

# The Role of Tourist Satisfaction in Mediating Tourist Attraction, Perceived Value, Destination Image and Tourist Experience on Revisit Intention

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## ABSTRACT

This study examines how factors such as tourist attraction, perceived value, destination image, and tourist experience influence revisit intention with tourist satisfaction as a mediating variable. This study focuses on the Widuri Pemalang Beach Tourism Object involving 100 respondents selected through purposive and accidental sampling techniques. The research instrument was tested using validity, reliability, classical assumption tests, and a series of hypothesis tests, including t-test, coefficient of determination, path analysis, and Sobel test. The results of the analysis showed that all instruments used were feasible and consistent. Partially, the four Independentt variables were proven to have a significant influence on revisit intention, both directly and indirectly through tourist satisfaction as a mediator. The practical implication of the results of this study is the need for tourist destination managers to continue to improve innovation, service quality, and build a positive image and pleasant experience in order to strengthen tourist loyalty and increase the frequency of visits to Widuri Beach in the future

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## ARTICLE INFO

Keywords:  
Tourist Attraction,  
Perceived Value,  
Destination Image, Tourist  
Experience, Revisit  
Intention, Tourist  
Satisfaction

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## 1. Introduction

Tourism is one of the strategic sectors that plays an important role in the economic growth of a region. Not only is it a source of local revenue (PAD), tourism also creates jobs, encourages the growth of MSMEs, and is a means of preserving culture and promoting local wisdom. In the post-COVID-19 pandemic era, this sector has begun to recover and has again become the government's focus in economic recovery, both at the national and regional levels.

Indonesia as an archipelagic country with thousands of natural and cultural destinations has great potential in tourism development. One of the areas that is developing its tourism sector is Pemalang Regency, Central Java. This area has several natural destinations, one of which is best known to the local community is Widuri Beach, which is located in Widuri Village, Pemalang District. This beach offers beautiful sea views, a calm coastal atmosphere, and facilities such as gazebos, culinary places, and jogging tracks. With these advantages, Widuri Beach should be able to compete with other

beaches in the surrounding areas such as Alam Indah Beach (Tegal), Joko Tingkir Beach (Petarukan), and Sigandu Beach (Batang).

However, in practice, tourist visits to Widuri Beach still show significant fluctuations. Based on data from the Pemalang Tourism Office in 2024, the number of visitors increased sharply in April, which was 52,889 people, but decreased drastically in the following months. This phenomenon shows the challenge in maintaining the interest of revisits (revisit intention) of Tourist. In fact, the intention to revisit is an important indicator in assessing visitor loyalty and the sustainability of the tourist destination itself.

One of the factors that influences the low interest in repeat visits is the level of tourist satisfaction which is still relatively low. A survey conducted by the Tourism Office showed that the visitor satisfaction index of Widuri Beach was only at 69.49, which is included in the "Poor" category. Several aspects that were considered low include: cleanliness of the beach area, poorly maintained facilities and infrastructure, lack of additional attractions, and suboptimal services. In addition, visitors also complained about the imbalance between the entrance fee and the quality of the tourist experience they got.

Another problem lies in the image of the destination that has not yet been formed positively in the eyes of visitors. Many Tourist have a negative perception due to minimal promotion, lack of interesting photo spots, and limited visual appeal that can compete in today's digital era. In the context of modern tourism, Tourist tend to look for destinations that are not only comfortable, but also instagrammable and offer different experiences that can be published on social media.

## **2. Literature Review**

### **Tourist Attractions**

Tourist attractions are the main components that attract visitors to a destination. According to Darmawan (2019), attractions can be natural resources, cultural attractions, or man-made. The more attractive the attractions offered, the higher the likelihood that Tourist will feel satisfied and want to return.

### **Perceived Value**

Perceived value is the value felt by visitors based on the comparison between the benefits obtained and the costs incurred (Adixio & Saleh, 2016). High value can encourage satisfaction and decisions to make repeat visits.

### **Destination Image**

Destination image is a tourist's perception of a place as a whole. Destination image influences Tourist' decisions in choosing and revisiting the destination (Khansa & Farida, 2016). A positive image will strengthen loyalty and repeat visits.

### **Tourist Experience**

Tourist experience encompasses all impressions gained by Tourist during a visit. Hanif et al. (2016) stated that a pleasant experience drives loyalty and a desire to return. Interaction with officers, atmosphere, and tourism activities affect tourist perceptions.

### **Tourist Satisfaction**

Tourist satisfaction is the result of an evaluation between expectations and reality received during a trip. This satisfaction becomes an important mediation in the relationship between various tourism factors and revisit intentions (Tjiptono, 2019).

## Revisit Intention

Revisit intention is the desire of visitors to return to the same destination in the future. This interest is influenced by positive experiences, satisfaction, and perceived value during previous visits (Manoppo & Santosa, 2023).

### 3. Method, Data, and Analysis

This study can be classified into the category of quantitative descriptive analysis that utilizes various methods in collecting data, such as interviews, questionnaires, and literature studies. And aims to provide an overview of the influence of tourist attraction, perceived value, destination image and tourist experience on revisit intention through tourist satisfaction as a mediating variable at the Widuri Pemalang Beach tourist attraction. The research sample was taken using purposive and accidental sampling methods, distributing questionnaires that utilize a 5-point Likert scale for 100 respondents. The results of the respondents' answers were analyzed using the IBM SPSS Statistics 26 statistical tool. The analytical approach in this study includes a series of tests on the research instrument, which includes validity and reliability tests to ensure the accuracy and consistency of the measuring instrument. Furthermore, a classical assumption test was carried out to ensure the feasibility of the regression model used. To identify the direct influence between variables, the t-test and coefficient of determination were applied within the framework of multiple linear regression analysis. As for examining the indirect influence, the path analysis technique was used which was equipped with the Sobel test as a verification tool for the mediation role.

## 4. Result and Discussion

**Table 1.** Instrument Test Results

| <i>Validity Test</i>    |   |  |  |   |                                 |                              |
|-------------------------|---|--|--|---|---------------------------------|------------------------------|
| Butir Soal              | <i>Tourist Attraction (X<sub>1</sub>)</i> | <i>Perceived Value (X<sub>2</sub>)</i> | <i>Destination Image (X<sub>3</sub>)</i> | <i>Tourist Experience (X<sub>4</sub>)</i> | <i>Tourist Satisfaction (Z)</i> | <i>Revisit Intention (Y)</i> |
| Soal 1                  | 0,808                                     | 0,736                                  | 0,803                                    | 0,818                                     | 0,783                           | 0,876                        |
| Soal 2                  | 0,897                                     | 0,783                                  | 0,811                                    | 0,912                                     | 0,839                           | 0,887                        |
| Soal 3                  | 0,888                                     | 0,800                                  | 0,753                                    | 0,858                                     | 0,875                           | 0,922                        |
| Soal 4                  |   |  |  |   |                                 | 0,933                        |
| <i>Reliability Test</i> |   |  |  |   |                                 |                              |
| <i>Cronbach's Alpha</i> | 0,849                                     | 0,813                                  | 0,821                                    | 0,853                                     | 0,838                           | 0,844                        |

Source: Processed primary data, 2025

Based on the results of validity and reliability testing, all questions were declared valid because the calculated r value was greater than the r table of 0.197. In addition, the reliability test showed reliable results, as evidenced by the Cronbach's Alpha value exceeding 0.60.

**Table 2.** Classical Assumption Test

|   | Variable                  |                                 | Normalitas | Multikolinearitas |       | Heteroskedastisitas |
|---|---------------------------|---------------------------------|------------|-------------------|-------|---------------------|
|   | Independent               | Dependent                       | Sig.       | Tol               | VIF   | Sig. (2-tailed)     |
| 1 | <i>Tourist Attraction</i> | <i>Tourist Satisfaction (Z)</i> | 0,200      | 0,895             | 1,118 | 0,064               |
|   | <i>Perceived Value</i>    |                                 |            | 0,656             | 1,525 | 0,473               |
|   | <i>Destination Image</i>  |                                 |            | 0,530             | 1,887 | 0,873               |
|   | <i>Tourist Experience</i> |                                 |            | 0,654             | 1,529 | 0,803               |
| 2 | <i>Tourist Attraction</i> | <i>Revisit</i>                  | 0,200      | 0,822             | 1,217 | 0,691               |

|                             |                      |       |       |       |
|-----------------------------|----------------------|-------|-------|-------|
| <i>Perceived Value</i>      | <i>Intention (Y)</i> | 0,822 | 1,217 | 0,104 |
| <i>Destination Image</i>    |                      | 0,490 | 2,040 | 0,737 |
| <i>Tourist Experience</i>   |                      | 0,613 | 1,630 | 0,800 |
| <i>Tourist Satisfaction</i> |                      | 0,501 | 1,997 | 0,086 |

Source: Processed primary data, 2025

The classical assumption test result table shows that the regression model in this study is normally distributed as evidenced by the output of the One-Sample Kolmogorov-Smirnov Test normality test obtained the value of Asym. Sig. (2-tailed) > 0.05, free from multicollinearity problems (with tolerance > 0.1 and VIF < 10), and no heteroscedasticity was found (sig. value > 0.05). Thus, the regression model has achieved the criteria required for the regression test.

**Table 3.** Hypothesis Testing

| Hip            | Variable                    |                                 | Stand. Coeff. | T     | Sig   | Koef. Deter. |   |
|----------------|-----------------------------|---------------------------------|---------------|-------|-------|--------------|---|
|                | Independent                 | Dependent                       | Beta          |       |       | Adj. Square  | R |
| H <sub>1</sub> | <i>Tourist Attraction</i>   | <i>Tourist Satisfaction (Z)</i> | 0,223         | 2,906 | 0,005 | 0,478        |   |
| H <sub>2</sub> | <i>Perceived Value</i>      |                                 | 0,241         | 2,693 | 0,008 |              |   |
| H <sub>3</sub> | <i>Destination Image</i>    |                                 | 0,277         | 2,781 | 0,007 |              |   |
| H <sub>4</sub> | <i>Tourist Experience</i>   |                                 | 0,225         | 2,511 | 0,014 |              |   |
| H <sub>5</sub> | <i>Tourist Attraction</i>   | <i>Revisit Intention (Y)</i>    | 0,162         | 2,829 | 0,006 | 0,734        |   |
| H <sub>6</sub> | <i>Perceived Value</i>      |                                 | 0,220         | 3,304 | 0,001 |              |   |
| H <sub>7</sub> | <i>Destination Image</i>    |                                 | 0,185         | 2,502 | 0,014 |              |   |
| H <sub>8</sub> | <i>Tourist Experience</i>   |                                 | 0,296         | 4,478 | 0,000 |              |   |
| H <sub>9</sub> | <i>Tourist Satisfaction</i> |                                 | 0,287         | 3,919 | 0,000 |              |   |

Source: Processed primary data, 2025

Based on the data in the table, it is known that the contribution of the Independent variables to the Dependent variable is 0.478 or 47.8%. This shows that the contribution of the influence of the Tourist Attraction (X1), Perceived Value (X2), Destination Image (X3), and Tourist Experience (X4) variables to the Tourist Satisfaction (Z) variable is 47.8% while the remaining 52.2% is influenced by other variables not analyzed in this study. The error value of equation I is  $e_1 = \sqrt{1 - R^2} = \sqrt{1 - 0,478} = \sqrt{0,522} = 0,722$  so that the regression equation I is formulated:  $Z = -0,021 + 0,223 X_1 + 0,241 X_2 + 0,277 X_3 + 0,225 X_4 + 0,722$ .

Furthermore, the variables Tourist Attraction (X1), Perceived Value (X2), Destination Image (X3), and Tourist Experience (X4) and the variable Tourist Satisfaction (Z) on the variable Revisit Intention (Y) are 73.4% while the remaining 26.6% is influenced by other variables not discussed in this study. The error value of equation II is  $e_2 = \sqrt{1 - R^2} = \sqrt{1 - 0,734} = \sqrt{0,266} = 0,515$ . so that the regression equation I is formulated:  $Y = -16,026 + 0,162 X_1 + 0,220 X_2 + 0,185 X_3 + 0,296 X_4 + 0,287 Z + 0,515$ .

Further explanation regarding table 3. Hypothesis testing is known that each variable obtains a t-count value exceeding the t-table value. While t-table with degrees of freedom (n-2) and a sample size of 100 respondents obtained a t-table value of 1.984 which is used for the following hypotheses H1, H2, H3, H4 and H9:

**H1: Tourist Attraction on Revisit Intention**

In this study, the Tourist Attraction variable (X1) shows a t-value of 2.829, which is higher than the t-table of 1.984 (2.829>1.984). With a significance level of 0.006 (less than 0.05) (0.006 < 0.05), these results indicate a statistically significant relationship between Tourist Attraction and Revisit Intention. Based on

these results, H0 is rejected and H1 is accepted. These findings are consistent with and strengthen the results of previous studies conducted by Kawatu et al., (2020), Sembiring et al., (2024), Servinus et al., (2024), Firi et al., (2024), Farrel & Ritonga, (2023), which also highlighted the important contribution of tourist attractions to Tourist' decisions to revisit.

## **H2: Perceived Value of Revisit Intention**

Based on the results of the analysis of the Perceived Value (X2) variable, the t-count value was obtained at 3.304 which exceeded the t-table value of 1.984 (3.305>1.984). With a significance level of 0.001, which is far below the threshold of 0.05 (0.001 <0.05), these results indicate that there is a significant influence between Perceived Value and Revisit Intention. Therefore, H0 is rejected and H2 is accepted. This finding strengthens the results of previous studies by Melissa & Imam, (2024), Hasani, (2023), Anggraeni et al., (2022), Miranti et al. (2023), Manoppo & Santosa, (2023), which consistently confirm that perceived value plays an important role in driving tourist loyalty to certain destinations.

## **H3: Destination Image on Revisit Intention**

The t-value of the Destination Image (X3) variable of 2.502 is greater than the t-table value of 1.984 (2.502>1.984) with a confidence level (Sig) below 0.05 (0.014 <0.05) which means that there is a significant influence between Destination Image (X3) on Revisit Intention (Y). Thus, H0 is rejected and H3 is accepted. This study is in line with and supports previous studies conducted by Sitepu & Rismawati, (2021), Julian Rafli et al., (2021), Eko Yuli Waluyo et al., (2022), Kadi et al., (2021), Raihan & Sudarmiatini, (2020).

## **H4: Tourist Experience on Revisit Intention**

The calculated t value of the Tourist Experience variable (X4) of 4.478 is greater than the t table value of 1.984 (4.478>1.984) with a confidence level (Sig) below 0.05 (0.000 <0.05) which means that there is a significant influence between Tourist Experience (X4) on Revisit Intention (Y). Thus, H0 is rejected and H4 is accepted. This study is in line with and supports previous studies conducted by Asyam Irsyadi & Andriani, (2024), Atmari & Putri, (2021), Sari et al., (2021), Purnama & Wardi, (2019).

## **H9: Tourist Satisfaction on Revisit Intention**

The results of the analysis of the Tourist Satisfaction (Z) variable show a calculated t value of 3.919 which is greater than the t table value of 1.984 (3.919>1.984) with a significant level below 0.05 (0.000 <0.05). This finding indicates a significant influence between Tourist Satisfaction (Z) and Revisit Intention (Y). Thus, H0 is rejected and H9 is accepted. These results support and are in line with the findings of previous studies conducted by Servinus et al., (2024), Sembiring et al., (2024), Manoppo & Santosa, (2023), Sari et al., (2021).

## **Sobel Test**

The Sobel test is used to evaluate whether the mediating variables in path analysis have a significant influence. This test is also used to test the truth of the hypotheses H5, H6, H7, and H8. To calculate the significance of the mediating influence variable through the Sobel test is as follows:

$$Sab = \sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

Description:

Sa = Standard error of coefficient a

Sb = Standard error of coefficient b

a = Coefficient of Independentt variable

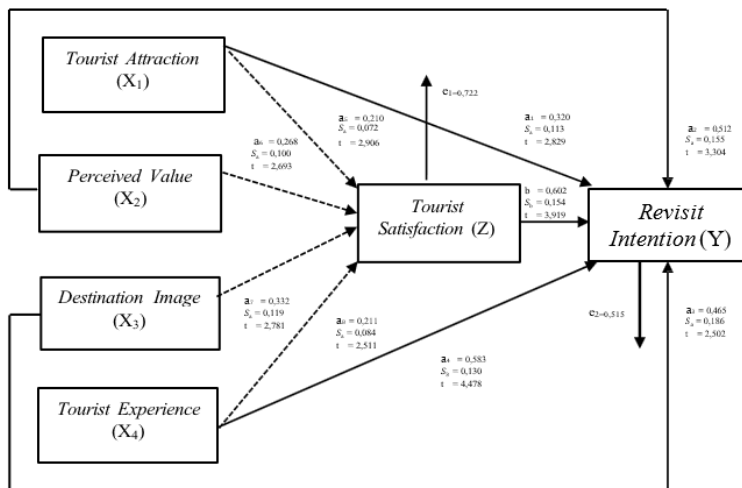
b = Coefficient of mediating variable

And calculate the role of mediation with the following formula:

$$t_{count} = \frac{ab}{Sab}$$

Based on table 3. Hypothesis testing, the mediating variables are then tested using the Sobel test which can be described using a path diagram:

**Figure 1.** Path Diagram Results



To see whether Tourist Satisfaction plays a mediating role, the Sobel test is used, as well as to answer hypotheses H5, H6, H7, and H8 as follows:

**H5: Tourist Attraction on Revisit Intention through Tourist Satisfaction**

Hypothesis five (H5) can be calculated using the following formula:

Given:

$a = 0,210$        $Sa = 0,072$

$b = 0,602$        $Sb = 0,154$

$$Sab = \sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

$$Sab = \sqrt{(0,6022)(0,0722) + (0,2102)(0,1542) + (0,0722)(0,1542)}$$

$$Sab = \sqrt{0,001878702336 + 0,0010458756 + 0,000122943744}$$

$$Sab = \sqrt{0,00304752168}$$

$$Sab = 0,0552043628$$

$$t_{count} = \frac{ab}{Sab}$$

$$t_{count} = \frac{(0,210)(0,602)}{0,05520436287}$$

$$t_{count} = \frac{(0,12642)}{0,05520436287}$$

$$t_{count} = \frac{0,12642}{0,05520436287}$$

$$t_{count} = 2,337$$

From the calculation above, it is known that the t-value of 2,337 is greater than the t-table value = 1.984 (2.337 > 1.984) so that H0 is rejected, which means that there is an influence of the Tourist Attraction variable (X1) on Revisit Intention (Y) with Tourist Satisfaction (Z) as a mediating variable. These results support and are in line with the findings of previous studies conducted by Kawatu et al., (2020), Sembiring et al., (2024), Servinus et al., (2024), Firi et al., (2024).

#### H6: Perceived Value of Revisit Intention through Tourist Satisfaction

Hypothesis six (H6) can be calculated using the following formula:

Given:

$$a = 0,268 \quad Sa = 0,100$$

$$b = 0,602 \quad Sb = 0,154$$

$$Sab = \sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

$$Sab = \sqrt{(0,6022)(0,1002) + (0,2682)(0,1542) + (0,1002)(0,1542)}$$

$$Sab = \sqrt{0,00362404 + 0,001703377984 + 0,00023716}$$

$$Sab = \sqrt{0,005564577984}$$

$$Sab = 0,07459609899$$

$$t_{count} = \frac{ab}{Sab}$$

$$t_{count} = \frac{(0,268)(0,602)}{0,07459609899}$$

$$t_{count} = \frac{(0,1161336)}{0,07459609899}$$

$$t_{count} = 2,210$$

From the calculation above, it is known that the t-count value of 2.210 is greater than the t-table value = 1.984 (2.210 > 1.984) so that H0 is rejected, which means that there is an influence of the Perceived Value (X2) variable on Revisit Intention (Y) with Tourist Satisfaction (Z) as a mediating variable. This study is in line with and supports previous studies conducted by Melissa & Imam, (2024), Hasani, (2023), Anggraeni et al., (2022), Manoppo & Santosa, (2023).

#### H7: Destination Image on Revisit Intention through Tourist Satisfaction

Hypothesis seven (H7) can be calculated using the following formula:

Given:

$$a = 0,332 \quad Sa = 0,119$$

$$b = 0,602 \quad Sb = 0,154$$

$$Sab = \sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

$$Sab = \sqrt{(0,6022)(0,1192) + (0,3322)(0,1542) + (0,1192)(0,1542)}$$

$$Sab = \sqrt{0,005132003044 + 0,002614072384 + 0,000335842276}$$

$$Sab = \sqrt{0,008081917704}$$

$$Sab = 0,08989948667$$

$$t_{count} = \frac{ab}{S_{ab}}$$

$$t_{count} = \frac{(0,332)(0,602)}{0,08989948667}$$

$$t_{count} = \frac{0,199864}{0,08989948667}$$

$$t_{count} = 2,270$$

From the calculation above, it is known that the t-value of 2.270 is greater than the t-table value = 1.984 (2.270 > 1.984) so that H0 is rejected, which means that there is an influence of the Destination Image variable (X3) on Revisit Intention (Y) with Tourist Satisfaction (Z) as a mediating variable. This study is in line with and supports previous studies conducted by Sitepu & Rismawati, (2021), Julian Rafli et al., (2021), Eko Yuli Waluyo et al., (2022), Kadi et al., (2021), Raihan & Sudarmiatini, (2020).

### H8: Tourist Experience on Revisit Intention through Tourist Satisfaction

Hypothesis eight (H8) can be calculated using the following formula:

Given:

$$a = 0,211 \quad S_a = 0,084$$

$$b = 0,602 \quad S_b = 0,154$$

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

$$S_{ab} = \sqrt{(0,6022)(0,0842) + (0,2112)(0,1542) + (0,0842)(0,1542)}$$

$$S_{ab} = \sqrt{0,002557122624 + 0,001055860036 + 0,000167340096}$$

$$S_{ab} = \sqrt{0,003780322756}$$

$$S_{ab} = 0,06148432935$$

$$t_{count} = \frac{ab}{S_{ab}}$$

$$t_{count} = \frac{(0,211)(0,602)}{0,06148432935}$$

$$t_{count} = \frac{(0,127022)}{0,08989948667}$$

$$t_{count} = 2,113$$

From the calculation above, it is known that the t-count value of 2.113 is greater than the t-table value = 1.984 (2.113 > 1.984) so that H0 is rejected, which means that there is an influence of the Tourist Experience variable (X4) on Revisit Intention (Y) with Tourist Satisfaction (Z) as a mediating variable. This study is in line with and supports previous studies conducted by Asyam Irsyadi & Andriani (2024), Atmari & Putri, (2021), Sari et al., (2021).

## 5. Conclusion and Suggestion

Based on the results of the data analysis that has been done, it is concluded that each variable of tourist attraction, perceived value, destination image, tourist experience, and tourist satisfaction

has a significant partial influence on revisit intention. In addition, the tourist attraction variable is proven to specifically provide a significant contribution to revisit intention. This study also found that the influence of tourist attraction, perceived value, destination image, tourist experience, and tourist satisfaction is also significantly mediated by tourist satisfaction. Thus, tourist satisfaction plays an important role in strengthening the relationship between these factors and revisit intention.

In this article, the researcher suggests several things that can be used as guidelines or references, including the addition of research variables to produce in-depth analysis and obtain a detailed description of the factors that influence revisit intention, one of which is the travel motivation variable. And it is hoped that further research will be able to expand the sample size to increase the generalization of research results.

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