

The Influence of Destination Image and Tourist Experience on Revisit Intention (Study at Ketapanrame Tourism Village, Trawas)

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Abstract

Intensifying competition among tourism villages requires each destination to retain visitors by strengthening their revisit intention. This study examines the influence of destination image and tourist experience on tourists' revisit intention at Ketapanrame Tourism Village, Trawas, Mojokerto. A quantitative causal design was employed, with primary data collected through a Likert-scale questionnaire distributed to repeat visitors selected through purposive sampling. The research instrument was tested for validity and reliability, and the regression model was examined against the classical assumption tests prior to hypothesis testing. Data were analyzed using multiple linear regression with the aid of SPSS statistical software. The results show that both destination image and tourist experience have a positive and significant effect on revisit intention, with destination image found to be the more dominant predictor of the two. These findings confirm that a strong destination image and tourist experience synergistically encourage tourists to revisit, offering theoretical contributions to tourism marketing literature and practical implications for the management of Ketapanrame Tourism Village.

Keywords:

Destination Image; Tourist Experience; Revisit Intention; tourism village

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INTRODUCTION

Indonesia possesses an extraordinarily rich diversity of natural and cultural assets, ranging from beaches, mountains, and tropical forests to the distinctive traditions found in each region. This diversity represents a major potential that can be developed as a tourist attraction for both domestic and international tourists. In recent years, tourism development has shown a shift in tourist preferences that has driven growing interest in tourism villages as an alternative destination offering tranquility and a unique experience (Kemenparekraf, 2023). Tourism villages are considered capable of providing

direct economic benefits to local communities through a community-based tourism approach, leading the Indonesian government to place great emphasis on their development as a strategy for regional economic growth, improving community welfare, and preserving the local environment and culture (Limanseto, 2021).

As the number of tourism villages in Indonesia increases, competition among tourist destinations is becoming increasingly intense. This condition requires each destination to not only be able to attract tourists, but also retain them so that they are willing to make repeat visits. The intention to revisit (revisit intention) is an important indicator of a tourist destination's success because it reflects tourist loyalty (Tsai, 2016). One prominent tourism village is Ketapanrame Tourism Village in Mojokerto Regency, East Java, which won the title of Best Tourism Village 2023 at the Indonesian Tourism Village Award (Jadesta, 2023). Despite receiving this national award, visitor data show a decline in the number of tourists in 2023 compared to the previous year (Sekarini, 2024), indicating that recognition as a leading destination has not been fully followed by sustained repeat visits.

Two factors widely studied as antecedents of revisit intention are destination image and tourist experience. Destination image is a tourist's perception of a destination formed from experience, information, and emotional evaluation, which can influence tourists' attitudes and behavior toward that destination (Chen & Phou, 2013). Tourist experience refers to the emotional and rational experience felt by tourists during a visit, which can influence tourists' satisfaction and future decisions (Suhartanto et al., 2018). Various previous studies have shown that both variables influence revisit intention, yet the results still show differing findings - some studies found a significant positive effect, while others showed inconsistent results (Libre et al., 2022; Fadiryana & Chan, 2019), indicating a research gap (research gap) that needs to be further examined within the context of specific destinations.

This study focuses data collection on Sawah Sumber Gempong Tourism as the main attraction of Ketapanrame Tourism Village, which serves as the unit of analysis. Measurement of destination image refers to the framework of Abbasi et al. (2021), which includes safety and security, attractiveness and offerings, comfort and environment, and value for money, while tourist experience is measured through four dimensions from Zhou et al. (2022), namely sensory, affective, cognitive, and behavioral experience. Combining these indicator frameworks, applied within the context of an award-winning tourism village experiencing fluctuating visitor numbers, constitutes the novelty (novelty) of this study. This study therefore aims to analyze the influence of destination image and tourist experience on revisit intention among tourists at Ketapanrame Tourism Village, Trawas, and is expected to

provide an academic contribution to the development of tourism studies as well as serve as practical evaluation material for destination managers.

LITERATURE REVIEW

Revisit Intention

Revisit intention is a person's intention to revisit a tourist destination they have visited before (Kozak, 2001; Harun et al., 2018; Nguyen Viet et al., 2020). This behavior is generally reflected in tourists' willingness to spend more time and money on a destination and to recommend it to others (Hariansyah et al., 2019). This study measures revisit intention through four indicators adapted from Libre et al. (2022), Sukaatmadja et al. (2023), and Liu (2019), namely intention to revisit (intention to revisit), destination preference (destination preference), willingness to recommend & promote (willingness to recommend & promote), and continuous visit & loyalty (continuous visit & loyalty).

Tourist Experience

Tourist experience is defined as the overall way visitors participate, contribute, and derive benefits from a tourist destination (Zatori et al., 2018), which is a complex process because it provides opportunities for tourists to feel, think, act, and connect with the destination visited (Hung et al., 2016). This experience is unique to each individual, emotional, and holds high personal value (Chang et al., 2014). This study adopts the four-dimension framework from Zhou et al. (2022) to measure tourist experience, namely sensory experience, affective experience, cognitive/intellectual experience, and behavioral/participatory experience.

Destination Image

Destination image is the perception, belief, and impression formed from tourists' experience and knowledge of a tourist destination (Mulyani & Ferdian, 2023; Liang & Lai, 2023). This study refers to the framework of Abbasi et al. (2021), which measures destination image through four indicators, namely safety and security, attractiveness and offerings, comfort and environment, and value for money.

Hypothesis Development

A positive destination image reflects tourists' favorable perceptions of a destination's safety, attractiveness, comfort, and value, thereby strengthening the belief that the destination can provide a satisfying experience (Pamukcu & Sariisik, 2020). Foster (2019) found that the stronger the positive image of a place in tourists' minds, the higher the likelihood that they will revisit, a finding also supported by Rasoolimanesh et al. (2021) and Dagustani et al. (2023).

H1: Destination Image has a positive and significant effect on Revisit Intention.

Tourist experience reflects the sensory, affective, cognitive, and behavioral interactions felt by tourists before, during, and after a visit. Enjoyable and memorable experiences encourage tourists to return, as satisfied and impressed visitors tend to be more loyal and more willing to recommend the destination to others (Libre et al., 2022; Sukaatmadja et al., 2023).

H2: Tourist Experience has a positive and significant effect on Revisit Intention.

RESEARCH METHOD

This study uses a quantitative approach with a causal design to empirically examine the influence of destination image (X1) and tourist experience (X2) on revisit intention (Y). The study population comprises all tourists who have ever visited Ketapanrame Tourism Village. The research sample consisted of tourists who had made repeat visits, aged 15-60 years, and who were not native residents of Ketapanrame Tourism Village, selected through purposive sampling technique. The minimum sample size was determined through a power analysis (using GPower software) for two predictors with 95% power, amounting to 74 respondents; this study used 150 respondents, exceeding that minimum number.

Primary data were collected through a structured questionnaire using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree), consisting of 27 statement items covering the three research variables. Destination image was measured through 11 items from four indicators (Abbasi et al., 2021), tourist experience through 8 items from four indicators (Zhou et al., 2022), and revisit intention through 8 items from four indicators (Liu, 2019; Libre et al., 2022; Sukaatmadja et al., 2023).

Instrument validity was tested using Pearson product-moment correlation ($\alpha = 0.05$; $r\text{-table} = 0.160$ for $n = 150$), where an item was declared valid if the Sig. (2-tailed) value < 0.05 and $r\text{-count} > r\text{-table}$. Reliability was tested using Cronbach's Alpha, with a construct declared reliable if the α value > 0.60 . All statistical analyses in this study were conducted using IBM SPSS Statistics, including descriptive statistics, instrument quality testing, classical assumption tests (normality using Kolmogorov-Smirnov, multicollinearity using tolerance and VIF, and heteroscedasticity using the Glejser test), and multiple linear regression analysis to examine the influence of destination image and tourist experience on revisit intention. Hypothesis testing was conducted through the F test (simultaneous effect), t test (partial effect), and coefficient of determination (R^2), with the criterion that a hypothesis is accepted if the significance value (Sig.) is below 0.05 (Hair et al., 2019; Gujarati & Porter, 2009).

FINDINGS AND DISCUSSION

Respondent Profile

Of the 150 respondents, the majority were over 30 years old (67.33%), followed by the 26-30 age group (24.00%), and the 17-25 age group (8.67%). By gender, the proportion of respondents was relatively balanced, with slightly more women (55.33%) than men (44.67%). This dominance of adult tourists indicates that Ketapanrame Tourism Village is more favored as a family tourism destination or a destination for relaxed recreation.

Descriptive Results and Instrument Testing

Descriptive analysis shows that all indicators of destination image and tourist experience fall into the "Agree" category, with mean values ranging from 3.53 to 3.69, while revisit intention recorded the highest mean values, ranging from 4.17 to 4.25, mostly falling into the "Strongly Agree" category. This pattern indicates that although tourists rated the destination image and tourist experience positively, their intention to revisit was even higher - indicating that other factors beyond destination image and tourist experience, such as emotional attachment or habit, also help strengthen that loyalty.

The instrument validity test using Pearson correlation showed item-to-total-score correlation values ranging from 0.904 to 0.939 for destination image, 0.919 to 0.945 for tourist experience, and 0.835 to 0.893 for revisit intention, all with Sig. = 0.000 ($p < 0.05$), so all items were declared valid. The reliability test produced Cronbach's Alpha coefficients above 0.80 for all sub-constructs (ranging from 0.805 to 0.955), far exceeding the 0.60 threshold, so the instrument was declared highly reliable.

Classical Assumption Test

The Kolmogorov-Smirnov normality test on the regression model's residuals produced a Test Statistic value of 0.036 with an Asymp. Sig. (2-tailed) of 0.200 (> 0.05), indicating that the residuals were normally distributed. The multicollinearity test showed a tolerance value of 0.998 and a VIF of 1.002 for both independent variables, well within the acceptable range (tolerance > 0.10 ; VIF < 10), indicating no multicollinearity. The Glejser heteroscedasticity test produced a Sig. value of 0.124 for destination image and 0.255 for tourist experience (both > 0.05), indicating that the residuals were homoscedastic. Thus, the regression model satisfied all classical assumption tests and was suitable for hypothesis testing.

Multiple Linear Regression and Hypothesis Testing

The regression analysis produced the equation $Y = 4.313 + 0.480X_1 + 0.362X_2$. The model's coefficient of determination (R^2) was 0.753, indicating that destination image and tourist experience jointly explain 75.3% of the variation in revisit intention, while the remaining 24.7% is explained by other factors outside the model. The simultaneous F test confirmed the overall

significance of the model ($F = 223.612$; $\text{Sig.} = 0.000$). The partial t-test results for both hypotheses are presented in Table 1.

Table 1.
Multiple Linear Regression Results

Variable	β (Coefficient)	t Value	Sig.	Conclusion
Constant (α)	4.313	–	–	–
Destination Image (X1)	0.480	18.810	0.000	H1 accepted
Tourist Experience (X2)	0.362	10.467	0.000	H2 accepted

Source: SPSS output, processed by the researcher (2026).

As shown in Table 1, the variable Destination Image (X1) produced a t value of 18.810 with $\text{Sig.} = 0.000$ ($p < 0.05$) and a positive coefficient of 0.480, so H1 is accepted: Destination Image has a positive and significant effect on Revisit Intention, and is the most dominant predictor in this model. The variable Tourist Experience (X2) produced a t value of 10.467 with $\text{Sig.} = 0.000$ ($p < 0.05$) and a positive coefficient of 0.362, so H2 is also accepted: Tourist Experience has a positive and significant effect on Revisit Intention.

Discussion

The Influence of Destination Image on Revisit Intention

The finding that destination image has a positive and significant effect on revisit intention is consistent with Foster (2019), Rasoolimanesh et al. (2021), Dagustani et al. (2023), Suhartanto et al. (2022), Khuong and Nguyen (2022), and Tasci (2021), who state that a strong destination image builds tourist trust and loyalty. In the context of Ketapanrame Tourism Village, tourists appear to have a positive perception of the tourist area's safety (Wijaya et al., 2021), the diversity of tourist attractions, and the comfortable rural atmosphere (Muntasib et al., 2022), as well as the alignment between price and the experience obtained (Hasan et al., 2020) - which together form a strong destination image and encourage repeat visits. This result differs from the findings of Libre et al. (2022) and Fadiryana and Chan (2019), who found no significant effect of destination image on revisit intention. This difference is thought to be influenced by differing destination characteristics and respondent profiles, given that all respondents in this study were tourists who had visited Ketapanrame Tourism Village at least once and were thus able to assess the destination image based on direct experience.

The Influence of Tourist Experience on Revisit Intention

Tourist experience was also proven to have a positive and significant effect on revisit intention, in line with Pratiwi et al. (2020), Cahyadi and Setiawan (2023), and Sthapit et al. (2023), who state that positive tourist experiences form long-term memories, strengthen tourists' emotional bonds

with the destination, and increase the likelihood of repeat visits. Each dimension of tourist experience appears to contribute to this result: sensory experience shapes the first impression through the beauty of the scenery and the atmosphere of the destination (Agapito, 2020), affective experience strengthens psychological attachment through the positive emotions felt during the visit (Jiang & Xu, 2021), cognitive experience provides personal meaning through new knowledge gained (Dong et al., 2021), and behavioral experience, reflected in active involvement in various destination activities, further reinforces the lasting impression of the visit (Qiu et al., 2020). At Ketapanrame Tourism Village, this experience stems not only from the beauty of nature but also from interaction with the rural environment and distinctive local activities, which together create an experience that encourages tourists to revisit.

CONCLUSIONS

This study concludes that destination image and tourist experience both have a positive and significant effect on revisit intention among tourists at Ketapanrame Tourism Village, Trawas, with destination image being the more dominant predictor of the two variables studied. Theoretically, these findings reinforce the view that destination image and tourist experience are important antecedents of revisit intention in tourism marketing studies. Practically, these findings suggest that destination managers should prioritize maintaining a positive destination image, through improved facilities, safety and comfort management, and digital promotion, while also improving the quality of tourist experience through more diverse activities, improved service quality, and the creation of memorable experiences for tourists.

LIMITATION & FURTHER RESEARCH

This study still has limitations, namely that it only focuses on two predictors of revisit intention, destination image and tourist experience within the context of a single destination (Ketapanrame Tourism Village), so generalizing these findings to other tourism villages should still be done with caution. Future research is recommended to add other variables that may potentially influence revisit intention, such as tourist satisfaction, electronic word of mouth (e-WOM), destination trust, and perceived value, as well as conducting comparative studies across several tourism villages simultaneously to strengthen the generalization of findings.

AUTHOR CONTRIBUTION

Author: Conceptualisation and Research Design, Data Collection, Methodology, Supervision, Writing Entire Paper, Conceptualisation, Data Collection and Analysis, Editing and Layouting. All Authors have read the final version of the paper.

Declaration of interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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