value of \*\*\* less than 5%. Thus, it can be concluded that the first hypothesis is proven and tested. This is in line with research (Asiku et al., 2020; Mutia et al., 2020) which states that destination image has a significant effect on tourist satisfaction and a positive destination image can increase tourist satisfaction. And research (Nguyen Viet et al., 2020; Quynh et al., 2021) which states that destination image has a significant effect on tourist satisfaction.

*The effect of destination image on revisit intention*

Based on table 5 above, it can be explained the effect of destination image on the revisit intention the tourist village of Batu City with a probability value of 0.042 less than 5%. Thus it can be concluded that the second hypothesis is proven and tested. This is in line with research (Asiku et al., 2020; Mutia et al., 2020) which discusses the image of tourist destinations has a significant effect on revisit intentions. And research (Nguyen Viet et al., 2020; Quynh et al., 2021) which states that the image of tourist destinations has a significant effect on revisit intentions.

*The effect of tourist satisfaction on revisit intentions.*

Based on table 5 above, it can be explained the effect of destination image on revisit intention in the tourist village of Batu City with a probability value of 0.011 less than 5%. Thus it can be concluded that the second hypothesis is proven and the results are tested. These results are in line with research (Asiku et al., 2020; Hussein, 2020; Lee et al., 2020; Mutia et al., 2020;) which explains that tourist satisfaction has a significant effect on revisit intentions at tourist destinations, as well as research (Nguyen Viet et al., 2020; Quynh et al., 2021; Tsai et al., 2022; Ubjaan et al., 2018) which explains the research results that tourist satisfaction has a positive and significant effect on revisit intentions at tourist destinations.

*Mediation of tourist satisfaction on the effect of destination image on revisit intentions.*

Based on table 5 above, it can be explained that the direct effect is greater than the indirect effect between destination image on revisit intention (direct effect of 0.373 > indirect effect of 0.165). This result means that tourist satisfaction does not have a role as a mediator that forms the relationship between destination image and revisit intention. Thus, it can be concluded that the fourth hypothesis is not proven and the results are not tested. This result is supported by research (Indriani et al., 2021) which states that tourist satisfaction does not mediate the effect of destination image on revisit intentions at a destination.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the review of the discussion of this research, it can be concluded that destination image has a significant impact on tourist satisfaction and revisit intention, tourist satisfaction has a significant impact on revisit intention, and tourist satisfaction does not have a role as a mediation that forms the relationship between destination image and revisit intention in the tourist village of Batu City.

## FURTHER STUDY

Research limitations can be identified and explained from the modeling of the research conceptual framework, the results of which show that the mediating variable (tourist satisfaction) is unable to mediate the destination image variable on revisit intentions. As well as expanding the research model by adding independent variables or mediating variables, including reviewing broader variable indicators, so that the results of future research are more generalized and better in terms of results.

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