

THE ROLE OF SATISFACTION AND TRUST ON REVISIT INTENTION DOMESTIC TOURIST TO BANJAR HOT SPRING

I Made Ngurah Oka Mahardika¹, I Putu Ananda Citra²

Universitas Udayana¹, Universitas Pendidikan Ganesha²

ngurahokamahardika@gmail.com¹

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Abstract

This study seeks to explore the key factors that influence the likelihood of domestic tourists revisiting Banjar Hot Springs in Buleleng Regency. The primary variables under examination include service quality and destination image, with tourist satisfaction serving as a mediating factor and trust functioning as a moderating variable. Data was collected from 200 domestic respondents, and analysis was performed using Smart-PLS 3. The findings reveal that while service quality significantly influences satisfaction, it has a negative effect on revisit intention. Destination image is found to have a substantial impact on both satisfaction and revisit intention. Furthermore, tourist satisfaction positively influences revisit intention. Satisfaction also plays a key mediating role, enhancing the relationship between both service quality and destination image with revisit intention. Trust emerges as a pure moderator in the link between satisfaction and revisit intention, indicating its important role in strengthening the relationship.

Kata kunci:

kualitas layanan;
citra destinasi;
kepuasan;
kepercayaan; niat
berkunjung
kembali;

Abstrak

Penelitian ini bertujuan untuk mengeksplorasi faktor-faktor utama yang mempengaruhi wisatawan domestik untuk melakukan niat berkunjung kembali ke Pemandian Air Panas Banjar di Kabupaten Buleleng. Variabel utama yang diteliti mencakup kualitas layanan dan citra destinasi, dengan kepuasan wisatawan sebagai faktor mediasi dan kepercayaan sebagai variabel moderasi. Data dikumpulkan dari 200 responden domestik, dan analisis dilakukan menggunakan Smart-PLS 3. Temuan menunjukkan bahwa meskipun kualitas layanan memiliki pengaruh signifikan terhadap kepuasan, kualitas layanan berdampak negatif pada niat kunjungan kembali. Sebaliknya, citra destinasi memiliki dampak besar terhadap kepuasan dan niat kunjungan kembali. Selain itu, kepuasan wisatawan secara positif memengaruhi niat untuk kembali. Kepuasan juga memainkan peran mediasi penting, memperkuat hubungan antara kualitas layanan dan citra destinasi dengan niat kunjungan kembali. Kepercayaan muncul sebagai moderator murni dalam hubungan antara kepuasan dan niat kunjungan kembali.

Introduction

In the highly competitive tourism industry, strategies for retaining returning tourists are crucial in enhancing a destination's competitiveness (Abbasi et al., 2021).

One key indicator for assessing the success of these strategies is tourists' intention to revisit, which significantly impacts the efficiency of destination marketing efforts (Ngoc and Trinch, 2015; Loi et al., 2017; Abbasi et al., 2021). Destinations that successfully encourage repeat visits from satisfied tourists can reduce marketing costs, as these tourists are more likely to return without intensive promotional efforts and may also act as promoters through word-of-mouth, conferring a competitive advantage on the destination (Seetanah et al., 2018; Khoo, 2020; Rajput and Gohfoor, 2020). Increasing revisit rates is thus a primary focus within marketing strategies, representing a crucial issue in service marketing and a fundamental aspect of understanding tourism products and services (Zhang et al., 2018; Harun et al., 2018; Wantara and Irawati, 2021; Abbasi et al., 2021; Hasan et al., 2023). In addition to reducing marketing costs, revisit intentions also help minimise promotional expenses; a positive attitude from tourists leading to repeat visits offers a cost-competitive advantage (Chi and Qu, 2008; Loi et al., 2017).

Several factors influence tourists' revisit intentions. Service quality, destination image, satisfaction, and trust in the destination are interrelated elements that impact tourist behaviour (Stylos et al., 2017; Herle, 2018; Wantara and Irawati, 2021; Rajput and Gohfoor, 2020; Chen et al., 2017; Khoo, 2020; Çevrimkaya and Zengin, 2023; Hendijani, 2016; Li et al., 2021). At the outset, service quality is a primary factor influencing tourists' perceptions of a destination (Stylos et al., 2017; Rajput and Gohfoor, 2020). Research indicates that quality service impacts not only tourist satisfaction but also fosters their loyalty and likelihood to return (Khoo, 2020; Rajput and Gohfoor, 2020).

Moreover, destination image plays a key role in determining tourists' decisions to revisit. A positive image of a destination can influence tourists' perceptions of its appeal, safety, and comfort. In research by Jebbouri et al. (2022), a favourable destination image was shown to affect revisit intentions and enhance tourists' willingness to recommend the destination to others. The destination image is closely linked to the experiences tourists have at the site (Zhang, Wu and Buhalis, 2018). Tourists with positive and memorable experiences are more likely to intend to return, whether shortly after or much later (Assaker and Hallak, 2013).

Tourist satisfaction is another critical dimension in shaping revisit intentions. Satisfaction occurs when tourists' expectations align with, or even surpass, the realities

experienced during their visit. Carlos et al. (2017) highlight that tourist satisfaction is achieved when the services they receive meet or exceed their expectations. Within this context, meeting tourists' needs through high-quality services and a comfortable environment can drive a high level of satisfaction. This satisfaction, as stated by Kim (2017) and Loi et al. (2017), is essential in motivating tourists to make return visits.

In the context of the Banjar Hot Springs in Buleleng Regency, the management of facilities, staff hospitality, and infrastructure preparedness—including risk management—are essential elements to ensure service quality meets tourist expectations. However, several complaints from tourists about the attraction remain, such as damaged roads leading to the site, limited supermarkets, restricted access to public and online transport, beggars, litter, and broken toilets (Nusa Bali, 30 December 2023). To gain insight into these tourist complaints, a preliminary survey was conducted to identify common issues faced by tourists visiting the Banjar Hot Springs in Buleleng. The survey involved 30 respondents, and the findings are presented in Table 1.

Table 1.
Domestic Tourist Complaints

No	Issue Description	Respondent	Percentage (%)
1	Dirty and damaged toilets	7	23,33
2	Safety concerns	5	16,67
3	Narrow and damaged access roads	18	60,00
Jumlah			100,00

Source: Processed Data (2024)

Table 1 illustrates domestic tourists' complaints regarding broken, foul-smelling, and dirty toilet facilities, which were mentioned by 23.33% of respondents. The second complaint, cited by 16.67% of tourists, concerns safety and risk management. Meanwhile, 60.00% of respondents voiced dissatisfaction with the narrow and damaged access roads leading to the tourist site. These issues represent longstanding challenges that, to date, remain insufficiently addressed. If not resolved promptly, they may negatively impact tourists' revisit intentions to Buleleng Regency. This situation is worthy of study, given that competitive advantage in tourism marketing lies in capitalising on repeat tourists (Abbasi et al., 2021). Tourism destination managers can achieve a competitive marketing advantage by reducing marketing costs and leveraging opportunities created by repeat visits to the same tourist destinations (Ngoc and Trinch, 2015; Loi et al., 2017; Abbasi et al., 2021).

This study aims to analyse the factors influencing tourists' intention to revisit the hot spring pool destinations in Buleleng Regency, including tourist perceptions of service quality, destination image, satisfaction, and trust. This research positions trust as a moderating variable in the relationship between satisfaction and revisit intention, presenting a robust conceptual approach. Trust as a moderator is based on the assumption that it can amplify the impact of satisfaction on tourists' willingness to return to the same destination.

The research model focuses on the relationship between service quality, satisfaction, and revisit intention, aiming to understand the extent to which tourists' experiences at Buleleng's hot spring pools create positive impressions that encourage repeat visits. In this context, tourist satisfaction functions as an essential mediating variable, as it is a key factor driving tourists to return. The novelty of this study lies in developing a model that simultaneously operationalises satisfaction as a mediator and trust as a moderator, a rarely explored approach in domestic tourism research. Unlike previous studies that primarily focus on the direct relationship between satisfaction and revisit intention, this research explores a more complex relationship, including the moderating effect of tourist trust.

This study is also highly relevant for destination managers and stakeholders in Buleleng, as the findings may assist them in understanding the factors influencing tourists' revisit intentions. Consequently, they will be better equipped to design more effective and targeted service quality improvement strategies to foster loyalty and retain tourists.

Revisit Intention

Revisit intention is a significant aspect within consumer behaviour studies (Sudiarta and Suardana, 2017; Sukaatmadja and Kertiyasa, 2020), particularly in the tourism and service industries (Suardana, 2017). This intention reflects an individual's desire or plan to return to a destination or reuse a specific service in the future. According to Huang and Hsu (2009), return visits are a common occurrence at holiday destinations. Examining the behaviour of tourists who revisit destinations offers valuable insights, enabling established destinations to maintain their competitive edge (Suardana, 2017). Abubakar et al. (2017) assert that revisit intentions target consumers who have previously utilised tourism services and experienced these services directly.

Service Quality

According to Tjiptono (2015), service quality encompasses efforts to fulfil consumer needs and desires as well as to deliver accurate service by considering consumer expectations. Parasuraman et al. (1988) define service quality as the difference between service expectations and customer perceptions of the services received.

Previous research indicates that high service quality results in customer satisfaction, which in turn enhances tourists' revisit intentions (Wantara and Irawati, 2021; Soleimani and Einolahzadeh, 2018). The link between service quality, customer satisfaction, and loyalty has been confirmed across various studies in diverse contexts. In tourism research, the relationship between service quality and tourist satisfaction is critical in promoting tourists' revisit intentions (Wantara and Irawati, 2021; Soleimani and Einolahzadeh, 2018; Carlos et al., 2017).

Hypotheses:

H1 Service quality positively affects satisfaction among domestic tourists at Banjar Hot Springs, Buleleng.

H2 Service quality positively affects revisit intentions among domestic tourists at Banjar Hot Springs, Buleleng.

Destination Image

Image is shaped by accumulated consumption experiences over time (Hunt, 1975; Akgün et al., 2020) or as a cumulative effect of consumer satisfaction and dissatisfaction (Akgün et al., 2020). Baloglu and McCleary (1999) noted that the level of destination image influences travellers' satisfaction with service providers. To sustain travellers' revisit intentions, service providers should not overlook the importance of destination image (Chen and Funk, 2010). Destination image has been positively associated with revisit intentions, as demonstrated in several tourism studies (Chiu and Cheng, 2016; Assaker and Hallak, 2013; Nguyen Viet, 2019).

Hypotheses:

H3 Destination image positively affects satisfaction among domestic tourists at Banjar Hot Springs, Buleleng.

H4 Destination image positively affects revisit intentions among domestic tourists at Banjar Hot Springs, Buleleng.

Satisfaction

It is well established that satisfaction serves as the strongest predictor of both direct and indirect relationships with loyalty or revisit intention (Abbasi et al., 2021; Goh and Dara Singh, 2021; Manyangara et al., 2023). Satisfaction has a substantial effect on revisit intention directly, as well as through its role as a mediating variable.

Hypotheses:

H5 Satisfaction positively affects revisit intentions among domestic tourists at Banjar Hot Springs, Buleleng.

H6 Service quality positively affects revisit intentions among domestic tourists at Banjar Hot Springs, Buleleng, with satisfaction as a mediating factor.

H7 Destination image positively affects revisit intentions among domestic tourists at Banjar Hot Springs, Buleleng, with satisfaction as a mediating factor.

Trust

Trust influences the strength of the moderating factor of customer satisfaction on customer loyalty (Goodwin et al., 2011; Javed et al., 2021). Nobmadella and Nurhadi (2021) conducted research aimed at analysing the role of trust in moderating the effects of experiential marketing and satisfaction on customer loyalty. Their findings revealed that the significant impact of trust on the relationship between satisfaction and customer loyalty highlights the importance of trust as a moderating factor. This underscores the role of trust in amplifying the effect of satisfaction on customer loyalty. The moderating role of trust between satisfaction and loyalty was similarly proposed by Javed et al. (2021), who found that trust indeed moderates the relationship between satisfaction and loyalty.

Hypothesis:

H8 Satisfaction positively affects revisit intentions among domestic tourists at Banjar Hot Springs, Buleleng, with trust as a moderating factor.

Method

The research was conducted using a quantitative method with a survey approach to analyse the determining variables of domestic tourists' revisit intentions. The study focused on domestic tourists who met the following criteria: 1) A domestic tourist aged at least 18 years; 2) Had visited Banjar Hot Springs. The number of respondents was 200 domestic tourists. The questionnaire was designed using a Likert scale with

intervals ranging from 1 to 5 (strongly disagree - strongly agree). The questionnaire was distributed directly to domestic tourists at Banjar Hot Springs, the only hot spring in Buleleng Regency. The collected data were tested for validity and reliability using SPSS 23, followed by hypothesis testing using SEM-PLS 3.

Result And Discussion

1. Result

Characteristic Respondent

During holiday periods, the majority of tourists visiting hot spring Banjar in Buleleng Regency come from the local area. For local residents, visiting these tourist destinations has become a tradition, particularly during the Eid holidays, due to their affordability and suitability for family recreation. The popularity of relatively inexpensive tourist attractions, along with their geographical proximity and the locals' familiarity with these sites, makes them more frequently visited by local residents than by tourists from outside the region.

Table 2.

Characteristics of Domestic Tourists

Demography	Option	Frequency	Percentage
Gender	Male	105	52,50
	Female	95	47,50
Generation	Baby Boomer	8	4,00
	Gen X	18	9,00
	Milenial	80	40,00
	Gen Z	94	47,00
Origin	Buleleng	86	43,00
	Badung	13	6,50
	Denpasar	30	15,00
	Gianyar	13	6,50
	Klungkung	1	0,5
	Karangasem	21	10,50
	Tabanan	2	1,00
	Bangli	2	1,00
	Lombok Barat	24	12,00
	Mataram	8	4,00
Occupation	Private Sector Employee	94	47,00
	PNS/Military/Police	42	21,00
	Student	38	19,00
	Entrepreneur	26	13,00
Salary	< 1.000.000	52	26,00
	1.100.000-3.000.000	6	3,00
	3.100.000-5.000.000	115	57,50
	>5.000.000	27	26,50

Source: primary data (2024)

Table 2. shows that the characteristics of domestic tourists who revisit Banjar Hot Springs in Buleleng Regency are primarily male, though this is not significant, at 52.50 percent. The majority are Generation Z, aged 18 to 27 years, comprising 47.00 percent of visitors. Based on visitors' places of origin, Buleleng Regency has the highest representation at 43.00 percent. When viewed by occupation, private sector employees constitute the largest group of visitors, dominating with 47.00 percent. In terms of income, the income range of 3,100,000 to 5,000,000 IDR dominates at 57.50 percent.

VALIDITY AND RELIABILITY TEST

Validity testing is used to ensure whether the questions in the questionnaire accurately measure what they are intended to measure. This testing was conducted with 30 respondents using SPSS 23 before the questionnaire was distributed to the entire sample. Out of the 57 items used to measure validity, those with loading factors greater than 0.4 were considered valid (Ghozali, 2021). Reliability measurement can be performed using the One Shot method, which showed that the Cronbach's alpha values were above 0.7. The results of the validity and reliability tests are presented in Table 3.

Tabel 3.

Validity and reliability test

No	Variabel	Alpha Cronbach	N of Item
1	Service Quality (X_1)	0,937	17
2	Destination Image (X_2)	0.905	9
3	Satisfaction (M_1)	0,921	5
4	Trust (M_2)	0,937	3
5	Revisit Intention (Y_1)	0,931	5

Source: primary data (2024)

DESCRIPTIVE VARIABLE TEST

To understand how service quality, destination image, and experience influence the intention of domestic tourists to revisit Buleleng Regency, several key indicators were measured through a questionnaire. These indicators include aspects of service, environment, safety, and overall experience. Descriptive analysis results indicate that these factors play a crucial role in shaping tourists' perceptions, which in turn affect their decision to return. The results of the descriptive analysis are presented in Table 4.

Table 4.
Descriptive service quality

Variable	Respon					Sta Dev	Rerata (Mean)	Criteria
	STS	TS	N	S	SS			
Service Quality (X₁)							4,05	
Tangible (X_{1.1})							4,23	
Accessibility (X _{1.1.1})	0,50	1,50	7,50	51,50	39,00	0,61	4,36	Very high
Clean (X _{1.1.2})	1,00	0,50	9,00	51,50	38,00	0,63	4,30	Very high
Arrangement (X _{1.1.3})	0,00	1,50	9,50	63,00	26,00	0,58	4,18	High
Facilities (X _{1.1.4})	0,00	2,50	11,00	70,00	16,50	0,55	4,09	High
Reliability (X_{1.2})							3,95	
Service as promised (X _{1.2.1})	0,50	1,00	19,00	68,50	11,00	0,56	3,94	High
Schedule of service (X _{1.2.2})	0,00	1,00	19,00	68,50	11,50	0,56	3,94	High
Verification (X _{1.2.3})	0,00	1,00	25,00	62,00	12,00	0,61	3,88	High
Lascarya (X _{1.2.4})	0,00	1,00	14,00	69,50	15,50	0,56	4,04	High
Responsiveness (X_{1.3})							3,99	
Willingness to respond (X _{1.3.1})	0,00	1,50	12,50	72,50	13,50	0,53	4,03	High
Prompt and on time (X _{1.3.2})	0,50	0,00	21,00	65,00	13,50	0,59	3,93	High
Readiness to serve (X _{1.3.3})	0,50	1,00	14,50	69,50	14,50	0,56	4,02	High
Assurance (X_{1.4})							4,07	
Secure (X _{1.4.1})	0,50	0,50	5,00	71,00	23,00	0,51	4,19	High
Confidence (X _{1.4.2})	1,00	0,00	17,00	68,50	13,50	0,56	3,98	High
Competence (X _{1.4.3})	0,00	1,00	11,50	74,00	13,50	0,51	4,03	High
Empathy (X_{1.5})							4,02	
Pleasant and Friendly (X _{1.5.1})	0,50	0,00	7,00	77,00	15,50	0,47	4,09	High
Attention (X _{1.5.2})	0,50	0,00	19,50	66,50	13,50	0,58	3,95	High
Apology (X _{1.5.3})	0,50	0,00	12,50	72,00	15,00	0,53	4,03	High

Source: primary data (2024)

Table 4 details the respondents' assessments of the service quality received at Banjar Hot Springs in Buleleng Regency. Service quality is measured across five dimensions. The "tangibles" dimension has an average score of 4.23, rated as very high. Within the tangibles dimension, there are five measurement indicators, with the accessibility indicator scoring the highest at an average of 4.36, indicating very high criteria. These results suggest that at Banjar Hot Springs in Buleleng Regency, the accessibility of the attraction plays a crucial role in attracting domestic tourists. Tourist destinations that are easily accessible and reachable by domestic tourists are likely to attract more frequent visits.

Table 5.
Description of destination image variables

Variables	Response					Sta Dev	Rerata (Mean)	Criteria
	STS	TS	N	S	SS			
Destination Image(X₂)							4,19	
Affective (X_{2.1})							4,23	
Lifely city (X _{2.1.1})	1,00	0,50	8,50	66,00	24,00	0,60	4,17	High
Exciting city (X _{2.1.2})	0,50	0,00	4,50	64,00	31,00	0,54	4,27	very high
Pleasant City (X _{2.1.3})	0,50	0,00	4,50	64,50	30,50	0,53	4,26	very high
Cognitive (X_{2.2})							4,14	
Interest attractions (X _{2.2.1})	0,00	0,00	9,00	67,50	23,50	0,55	4,14	High
General infrastructure (X _{2.2.2})	1,00	4,50	30,00	52,50	12,00	0,68	3,87	High
Cultural attractions (X _{2.2.3})	0,00	0,50	4,00	60,50	35,00	0,54	4,31	very high

Variables	Response					Sta Dev	Rerata (Mean)	Criteria
	STS	TS	N	S	SS			
Tourism substructure ($X_{2.2.4}$)	0,00	1,50	15,50	69,50	13,50	0,54	3,99	High
Natural attractions ($X_{2.2.5}$)	0,00	0,50	7,00	50,50	42,00	0,61	4,35	very high
Value for money ($X_{2.2.6}$)	0,00	1,00	4,50	74,00	20,50	0,48	4,17	High

Source: primary data (2024)

Table 5 shows that the destination image variable is measured by Affective and cognitive indicators. The mean value of affective indicators is 4.23 with very high criteria, the exciting city item has the highest mean of 4.27 with very high criteria. These results indicate that Domestic tourists who visit hot spring Banjar in Buleleng Regency consider that Buleleng is a exciting city. The combination of natural beauty with culture makes Buleleng a pleasant destination for Domestic Tourists.

Cognitive indicators with an average value of 4.14 with high criteria. Natural attraction items on cognitive indicators have the highest mean value of 4.35 with very high criteria. This indicates that the natural environment that is still beautiful, and natural is the basis for the formation of knowledge of Domestic Tourists related to the destination image of Buleleng Regency.

Table 6.

Descriptive satisfaction variable

Variable	Respon					Sta Dev	Rerata (Mean)	Criteria
	STS	TS	N	S	SS			
Satisfaction (M_1)							4,22	
satisfaction($M_{1.1}$)	0,50	0,00	4,00	58,50	37,00	0,55	4,33	Very high
Worth the time and effort ($M_{1.2}$)	1,00	0,00	5,00	60,00	34,00	0,56	4,30	Very high
Worth the price ($M_{1.3}$)	0,00	1,00	4,50	69,50	25,00	0,51	4,21	Very high
Service as expected ($M_{1.4}$)	0,00	0,50	9,00	66,50	24,00	0,56	4,15	High
Worth the experience ($M_{1.5}$)	0,00	0,50	10,00	66,50	23,00	0,56	4,13	High

Source: primary data (2024)

Table 6 shows that the satisfaction variable has an average score of 4.22 with high criteria. The overall satisfaction item has the highest mean score of 4.33 with very high criteria. The very high level of satisfaction of Domestic Tourists during the visit shows that tourists' expectations of the destination have met or exceeded expectations. The satisfaction of Domestic Tourists is certainly obtained from quality services, destination image, and experience during visits to tourist attractions.

Table 7.
Descriptive of trust variables

Variable	Respon					Sta Dev	Rerata (Mean)	Criteria
	STS	TS	N	S	SS			
Trust (M₂)							4,04	
Ability (M _{2.1})	0,00	0,50	14,50	67,50	17,50	0,57	4,03	High
Integrity (M _{2.2})	0,00	0,50	14,00	68,00	17,50	0,56	4,04	High
Benevolence(M _{2.3})	0,00	1,00	12,50	69,00	17,50	0,55	4,06	High

Source: primary data (2024)

Table 7 shows that the respondent's description of the trust variable has an average value of 4.04. These results indicate that the trust variable of Domestic tourist towards Hot spring Banjar Buleleng Regency is high. Trust is formed from the benevolence shown by individuals to Domestic Travelers. The kindness that is done when providing services is shown by the attention, generosity, and concern for the needs and comfort of Domestic Tourists.

Table 8.
Descriptive variable of revisit intention

Variable	Respon					Sta Dev	Rerata (Mean)	Criteria
	STS	TS	N	S	SS			
Revisit Intention (Y₁)							4,08	
Revisit soon (Y _{1.1})	0,00	2,00	29,00	43,00	26,00	0,76	3,99	High
Choose again (Y _{1.2})	0,00	1,00	19,00	54,50	25,50	0,67	4,07	High
Come back future (Y _{1.3})	0,00	0,00	8,50	61,00	30,50	0,58	4,22	very high
Frequently visit (Y _{1.4})	0,00	1,50	18,00	53,00	27,50	0,68	4,11	High
First choise (Y _{1.5})	0,50	1,00	25,50	47,50	25,50	0,73	4,01	High

Source: primary data (2024)

Table 8 shows that the return visit intention variable shows a mean value of 4.08 with high criteria. The indicator of return in the future has the highest mean of 4.22 with very high criteria; frequently visit (4.11); choose again the same place (4.07); first choice (4.01), and revisit soon 3.99. This result can be said that Domestic Tourists will revisit the hot spring Banjar Buleleng Regency in the future without a specified time, adjusted to the opportunity, needs, and desires of Domestic Tourists at that time.

OUTER LOADING

The function of evaluating the measurement model (Outer Model) with reflective indicators is to ensure that the constructs or latent variables measured by multiple reflective indicators are valid and reliable. This evaluation is conducted through the outer model by testing Convergent Validity, Discriminant Validity, and Composite Reliability.

Table 9.
Outer Loadings (Measurement Model)

Variable	Outer Loading	P - Value	AVE
Service quality (X₁)			0,721
Tangible (X _{1.1})	0,692	0,000	
Reliability (X _{1.2})	0,821	0,000	
Responsiveness (X _{1.3})	0,899	0,000	
Assurance (X _{1.4})	0,919	0,000	
Empathy (X _{1.5})	0,896	0,000	
Destination Image (X₂)			0,877
Affective (X _{2.1})	0,935	0,000	
Cognitive (X _{2.2})	0,938	0,000	
Satisfaction (M₁)			0,763
Satisfaction (M _{1.1})	0,871	0,000	
Worth the time and effort (M _{1.2})	0,872	0,000	
Worth the price (M _{1.3})	0,911	0,000	
Expect of service (M _{1.4})	0,854	0,000	
Perception Experience (M _{1.5})	0,857	0,000	
Trust (M₂)			0,789
Ability (M _{2.1})	0,949	0,000	
Integrity (M _{2.2})	0,946	0,000	
Benevolence (M _{2.3})	0,932	0,000	
Revisit Intention (Y₁)			0,888
Revisit soon (Y _{1.1})	0,857	0,000	
Choose again (Y _{1.2})	0,905	0,000	
Come back future (Y _{1.3})	0,879	0,000	
Frequently visit (Y _{1.4})	0,911	0,000	
First choice (Y _{1.5})	0,890	0,000	

Source: primary data (2024)

Based on the analysis provided, it can be concluded that all tested variables have outer loading values above 0.5, indicating their validity in measuring revisit intention.

Tabel 10.
Discriminant Validity – Fornell Larcker Creterion

AVE	Corelation						
	AVE	√AVE	DI (X ₂)	RI (Y ₁)	SF (M ₁)	SQ (X ₁)	TR (M ₂)
Destination image (X ₂)	0,877	0,937	0,937				
Revisit intention (Y ₁)	0,789	0,888	0,728	0,888			
Satisfaction (M ₁)	0,763	0,873	0,799	0,796	0,873		
Service quality (X ₁)	0,721	0,849	0,685	0,546	0,639	0,849	
Trust (M ₂)	0,888	0,942	0,596	0,572	0,683	0,699	0,942

Table 10 shows that all five variables have Average Variance Extracted (AVE) values above 0.50, and the square roots of the AVE for each variable are higher than the correlation coefficients between that variable and others. This indicates that the data demonstrates good discriminant validity.

Table 11.
Cronbach's Alpha and Composite Reliability Tests

Variable	Alpha Cronbach's	Composite Reliability
Destination Image (X ₂)	0,860	0,935
Revisit intention (Y ₁)	0,933	0,949
Satisfaction (M ₁)	0,922	0,941
Service quality (X ₁)	0,901	0,928
Trust (M ₂)	0,937	0,960

Source: Primary data (2024)

Table 11 shows that all variables meet the composite reliability and Cronbach's Alpha because the values are above the recommended number, which is above 0.7 which has met the reliable criteria. The indicators tested to measure the latent variables in this study have met the Composite reliability element.

INNER MODEL R SQUARE

The results of R-square estimation using SmartPLS 3 are presented in Table 12.

Table 12. R-Square Values

Variable	R-Square	R-Square Adjusted	Criteria
Revisit intention (Y ₁)	0,668	0,660	Moderat
Satisfaction (M ₁)	0,655	0,651	Moderat

Source: primary data (2024)

Table 12 shows the R-square value of the revisit intention variable of 0.668, and the satisfaction variable of 0.655. This means that the change in the revisit intention variable is caused by changes in service quality, and destination image of 66.80 percent. Variables outside the model influence 33.20 percent on the revisit intention. In the satisfaction variable, changes in service quality, and destination image are 65.50 percent, while variables outside the model influence 34.50 percent. The higher the R-square value, the greater the ability of the exogenous variables to explain the endogenous variables so that the structural equation is moderat.

Q SQUARE PREDICTIVE

The calculation using Q-square predictive relevance is as follows:

$$Q^2 = 1 - \{(1 - R^2 M1)(1 - R^2 Y1)\}$$

$$Q^2 = 1 - \{(1 - 0,668)(1 - 0,655)\}$$

$$Q^2 = 1 - \{(0,332)(0,345)\}$$

$$Q^2 = 1 - 0,11454$$

$$Q^2 = 0,88546 \text{ (rounded up to 0,886)}$$

The Q² value is a result of 0.886 which can be said that the results show that 88.60 percent of the relationship between variables can be explained by the model, while the

remaining 11.40 percent is explained by other factors that are not explained by the model in the study. These results indicate that the observations made are very good.

HYPOTHESIS TEST

Table 13.

Hypothesis Testing Results

No	Variable Relationship	Path Coefficient t	T- Statistik	Conclusion
1	Service quality (X_1) \rightarrow Satisfaction (M_1)	0,173	2,295	H₁ accepted
2	Service quality (X_1) \rightarrow Revisit intention (Y_1)	-0,022	0,391	H₂ rejected
3	Destination image (X_2) \rightarrow Satisfaction (M_1)	0,681	9,414	H₃ accepted
4	Destination image (X_2) \rightarrow Revisit intention (Y_1)	0,245	3,106	H₄ accepted
5	Satisfaction (M_1) \rightarrow Revisit intention (Y_1)	0,603	7,396	H₅ accepted
6	Service quality (X_1) \rightarrow Satisfaction (M_1) Revisit intention (Y_1)	0,104	2,219	H₆ accepted
7	Destination image (X_2) \rightarrow Satisfaction (M_1) \rightarrow Revisit intention (Y_1)	0,410	5,764	H₇ accepted
8	Satisfaction (M_1)* trust (M_2) \rightarrow Revisit intention (Y_1)	0,086	3,192	H₈ accepted

Source: primary data (2024)

Table 13 presents the results of hypothesis testing for the relationships between variables. Firstly, service quality demonstrates a significant positive impact on the satisfaction of domestic tourists visiting the Banjar Hot Springs in Buleleng Regency, indicated by a coefficient of 0.173 and a t-statistic of 2.295, which ultimately leads to the rejection of hypothesis 1. These findings imply that higher service quality results in greater satisfaction among domestic tourists. In reality, the accessibility of the Banjar Hot Springs serves as an initial positive impression for visitors. These findings are consistent with prior studies by Soleimani and Einolahzadeh (2018), Rajput and Gohfoor (2020), and Wantara and Irawati (2021).

Second, service quality has a negative effect on the revisit intention of domestic tourists to Banjar Hot Spring, Buleleng Regency, with a coefficient of -0.022 and a t-statistic of 0.391 resulting in the accepted of Hypothesis 2. This finding indicates that the service quality provided does not encourage domestic tourists to return to Banjar Hot Spring. Domestic tourists, largely comprised of Gen Z, are not motivated to revisit due to their tendency to seek Instagram-worthy photo spots and then move on to other locations (Haddouce and Salomone, 2018).

Third, destination image has a positive and significant effect on domestic tourists' satisfaction, with a coefficient of 0.681 and a t-statistic of 9.414, thus supporting Hypothesis 3. This result suggests that a favourable destination image enhances domestic tourists' satisfaction with Banjar Hot Spring. Emotional factors and feelings

(affective factors) tend to play a stronger role in shaping satisfaction among domestic tourists, as they often have a pre-existing emotional attachment to the destination (Abbasi et al., 2021).

Fourth, destination image also has a positive and significant effect on the revisit intention of domestic tourists to Banjar Hot Spring, with a coefficient of 0.245 and a t-statistic of 3.106, thus supporting Hypothesis 4. This finding implies that a positive destination image can encourage domestic tourists to return. Banjar Hot Spring is recognised as the only hot spring in Buleleng with a low entry fee of Rp.10,000 for all-day access, which appeals to budget-conscious Gen Z travellers who seek affordable destinations that also offer enjoyable and suitable activities (Haddouche and Salomone, 2018).

Fifth, satisfaction has a positive and significant effect on the revisit intention of domestic tourists to Banjar Hot Spring, with a coefficient of 0.603 and a t-statistic of 7.396, confirming Hypothesis 5. The results of this study show that satisfaction significantly enhances the revisit intention of domestic tourists to Banjar Hot Spring. Domestic tourists visiting Banjar Hot Spring do not necessarily expect high-end satisfaction due to the low cost of entry. Essentially, tourists who experience pleasant feelings as their expectations are met are more likely to return, as the attraction provides sufficient satisfaction to encourage repeat visits among domestic tourists (Nguyen Viet et al., 2020).

Sixth, service quality has a positive significant effect on the revisit intention of domestic tourists to Buleleng Regency through the mediation of satisfaction, with a coefficient of 0.104 and a t-statistic of 2.219, resulting in the accepted of Hypothesis 6. indicating a perfect mediation role of satisfaction. The results of this study found that service quality has a significant effect on the revisit intention tourists through the mediation variable of satisfaction. This result is in line with the research results of Khoo (2020); and Seetanah et al., (2021).

Seventh, destination image has a positive and significant effect on revisit intention through satisfaction mediation, with a coefficient of 0.410 and a t-statistic of 5.764, thereby supporting Hypothesis 7. This finding corroborates the research of Loureiro and González (2008), which states that tourists' revisit intentions are influenced by destination image through satisfaction. A strong destination image acts as a precursor to both tourist satisfaction and revisit intention. By creating a positive

impression in the minds of tourists, service providers can then respond with high service performance. In this study, satisfaction acts as a partial mediator between destination image and revisit intention, indicating that destination image impacts revisit intention both directly and indirectly through satisfaction.

Eighth, trust moderates the effect of satisfaction on revisit intention, with a coefficient of 0.086 and a t-statistic of 3.192, supporting Hypothesis 8. Here, the trust variable serves as a pure moderator, meaning it does not directly impact revisit intention but strengthens or weakens the relationship between satisfaction and revisit intention. High levels of satisfaction, when bolstered by trust, positively influence the revisit intention of domestic tourists to Banjar Hot Spring. Domestic tourists' trust in tourism destinations in Buleleng Regency is significantly influenced by the presence and role of local communities. This finding is consistent with Javed et al. (2021).

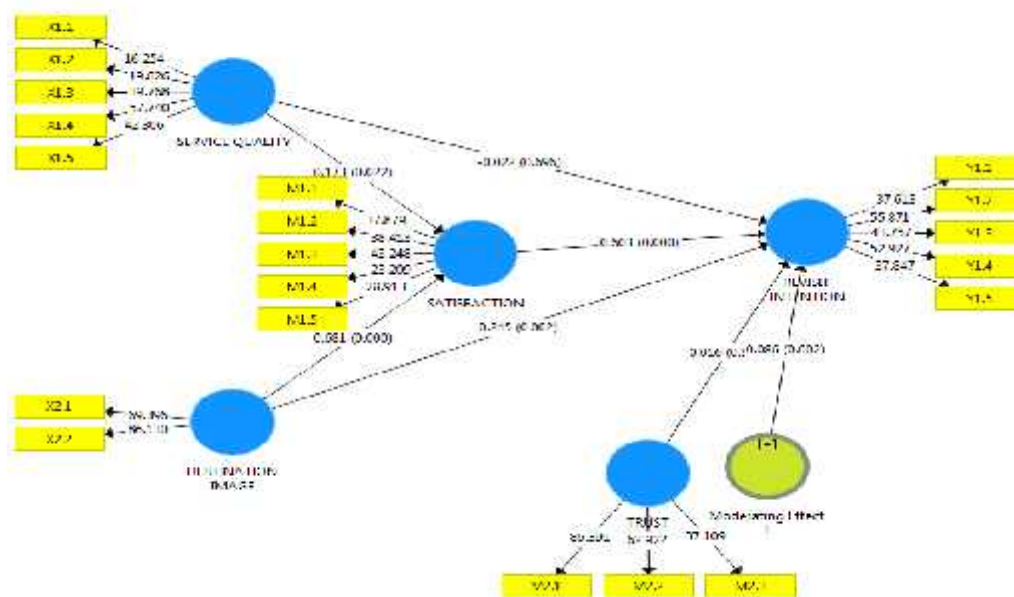


Figure 1. The Hypothesis model with path coefficient

Figure 1 shows that the covariance of indicator measurements is influenced by latent constructs or reflects variations in unidimensional constructs depicted by ellipses with several arrows from constructs to indicators. This model hypothesizes that changes in latent constructs affect changes in indicators. In the model, there are three exogenous variables, namely service quality, destination image, and two endogenous variables, namely satisfaction, and intention to revisit, and one moderating variable, namely trust.

2. Discussion

Demographics And Attraction of Hot Spring Banjar Buleleng

Domestic tourists revisiting Banjar Hot Springs are predominantly male (52.5%), with Generation Z making up 47% of visitors. The majority have an income between IDR 3,100,000–5,000,000 (57.5%) and work as private employees (47%). Most domestic visitors come from Buleleng Regency (43%). Banjar Hot Springs often serves as a stopover for travelers commuting from Lombok to Java. Additionally, many local tourists believe that bathing in the hot springs offers health benefits due to its high sulfur content. Entry fees are low, typically around IDR 10,000, making Banjar Hot Springs an affordable destination for enjoying natural, cultural, and recreational experiences. Generation Z tourists, who often prefer short, impactful visits, find this affordability appealing, allowing them to experience the natural beauty and cultural heritage of Buleleng without substantial costs. This low-cost access aligns well with the interests of Generation Z, who are drawn to affordable, photogenic, and meaningful destinations.



Figure 2. Domestic tourist in Banjar Hot Spring Buleleng

This positions Banjar Hot Springs in Buleleng as an ideal, affordable stopover, offering a comprehensive travel experience for tourists. Interviews with site managers highlight that during holidays, most visitors are locals from Buleleng, who see visiting tourist sites during Eid as a family tradition due to the low cost. This finding aligns with research by Haddouche and Salomone (2018), suggesting that Generation Z, in particular, values affordable tourism that promotes family bonding and cultural discovery. This generation prefers cost-effective travel that combines enjoyment, relaxation, and a departure from routine. They also engage actively with social media,

frequently capturing and sharing their experiences, underscoring the importance of photogenic, memorable destinations that fulfill their social media presence needs.

Factor Revisit Intention Domestic Tourist to Banjar Hot Spring Buleleng

In tourism, service quality has long been viewed as a key determinant of "revisit intention," with customer satisfaction serving as a mediator between these variables. Previous studies support this premise (Stylos et al., 2017; Rajput and Gohfoor, 2020), stating that when service quality is high, customers feel satisfied and are, in turn, more inclined to return to the same destination. However, this study's results reveal a different outcome. Despite measuring service quality and satisfaction with adequate standards, there is no significant connection between service quality and revisit intention among respondents, most of whom are from Generation Z (Gen Z), who are generally less brand loyal (Kılıç et al., 2021). The hypothesis regarding service quality's impact on revisit intention was rejected.

Gen Z tends to be more dynamic in seeking new experiences and is highly influenced by digital culture and social media. Gen Z is less motivated to visit Banjar Hot Springs due to standardised service quality resulting from the very low entrance fees. With such low ticket prices, the services provided are generally simple and lack the innovation Gen Z expects for unique, high-quality experiences. Research by Haddouche and Salomone (2018) identifies key Gen Z characteristics, such as a tendency towards self-expression and a strong need for social validation, seen in their frequent sharing of life moments on visually oriented platforms like Instagram and TikTok. This habit impacts their tourism behaviour, as they often favour destinations considered "Instagrammable" or that offer aesthetic value for photos. This preference also leads to "place-switching," where they are less interested in returning to the same place after a first visit. For Gen Z, the primary value of a tourism experience lies in a destination's ability to fulfil their need for social presence and recognition through visual content.

A destination's image significantly affects domestic tourists' satisfaction, with a positive image—including emotional and affective aspects—contributing to greater satisfaction. Emotional connections and past memories with the location enhance satisfaction, and positive experiences that surpass expectations also play a role. These findings support Atmari and Putri's (2021) conclusion that a favourable destination image boosts satisfaction. Furthermore, destination image also has a positive and

significant impact on revisit intention. A strong positive image encourages tourists to return, particularly if it highlights natural beauty, culture, and history they find valuable. These findings align with Çoban (2012), who noted that a unique destination image can increase both revisit intention and recommendations to others.

On the other hand, tourists' trust serves as a moderator between satisfaction and revisit intention. High satisfaction among domestic tourists, bolstered by trust, significantly impacts their intention to revisit. Trust among domestic tourists at Banjar Hot Spring in Buleleng Regency is greatly influenced by the presence of local communities. Tourists rely on their personal assessments to establish trust in information shared by others and in trustworthy actions. Those with strong ties to local communities and high satisfaction are likely to experience increased trust. High-trust tourists are also more tolerant of occasional dissatisfaction to sustain long-term relationships, echoing Javed et al. (2021), who found that social trust influences the connection between satisfaction and brand loyalty.

Conclusion

Service quality has a negative impact on revisit intention. On the other hand, Trust acts as a moderator between satisfaction and revisit intention, with a pure moderation effect. Therefore, it is crucial for the management of Banjar Hot Spring to continually innovate and develop creative strategies to encourage repeat visits from Gen Z. This is particularly important as Gen Z are the most active users of social media and often create viral content. This study makes significant contributions both theoretically and practically in the field of tourism marketing management. Theoretically, it expands the understanding of the relationships between variables such as service quality, destination image, satisfaction, trust, and revisit intention. The results confirm the Theory of Planned Behavior (TPB) in the context of tourists' revisit intention, providing empirical support for the variables developed in this model.

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