

THE ANALYSIS OF DESTINATION IMAGE ON REVISIT INTENTION WITH TOURIST EXPERIENCE AS A MEDIATING (Survey On Visitors to Goalpara Tea Park Sukabumi)

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Abstract

This study aims to examine the influence of destination image on revisit intention, with the impression of tourist experience as a mediating variable, using Goalpara Tea Park in Sukabumi as the case study. As a newly established tourist destination, Goalpara Tea Park has attracted attention for its natural beauty and modern facilities. However, fluctuations in visitor numbers suggest that not all tourists are interested in returning. This study employs a quantitative approach with a total sample of 135 respondents who had previously visited the site. Data was collected through structured questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (SEM-PLS) method. The results show that destination image has a significant positive effect on both revisit intention and the impression of tourist experience. Furthermore, the impression of tourist experience significantly mediates the relationship between destination image and revisit intention. This indicates that a strong and positive destination image can enhance the quality of tourist experiences, which in turn increases the likelihood of tourists returning in the future. The findings emphasize the importance of aligning promotional content with actual on-site experiences to avoid visitor disappointment. The study provides both theoretical contributions to consumer behavior and marketing literature and practical recommendations for tourism managers in improving service quality and strategic image-building efforts. Enhancing both the physical and emotional aspects of the tourist journey is vital in fostering lasting impressions and loyalty among visitors.

Keywords : Destination Image, Tourist Experience, Revisit Intention, SEM-PLS, Goalpara Tea Park.

INTRODUCTION

Indonesia has abundant natural resources, with various tourist destinations spread throughout the archipelago. Based on *the website* jabarprov.go.id West Java is one of the provinces in Indonesia that has so much tourism potential with various potentials starting from the potential of Nature, Culture, History, and Culinary. Sukabumi Regency offers

natural beauty, beaches, and cultural richness. This area is known for various types of tourism, including nature, culture, and agro tourism, such as Goalpara Tea Park.

(kompasiana.com)

According to the travel.kompas.com website , Goalpara Tea Park is a new tourist destination in Sukabumi Regency, inaugurated on December 9, 2023 by Regent Marwan Hamami. This place offers the beauty of a tea plantation with cool mountain air, surrounded by calming green scenery. With facilities such as a cafe, children's play area, photo spots, toilets, parking lots, and various recreational rides. Goalpara Tea Park is a favorite choice for family vacations and relaxation.

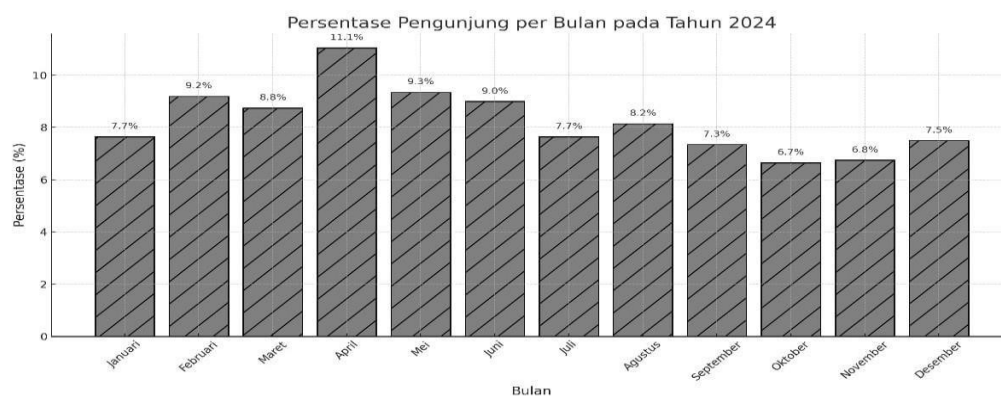


Figure 1. Percentage of Tourist Visitors to Goalpara Tea Park in 2024
Source: Goalpara Tea Park

In Figure 1.1, the data shows that the number of visitors visiting the tour has decreased several times. The highest decrease occurred in April to May, by 15.38%. The next decrease occurred in June to July, which was 6.86%, while the percentage of visitors from August to September was 9.82%. This is thought to be due to the lack of interest of tourists to return to visit another time, the absence of recommendations given to others, and the unwillingness of tourists to invite others to come to the Goalpara Tea Park destination. Based on the available Google reviews, it can be seen that Goalpara Tea Park.

Achieving a rating of 4.3 out of 5, with a total of 814 people giving reviews. The decline of Goalpara Tea Park is seen from several visitor reviews that reveal a lack of interest from tourists to return in the future. This is influenced by the attraction that is not comparable to the price that must be paid, the low quality of the tourist experience, and their lack of confidence in inviting others to visit Goalpara Tea Park.

Things that influence tourists' re-visiting interest are Destination Image. Various studies have highlighted the significant influence of Destination Image on Re-visiting Interest, such as in the study by Suryanto & Supriyanto (2020) entitled "The Influence of

Destination Image on Tourist Satisfaction in Bali" which found that destination image has a positive and significant effect on tourist satisfaction. However, in the study by Darmawan (2023) entitled "The Influence of Destination Image on Re-visiting Interest at Villa Gardenia" it shows that the Destination Image variable does not have a significant effect on Re-visiting Interest.

In a study conducted by Dientje Griandni, Terrylina Arvinta Monoarfa (2020) entitled "The Influence of Tourist Destination Image and Travel Experience on Tourist Revisit Intentions of Tourists at the Gunung Torong Hot Springs Tourist Attraction, Pandeglang Regency" showed that there is a positive and significant influence of tourist destination image on unforgettable travel experiences. However, in contrast to research by Sitanggang et al. (2024) entitled "The Influence of Destination Image on Tourist Experience Impressions" found that the mismatch between the promoted image and the real experience of tourists can cause disappointment.

Furthermore, in a study conducted by Alam Purnama, Dani Adiatma, Deden Firman Syuyaman Rukma (2024) entitled "The Influence of Instagramable, Memorable Tourist Experience and Destination Image on Revisit Intention at Sayang Heulang Beach, Garut Regency" showed a positive influence of the impression of tourist experiences on the interest in revisiting. However, a study by Mardhatillah (2022) entitled "The Influence of Tourist Experience on the Interest in Revisiting at Sembilan Beach" showed that negative experiences, such as poor service or inadequate facilities, can reduce interest in returning.

Google reviews, it was found that tourists tend to be reluctant to make repeat visits to Goalpara Tea Park, Sukabumi Regency. This is due to the attraction that is not comparable to the price that must be spent, the low quality of the tourist experience, and their lack of confidence in inviting others to visit Goalpara Tea Park. Therefore, further research is needed to examine whether destination image, with tourists' impressions of their experiences as a mediator, has an influence on tourists' interest in returning.

RESEARCH METHODS

This research uses a Marketing Management approach. This research uses three types of variables. The independent variable in This study is Destination Image (x), the mediating variable is the impression of tourist experience (m), and the dependent variable is the intention to revisit (y). This study will be conducted on local tourists from Sukabumi who have visited Goalpara Tea Park. This study uses a quantitative method with an associative

approach. According to Sugiyono (2020), the quantitative approach is based on the philosophy of positivism, aims to investigate a certain population or sample with a random sampling technique. Data were collected through research instruments and analyzed statistically.

According to Sugiyono (2020), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study were tourists who had visited Goalpara Tea Park. Population sampling was carried out based on data on the number of visitors to Goalpara Tea Park in 2024, with a total of 100,050 visitors during the period from January to December 2024. This data was obtained from Goalpara Tea Park. According to Sugiyono (2020), a sample is part of a population that is a source of research data, while the population includes all the characteristics it has. This study uses the NonProbability Sampling method with the Incidental Sampling technique. According to Sugiyono (2018), Non-Probability Sampling is a method in which each member of the population does not have an equal opportunity to be selected, while Incidental Sampling is a sampling technique based on coincidence, namely anyone who meets the researcher accidentally can be used as a sample if it is relevant as a data source.

The respondent criteria in this study were visitors who were at the location when the study was taking place, aged 18 years and over. According to Suprayitno et al. (2015), this age is considered to be at a high level of productivity and able to analyze and answer questionnaires better. Based on the population above, the researcher decided to use the Hair et al (2010) formula. So the number of samples in this study is:

$$\text{Sample} = 27 \text{ indicators} \times 5 = 135$$

So the number of samples in this study was **135 respondents**.

RESULTS AND DISCUSSION

Data processing using SmartPLS 4.0.9.9. Evaluation is carried out in two stages, namely the measurement model (outer model) and the structural model (inner model). At the measurement model stage, validity and reliability testing are carried out to ensure that the constructs used in the study meet the eligibility requirements.

To test the Outer Model, there are several assessment criteria, including convergent validity and discriminant validity. This study measures the exogenous variable, namely Destination Image (X) which is measured in 3 dimensions with 9 indicators in this exogenous

variable. As for the endogenous variables in this study are the Impression of Tourist Experience (M) which is measured in 3 dimensions and 9 indicators that have been determined by the researcher. Furthermore, the variable of Revisit Intention (Y) which is measured in 3 dimensions and 12 indicators that have been determined by the researcher.

The results of the outer model in this study can be shown in the following figure:

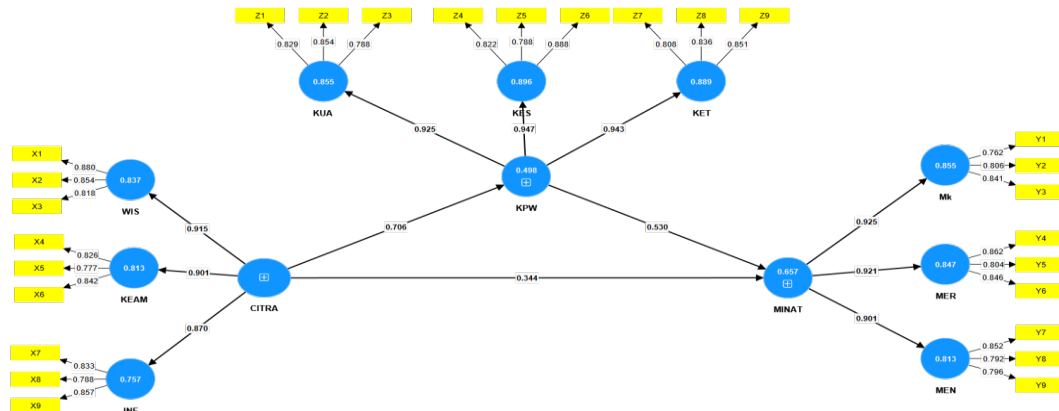


Figure 2. Path Diagram of the Model
Source: processed by researchers, 2025

R-square (R^2) is used to see how well the structural model is able to explain the dependent variable. The R^2 value shows how much influence the independent latent variable has in explaining the variation that occurs in the dependent latent variable. In its interpretation, the R^2 value is classified based on certain criteria: a value of 0.67 is considered strong, 0.33 is moderate, and 0.19 is considered weak in describing the relationship between variables (Rahadi, 2023).

Table 1. R Square Value

Variables	R Square	R-square adjusted
Impressions of Traveler Experience	0.513	0.509
Interest in Returning	0.666	0.661

Source: Data processed by researchers, 2025 (using SmartPLS 4.0.9.9)

Based on the table above, it can be seen that the model is able to explain 51.3 % of the variation in Tourist Experience Impressions, indicating a moderate category, which means the model has quite good explanatory power. And is able to explain 66.6 % of the variation in Returning Intentions, indicating a moderate category. There are other factors outside this model that contribute to Tourist Experience Impressions and Returning Intentions. Hypothesis testing is done by looking at the P-value. If the P value ≤ 0.05 , then the hypothesis is considered accepted; conversely, if the P value is greater than 0.05, then the hypothesis is rejected. To assess the strength of the relationship between constructs, *the path*

coefficient value is used . The closer to +1, the stronger the relationship between variables is considered; whereas if it approaches -1, the relationship is negative (Rahadi, 2023).

a . Direct Effect

Table 2. Direct Effect

	Original Sample (O)	Sample Mean (M)	P Values
Destination Image ➤ Return Visit Interest	0.357	0.358	0.000
Destination Image ➤ Impression of Tourist Experience	0.716	0.702	0.000

Source: Data processed by researchers, 2025 (using SMARTPLS 4.0.9.9)

Based on Table 4.9 shows the results of the bootstrapping analysis obtained through SmartPLS 4.0.9.9 The results of the analysis show that the first hypothesis in this study, namely Destination Image (X) has an effect on Revisit Intention (Y), is supported by a P Value <0.05. Thus, it can be concluded that Destination Image has a significant effect on Revisit Intention, so **H1 is Accepted**.

For the second hypothesis, namely Destination Image (X) influences the Impression of Tourist Experience (M), it also shows a P Value <0.05 . This means that Destination Image has a significant effect on the Impression of Tourist Experience, so **H2 is Accepted**.

b . Indirect Effect

Table 3. Indirect Effect

Variables	Original sample (O)	Sample mean (M)	P Values
Destination Image > Impression Tourist Experience > Interest in Returning	0.373	0.363	0.000

Source: Data processed by researchers, 2025 (using SmartPLS 4.0.9.9)

Based on Table 4.10, the results of the bootstrapping analysis using SmartPLS 4.0.9.9 are shown. The results of the analysis show that the third hypothesis, namely the Impression of Tourist Experience (M) mediates the influence of Destination Image (X) on Revisit Intention (Y), is supported by a P-value <0.05. Thus, it can be concluded that the Impression of Tourist Experience is significantly able to mediate between Destination Image and Revisit Intention, so that **H3 is accepted**. \

DISCUSSION

These findings indicate that Destination Image has a significant influence on the Revisit Intention of tourists to Goalpara Tea Park. Destination image, which includes tourist

attractions, social environmental security, and tourist infrastructure, is the main consideration for tourists in determining their desire to return. A positive destination image makes tourists feel confident and comfortable while at the tourist location. Elements such as stunning natural scenery, complete facilities, and the friendliness of the community and managers give a good impression of the destination. This is in line with the statement of Meng et al. (2021) that destination image not only increases satisfaction but also conveys unique cultural values that strengthen tourists' positive impressions.

Goalpara Tea Park itself has various facilities such as a children's play area, cafe, and interesting photo spots. However, visitor reviews on Google show a decrease in interest in returning, which is likely due to unfulfilled expectations of the promoted image. As stated by Sitanggang et al. (2024), the mismatch between the image built and the real experience can cause disappointment in tourists. Destination image is also related to the tendency of tourists to recommend the destination to others. When tourists have a positive impression, they tend to share their experiences through online reviews or directly to relatives and friends. This is a very effective form of indirect marketing, as explained by Aviolitasona (2022) in the dimension of interest in returning, namely the desire to return, recommend, and convey positive things to others. However, based on the results of this study, although Goalpara Tea Park has a fairly good image, there are still challenges related to the match between expectations and reality in the field, such as accessibility and public facilities that are not yet optimal. Therefore, improving the image of a destination is not only sufficient through visual promotion, but must also be accompanied by real improvements in the field.

The results of the hypothesis test show that Destination Image has a positive and significant effect on Revisit Intention. This strengthens the results of previous studies by Anggi & Youmil (2023) and Safitri et al. (2020) which also found a significant effect of destination image on the decision or intention to revisit. Thus, it can be concluded that improving the destination image comprehensively and consistently will have a positive impact on increasing the interest of tourists to visit in the future.

4.2.1 The Influence of Destination Image on Tourist Experience Impressions.

The findings of this study indicate that Destination Image has a significant influence on Tourist Experience Impressions. This means that the more positive tourists' perceptions of the image of a destination, the higher the impression of the experience they feel while at that location. Destination image includes elements such as tourist attractions, social environmental security, and tourism infrastructure. These three elements support each other

in creating a pleasant and deep impression for tourists. For example, beautiful natural scenery, complete facilities such as photo spots and clean toilets, and clear directions all form a higher quality experience. As stated by Molina et al. (2019), a strong destination image reflects overall visual appeal and comfort. This study also supports Lee's opinion (2021) who explains that the tourist experience consists of three main dimensions, namely quality of experience, emotional impression, and peace of mind. When the destination image is well constructed and in accordance with existing reality, tourists tend to feel satisfied, happy, and gain peace while in that place.

Goalpara Tea Park as a research object has provided various supporting facilities such as play areas, cafes, and interesting photo spots. However, several tourist reviews indicate a discrepancy between the image displayed in the promotion and the reality they experience in the field, such as poor road access or less than optimal facilities. This is in line with the findings of Sitanggang et al. (2024) which states that the mismatch between destination image and reality can lead to a decrease in the quality of tourist experience. With a good image, tourists will form positive expectations before visiting, and if these expectations are met or even exceeded, a memorable experience will be created. Conversely, if the destination image is too exaggerated and does not match the actual conditions, it will trigger a sense of disappointment.

The results of the hypothesis test show that Destination Image has a positive and significant effect on Tourist Experience Impressions. This finding is in line with the results of research conducted by Dientje Griandni & Monoarfa (2020) and Sabila Noerhanifati (2021), which states that positive perceptions of destination image play an important role in forming a pleasant and unforgettable tourist experience. Therefore, destination managers such as Goalpara Tea Park need to pay attention to the image that is built so that it is in accordance with the reality on the ground, in order to improve the quality of tourist experience and encourage positive impressions during and after the visit.

The results of this study indicate that Tourist Experience Impression has an important role as a mediating variable in the relationship between Destination Image and Revisit Intention to Goalpara Tea Park. This means that a good destination image not only has a direct impact on tourists' desire to return, but also forms a pleasant experience first, which then strengthens the intention to make a repeat visit. This mediation role is confirmed through the results of the path analysis which means significant. Thus, the hypothesis H3 in

this study is accepted, which indicates that Tourist Experience Impression significantly mediates the influence of Destination Image on Revisit Intention.

Psychologically, the tourism experience is a reflection of the entire process that tourists go through before, during, and after visiting, including expectations, perceptions, and memories. According to Larsen (2019) and Lee (2021), a memorable tourism experience is not only built from physical facilities, but also from the emotional elements and tranquility felt by tourists while at the destination. An attractive image will create high initial expectations. When these expectations are met by real, quality experiences such as friendly service, comfortable facilities, and a safe environment, tourists will feel deep emotional satisfaction. The impression of this experience is the main reinforcement in forming tourist loyalty to a destination. This is in accordance with the findings of Alam Purnama et al. (2024) which states that a pleasant tourism experience can strengthen the relationship between destination perception and revisit intentions. Even if the destination image is well formed, but is not supported by positive experiences, the desire to return may not arise.

On the other hand, when the tourist experience is less than satisfactory, as found in several reviews of Goalpara Tea Park visitors on Google, the influence of the image that has been formed is weakened. Thus, an unpleasant experience can break the chain between image and intention to revisit. This is why the role of Tourist Experience Impression as a mediator is very important to bridge expectations with reality. Thus, destination managers need to ensure that the image that is built is not only visually attractive, but also accompanied by the provision of real services and experiences that can form a deep and pleasant impression. A strong image and a memorable experience are two main pillars in increasing tourists' intention to revisit.

CONCLUSION

Based on the results of research and discussion regarding the influence of Destination Image on Return Visit Interest through Tourist Experience Impressions as a mediating variable, it can be concluded that:

- a. Destination Image has a significant influence on Return Visit Intention.

These findings indicate that the more positive the image of a tourist destination including tourist attractions, social environmental security, and tourist infrastructure, the greater the intention of tourists to return to the destination in the future. Tourists

who consider a destination attractive and worthy tend to have a greater intention to recommend and repeat their visits.

- b. Destination Image has a significant influence on Tourist Experience Impressions. This means that tourists' perceptions of the quality of a destination will shape a memorable experience during a visit. When complete facilities, adequate services, and a safe and comfortable atmosphere are available, then the positive image creates a strong emotional and psychological experience for tourists.
- c. Tourist Experience Impression mediates the influence of Destination Image on Revisit Intention.

A good destination image will create a pleasant experience during the visit. This positive impression then strengthens the intention of tourists to make repeat visits. Thus, the influence of image on the intention to revisit does not only occur directly, but also indirectly through the tourist experience.

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