

Designing the Revisit Intention of the Tourism Model on Visiting the Borobudur Temple

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ABSTRACT

Objectives: The purpose of this study was to determine and analyze how the perception of the destination and the visitor experience affected tourists' satisfaction when they visited Central Java Province (Borobudur Temple); how these factors also affected tourists' intention to return to Central Java Province; and how tourist satisfaction affected tourists' intention to return to Central Java Province (Borobudur Temple).

Methodology: Data was collected from tourists who visited Indonesia's Borobudur temple as the survey's target population. In this study, surveys were conducted during a two-month period from June to August 2021 using the convenience sampling methodology. Through the use of an online survey and questionnaire, data was gathered. The SPSS for Windows 26 application was utilized for the linear regression analysis step in the data analysis process. Validity tests, reliability tests, and coefficient of determination tests were the analysis methods applied.

Finding: The perception of a destination has a significant impact on visitor satisfaction, visitor perception also has a significant impact on visitor revisit intention, visitor experience also has a significant impact on visitor satisfaction, and visitor experience also has a significant impact on visitor revisit intention.

Conclusion: More tourists will visit Borobudur Temple, the most beautiful temple in the world if the location has a positive and attractive image. Also, the experience of tourists has a big impact on how happy they are after seeing Borobudur Temple. If visitors to Borobudur Temple have an extraordinary experience, their satisfaction with their visit will increase. In addition, the experience of visitors has a huge impact on their plans to return; more and more people will visit Borobudur Temple if their happiness with the experience is fulfilled.

Keywords: Destination image; Tourist experience; Tourist satisfaction; Revisit Intention

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INTRODUCTION

Indonesia is currently focusing on promoting the travel and tourism sector to strengthen the national economy. The government believes that the tourism sector should be the main engine of the country's economy. The tourist industry is a service sector that makes a considerable financial contribution to the nation's economy (Tanihatu et al., 2021). Tourism is the most important sector for several countries because it influences economic growth (Amsal & Mahardika, 2017). According to the classification from Kim (2017), the tourism sector is the world's largest industry group. It is exemplified by the sector's strategic contribution to national income which boosts the local economy by adding a lot of new employment and generating foreign money. Even the tourism sector can defend the national economy when the state is in a crisis. The travel and tourism sector are a source of foreign exchange. This is due to the need that all foreign visitors to convert their native currency into rupiah. On the one hand, this transaction will benefit the country's foreign exchange and raise the value of the rupiah. The more foreigners who visit the country, the more foreign currency will be collected. Another component of tourism-related activities that can boost the country's economy is the fact that the tourist attraction in a developing area will develop sooner or later. In addition to building new hotels, restaurants, gift shops, and other businesses like an SPA, barbershop, laundry, and so on., the infrastructure and amenities will be upgraded. Additionally, it will lead to the formation of a variety of employment opportunities that will directly or indirectly support tourism-related activities. Naturally, this will be able to reduce unemployment in places with a lot of tourists (Rismawati & Sitepu, 2021).

Tourism entails the management and efficient utilization of the potential for natural wealth and beauty; if this potential is achieved, it has a strong likelihood of becoming a well-liked tourist destination. The archipelago nation of Indonesia is proud of the uniqueness and attractiveness of each island's tourist attractions. That is how Indonesia, a region with a tropical climate located on the equator came into existence. The Central Java Province is one of the many patterns and types of tourism opportunities available in Indonesia. The Borobudur Temple which is on the Central Java Province's list of World Cultural Heritage Sites is a well-known tourist destination around the world. This travel destination is proof of that (Asiku et al., 2020).

One of the attractions of traveling to new locations or nations is having a memorable tourism experience. Even after having the tourism experience, people sometimes return to popular tourist destinations to relive their memories or to get a new sense of the atmosphere of a destination (Kim, 2017). By presuming that the world economy has undergone significant shifts from product-based to service-based to experience-based, Pine and Gilmore (1998) emphasize the conceptual basis of experience on economic growth. These presumptions suggest that many organizations and businesses place a strong emphasis on providing clients with memorable experiences that reflect civilization throughout history in the fields of architecture, technology, and the arts (Voss et al., 2008).

One of the elements influencing tourists' perceptions of a destination is their experience while visiting there (Santana et al, 2016). The appraisal of a location's visitor experience will affect the evaluation of the destination as a whole which affects the image of the destination. (Atmari & Putri, 2021). In addition to the quality of the travel experience, the image, and satisfaction of the destination can influence a traveler's desire to return. The impression,

image, belief, and thoughts of a person about a destination are known as their destination image (Safitasari & Maftukhah, 2018).

Researchers found that some factors, such as tourist satisfaction with revisit intention, tourist experience with revisit intention, and destination image and satisfaction connected with revisit intention were only partially correlated in a number of these studies. Researchers are trying to fill a research gap by developing a revisit intention model that is more comprehensive than the existing models. Two exogenous variables which are destination image and visitor experience were used in this study. It is believed that the second variable has a direct impact on the intention to revisit. Furthermore, through the intermediary tourist satisfaction variable, the second exogenous variable indirectly affects revisit intention. This is following research conducted by (Luvsandavaajav et al., 2022) which resulted in research that showed there is a positive relationship between the cognitive and affective attributes of the destination image. The results confirm that cognitive images have a significant influence on affective images also cognitive and affective images have a significant influence on revisit intentions which results show a positive change in the degree of travel satisfaction and revisit intentions from the respondents who enjoyed their travel experience with attractive natural scenery, closeness to nature, beautiful natural wonders, and moderate tourism infrastructure. Research from (Libre et al., 2022) concluded that the image of the destination, the tourist experience, the value received by tourists, and tourist satisfaction can affect the intention of returning tourists to tourist destinations.

This research project aims to determine how tourists' satisfaction when visiting Central Java Province (Borobudur Temple) is influenced by destination image and tourist experience; whether tourists' intention to return to Central Java Province (Borobudur Temple) is influenced by destination image and tourist experience; and whether tourists' satisfaction influences their intention to return (Borobudur Temple).

LITERATURE REVIEW

Destination Image

A destination image is a person's constructed visual and mental impression of a location or experience. The overall opinion that visitors create and retain about a location is known as the destination image and it is based on all of the information that the destination gives to visitors. As a result, the perception of a destination has a significant impact on travelers' decisions to travel there and for places whose main goal is to draw tourists, it can be a key component of their marketing plans (Nam et al., 2022).

The effects of a visitor's perception of a location might be referred to as the destination image. It is a significant principle that influences a tourist's decisions. Tourist decision-making is said to be heavily influenced by the perception of the location. The competitiveness between nations in the tourist business is boosted by the widespread confirmation of the economic impact of tourism on the national and local destination economies (Hung et al., 2021).

According to Jorgensen (2004; 15), a destination's image includes both its specific qualities and the overarching message it conveys. Lopes (2011: 307–308) describes the idea of a target drawing as a manifestation of all subjective and objective knowledge, prejudice, imagination, and emotional thinking about a specific location. According to Lopes (2011; 307–308), an

image is the culmination of all perceptions that someone has concerning a particular objective (Purnama & Wardi, 2019).

Tourist Experience

Focusing on on-site interactions, (Moon & Han, 2018) describes the tourist experience as an interaction between visitors and locations with the latter serving as both the experience's setting and its characters. (O'Dell, 2007) noted in his assessment of assertions regarding the tourist experience that contacts call for more than just travelers. Tourism-related sectors also contribute to production, staging, and experience consumption by influencing the location and presentation of culture.

Research from (Li Y, 2000) examines the different definitions of the term "tourist experience" which include a constructed and created act of consumption, a response to "ordinary" life issues, a search for authenticity, and a variety of leisure activities. Li's only stipulation for universality is that the participant's tourism experience must be significant. According to (Selstat, 2007), the tourist experience combines novelty and familiarity with the individual pursuit of identity and self-realization. However, different people experience the same behaviors and environments in different ways.

Tourist experiences should be viewed as subjective and having a variety of symbolic elements that affect how tourists feel about their trip and how satisfied they are with it (Suhartanto et al., 2021). An essential, individualized, and long-lasting memory for tourists is referred to as a tourism experience. If a person remembers their tourism experience for a prolonged period and does not easily forget it, they are said to have had a memorable experience. A visitor's impression of a place that is continuously remembered after the trip is over is referred to as a memorable tourism experience (Muhammad et al., 2018).

Tourist Satisfaction

Tourist satisfaction is a result of customer loyalty which is the act of a person giving a positive review of a good or service after using it and then recommending it to others or making more purchases. It is a key topic in the world of consumer and market research (Tang et al., 2022).

Tourist satisfaction is a term used to describe how someone feels when they contrast the results of a performance with what they had anticipated. Keller and Kotler Tjiptono (2009) identified appropriateness, hope, simplicity of acquisition, and desire to propose as measures of customer satisfaction. Product and service quality, customer satisfaction, and corporate profitability all have an impact. The higher the quality level is rated, the happier the customers are as a result. According to (Suryadana et al., 2015) tourism can be defined as a comprehensive network of symptoms related to a foreign person residing in a place when they are not doing so for either long- or short-term financial gain.

Revisit Intention

(Pamela & Pangemanan, 2019) claim that the necessity to prepare precise actions is what makes people wish to go back. According to intention, people choose to partake in leisure activities associated with the travel and tourism sector when they are strongly driven to

behave in a particular way. This entails repurchasing travel and leisure services or visiting previously visited tourist hotspots. According to (Hyunjin, 2013), a company's long-term performance or ability to remain profitable depends on its customers' desire to return. Interest in returning refers to travelers' readiness to visit the same location or other tourist destinations within the same nation.

Revisit intention is the desire to prepare for specific actions. According to intention, when people are highly motivated to act, they choose to engage in leisurely activities related to the tourist industry which results in the consumption of tourism services, leisure activities, destination visits, or attendance at attractions (Purnama & Wardi, 2019). Customers' prior experiences will determine whether they continue using the same items or move to other brands. Repurchase intention refers to a person's decision to make another buy from a company that meets their demands and an evaluation of the present service environment before making another purchase from that company (Ayuni, 2017).

The Impact of Destination Image on Tourist Satisfaction

The perspective of a destination that expresses optimism can influence tourists' views, including their level of contentment (Khansa & Farida, 2016). If tourist attractions aid in creating a positive impression in their minds, tourists will be satisfied. Several studies have found that destination image has a considerable positive impact on satisfaction (Bhat & Dirzi, 2018). (Wang et al., 2009) and (Prayag & Ryan, 2012) showed that visitor satisfaction is significantly and favorably impacted by a destination's reputation. The following theories can be put forth in light of the above findings: According to the majority of researchers, tourist destinations are more likely to be chosen in places with positive and distinctive reputations (Baloglu and Love, 2005; Toral et al., 2018; Um and Crompton, 1990). Understanding the impact of a destination on visitor happiness has been summed up as being crucial for creating a favorable brand image to increase a destination's appeal and as a result, the region's economic growth (Hankinson, 2004; Hwang and Lee, 2019). To strategically access the destination image to potential tourists, destination image has been considered the foundation of tourism growth. However, it can be difficult to satisfy visitors because their perception of the place changes depending on the experiences they have (Chia et al., 2021).

According to (Setiawan, 2018), destination image has a favorable and significant impact on visitor satisfaction. A desirable destination's reputation might demonstrate that unfavorable visitor encounters are uncommon. Attempts to build or improve a destination's reputation can encourage repeat travel which supports effective destination marketing and tourism growth.

Hypothesis 1: Destination image has a positive effect on tourist satisfaction.

The Impact of Destination Image on Revisit Intention

Visitors' opinions of a place's reputation can influence their propensity to return. As a result, visitors get a positive opinion of the tour guide and are motivated to visit well-liked tourist locations again. Numerous studies have found that the perception of the place significantly enhances travelers' desire to return (Trimurti & Nugraha, 2020). The justification offered above can be used to back up the claim that the tourists' willingness to return is one way to gauge how successful a site is as a tourist destination, according to Wang and Hsu's (2013) who studied revisit intentions (Alexandris, Kouthouris & Meligdis, 2006). There is

disagreement on the nature of the connection between destination image and revisit intention (Morais & Lin, 2010; Cheng & Lu, 2013; Josiassen, Assaf, Woo & Kock, 2016; Lee, 2009). However, some research has found a strong correlation between the two (Um, Chon & Ro, 2006). The perception of a destination can affect travelers' intentions to return there (Foster & Sidharta, 2021).

Hypothesis 2: Destination image has a positive effect on revisit intention.

The Impact of Tourist Experience on Tourist Satisfaction

An excellent tourist spot can give visitors a positive experience and sensation. (Bhat & Dirzi, 2018). Tourist satisfaction is based on how they feel about what they see, feel, and accomplish, whereas satisfaction is a positive response from an appraisal of beneficial consuming experiences in the context of tourism (Kim, 2017). The tourism experience significantly boosts satisfaction, according to several studies (Primanayagam et al., 2020). The following is how the hypothesis can be put together: the customer's experience, according to (Gentile et al., 2007) is built on a sequence of interactions between a consumer and a product, a business, or a component of his organization that causes a reaction. High-quality services have been found to have a substantial impact on customer satisfaction among other aspects (Kim et al., 2013). The management of tourism locations should pay particular attention to perceived quality because it has a significant impact on satisfaction and behavioral intentions (Clemes et al., 2011; Lai & Chen, 2011). According to many researchers (Crompton, 2012; Marinkovic et al., 2014), perceived quality can be thought of as an antecedent of satisfaction. These encounters are the outcome of interactions or evaluations of what visitors experience upon arrival utilizing their perceptions, feelings, and thoughts.

Hypothesis 3: Tourist experience has a positive effect on tourist satisfaction.

The Impact of Tourist Experience on Revisit Intention

After having a positive impression and experience, the goal of the experience is to add value so that the consumer will always remember the experience they had after using the service (Lee et al., 2008). The largest influence on repeat business comes from experiences that customers remember for a long time. According to multiple research, the tourism experience significantly boosts revisiting interest (Zhang et al., 2017), The aforementioned description allows for the formulation of the following theory: the tourist experience is regarded as essential for the viability and sustainability of destinations since it might affect travelers' long-term destination preferences. Tourists are likely to return more frequently if the place can provide an experience. For the majority of tourism destinations, repeat visitors make up the preferred market segment because they typically stay much longer and are typically satisfied with their experiences and practical expectations, spread positive word of mouth, and engage in activities even more intensely while requiring much less advertising spending than first-time visitors (Munawar et al., 2021).

Hypothesis 4: Tourist experience has a positive effect on revisit intention.

The Impact of Tourist Satisfaction on Revisit Intention

A person's level of happiness or dissatisfaction might be determined by how well the product performed in comparison to their expectations (Kotler, 2009). One advantage of generating contentment is that it can serve as a solid foundation for future purchases (Tjiptono, 2015). The tour owner hopes that if guests are pleased with the tour manager's execution of all activities, this will pique guests' interest in returning. Numerous research has discovered that contentment affects the intention to revisit (Wijaksono, 2019). The following assertion can be made in light of the given description: tourists make the decision to return to a particular location based on their experiences and level of happiness. Since contentment is based on experience, it has a direct impact on why visitors return. According to Quintal and Polczynski (2010), great visitor satisfaction reduces a customer's motivation to switch which in turn raises the intention to return. If a visitor is happy, they are more likely to reject alternative services and select the same vendor. On the other hand, dissatisfied customers are more inclined to look elsewhere (Pratiwi et al., 2018). According to numerous experts (Showkat et al., 2021), tourist satisfaction is a significant predictor of the inclination to return to a destination.

Hypothesis 5: Tourist satisfaction has a positive effect on revisit intention.

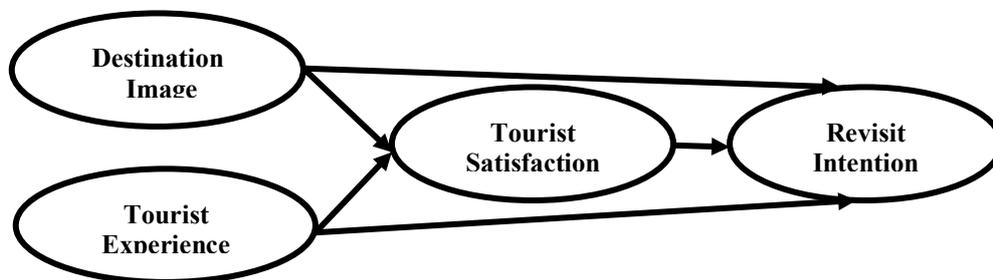


Figure 1. Conceptual Framework

Source: (Hung et al, 2021); (Moon & Han, 2018); (Zhang et al, 2017); (Bhat & Dirzi, 2018), (Trimurti & Nugraha, 2020); (Pamela & Pangemanan, 2019), (Wijaksono, 2019)

METHOD

According to Sugiyono (2008), quantitative research can be interpreted as a research method based on the philosophy of positivism which is used to examine certain populations or samples. Sampling techniques are generally carried out randomly with data collection using research instruments so quantitative/statistical data analysis can be carried out to test the predetermined hypothesis (Soelton et al., 2020).

Data was gathered from travelers who went to Indonesia's Borobudur temple as the study's target population. In this study, surveys were conducted during a two-month period from June to August 2021 using the convenience sampling methodology. Through the use of an online survey and questionnaire, data was gathered. There were 150 replies in all, 46 of which were missing information or duplicates and these were removed. As a consequence, 104 genuine questionnaire copies were received and this questionnaire's response rate was 82%. The SPSS for Windows 26 application was utilized for the linear regression analysis step in the data analysis process. The analytical techniques used were validity tests, reliability tests, tests of the correlation coefficient, and tests of the coefficient of determination.

The survey has four sections and measures five variables: 8 questions were used to measure tourist experience variables using factors and items created by (Rompas et al., 2019), 6 questions measuring tourist satisfaction were adapted from (Zeithaml et al., 2009), and 6 questions measuring revisit intention were adapted from (Cheng & Lu, 2013). 6 statements were used to measure the value of the destination image variable by adapting the value framework of (Sharma & Nayak, 2018). A five-point Likert scale (1 being strongly disagree, and 5 being strongly agree) is used in this survey. Using SPSS version 26, the instrument's validity and reliability were first examined.

RESULTS AND DISCUSSION

Result

Each variable indicator in the four variables that make up the validity test has a coefficient value (r count) larger than the value in the r table or greater than 0.30. All statement items from the questionnaire can be determined to be valid or valid by comparing the r count > r table. So, each variable's entire set of statement items is considered valid. According to the reliability test results, all four variables had Cronbach alpha values of more than 0.60, indicating the reliability of each questionnaire item.

Table 1. Test the Reliability and Test the Validity of Research Variables

Variable	Indicator	r-value	Cronbach Alpha	Result
Destination Image	DI1	0,722	0,822	Valid and Reliable
	DI2	0,771		
	DI3	0,710		
Tourist Experience	TE1	0,811	0,819	Valid and Reliable
	TE2	0,751		
	TE3	0,819		
	TE4	0,801		
Tourist Satisfaction	TS1	0,716	0,805	Valid and Reliable
	TS2	0,782		
	TS3	0,816		
Revisit Intention	RI1	0,635	0,802	Valid and Reliable
	RI2	0,678		
	RI3	0,780		

Table 2. Hypothesis Testing Model 1

Model 1	Unstd	S.E	t-value	t-table	p-value	std	Result
Destination Image	0.541	0.055	9.805	1.98	0.000	0.511	Supported
Tourist Experience	0.463	0.049	9.366	1.98	0.000	0.488	Supported

Dependent Variable: Tourist Satisfaction

Table 2 presents the path coefficient results. Destination image was found to have a significant positive effect on tourist satisfaction ($\beta = 0.511$, t-value $9.805 > t$ -table 1.98) and tourist experience was found to significantly influence both tourist satisfaction ($\beta = 0.488$, t-value $9.366 > t$ -table 1.98). Thus, H1 and H2 are supported.

Table 3. Hypothesis Testing Model 2

Model 2	Unstd	S.E	t-value	t-table	p-value	std	Result
Destination Image	0.612	0.070	8.793	1.98	0.000	0.540	Supported
Tourist Experience	0.462	0.062	7.407	1.98	0.000	0.455	Supported

Dependent Variable: Revisit Intention

Table 3 presents the path coefficient results. Destination image was found to be positively related to revisit intention ($\beta = 0.540$, t-value $8.793 > t$ -table 1.98), and tourist experience was found to have significant effects on revisit intention ($\beta = 0.455$, t-value $7.407 > t$ -table 1.98). Therefore, H3 and H4 are supported.

Table 4 presents tourist satisfaction was found to be positively correlated with revisit intention ($\beta = 0.995$, t-value $98.953 > t$ -table 1.98). Thus, H5 is supported.

Table 4. Hypothesis Testing Model 3

Model 3	Unstd	S.E	t-value	t-table	p-value	std	Result
Tourist Satisfaction	1.065	0.011	98.953	1.98	0.000	0.995	Supported

Dependent Variable: Revisit Intention

The overall effect of the structural model in regression is measured by the R-square (coefficient of determination). The following test findings are shown in table 5 in the form of the R square value calculated in this study:

Table 5. Coefficient of Determination R Square

Model	R Square
Destination Image and Tourist Experience to Tourist Satisfaction	0.980
Destination Image and Tourist Experience to Revisit Intention	0.972
Tourist Satisfaction to Revisit Intention	0.990

According to the R-square test results in table 5, the tourist satisfaction variable had a value of 0.980. According to the R-square value, visitor satisfaction can be explained by the destination image and tourist experience variable by 98% and the remaining 2% can be explained by other variables outside the model. The tourist satisfaction variable's capacity to explain the revisiting interest variable is classified as moderate based on its value of 0.980 which falls into the medium category. A value of 0.972 was obtained from the R-square test on the revisit intention variable. According to the R-square calculation, the destination image and tourist experience variables can account for 97.2% of the variance in the revisit intention variable while the remaining 2.8% is explained by other variables outside of the model. The

strong effects category includes a value of 0.972. This explains why the explanation provided by the tourist experience and destination image variables for the interest in returning is rated as strong. Tourist satisfaction to revisit intention was tested using the R-square method and the results showed a value of 0.990. According to the R-square value, the tourist satisfaction variable may account for 99% of the revisiting interest variable while 1% is explained by other variables outside the model. The strong effects category includes a value of 0.990. This explains why the tourist satisfaction variable is rated as having a strong ability to explain the desire in returning variable.

Discussion

Hypothesis 1: The Influence of Destination Image on Tourist Satisfaction

The study's first supposition is that tourist satisfaction and destination image have a favorable relationship. They found that the cognitive image had a direct impact on the affective image and supported the development process in their investigation of the behavior of Chinese visitors in Korea. According to research on the structural links between traveler satisfaction and destination image, both cognitive and emotive images had favorable effects on satisfaction. (Chiu et al., 2016). (Neter & Wasserman, 1974) established the composite link among DI and TSA variables in their study regarding visits by foreigners to heritage places. Their study reports a significant combination of DI and TSA in existing studies. Our study's conclusions which diverge from those of similar studies in the field, particularly those conducted in South East Asia show a negative correlation between DI and TSA. This finding may be explained by the fact that the sample included a sizable proportion of Generation Z people (those born between 1995 and 2005) who are less likely to be brand-conscious. The findings of this study contradict prior research that found a link between tourist contentment and a destination's reputation for favorable travel experiences (Hung et al., 2021).

Hypothesis 2: The Influence of Destination Image on Revisit intention

The calculation indicates that the destination image has a considerable impact on the intention to revisit. This implies that there will be a greater desire in taking the tour again if people see the destination more positively. A high destination image will make tourists interested in returning. According to research by Kim et al. (2017), research claims that the image of the destination has a substantial influence on the interest in visiting again (Atmari & Putri, 2021).

Hypothesis 3: The Influence of Tourist Experience on Tourist Satisfaction

The calculation demonstrates that the tourist experience has a considerable impact on the level of satisfaction of the tourists. Due to a research void, this study was done. According to Piranayaan et al. (2020), satisfaction is significantly influenced by the tourism experience. According to this study, travelers are pleased and proud to be able to sample the local cuisine which enhances their memories of their trip. According to (Nastabiq & Soesanto, 2021) and Gohary et al. (2019), cultural characteristics that do not satisfy visitors are proof that the tourism experience does not significantly affect their level of satisfaction.

Hypothesis 4: The Influence of Tourist Experience on Revisit intention

The calculation demonstrates that the intention to return has a considerable impact on the visitor experience. The results of Yeni and Ajeng's (2016) study in the Tangkuban Perahu Mountain Natural Park indicate that customer experience affects the likelihood of return

visits. Research by Hetty and Tommy (2012) and Atika, David, and Frederik (2016) demonstrates a significant relationship between customer experiences and revisit intention (Purnamai & Wardi, 2019).

Hypothesis 5: The Influence of Tourist Satisfaction on Revisit intention

According to the findings of the hypothesis test, the satisfaction variable (Z) strongly affects the variable of intention to return (Y). Similar to Hary Hermawan's research from 2017, this study demonstrates the importance of the satisfaction variable as an intervening variable in the factors that influence customers' intentions to return and their loyalty. The satisfaction that visitors experience shapes their intentions. If the items and services offered to tourists are satisfactory, they will undoubtedly wish to visit the location again. These travelers may even develop into devoted travelers.

5. CONCLUSION

Based on the findings of the research and discussions that have been conducted regarding the impact of the destination's image and the visitor experience on satisfaction and intent to return, it can be said that tourist pleasure at Borobudur Temple is significantly impacted by destination image. The implication is that visitors to Borobudur Temple will be happier if the destination has a positive and intriguing image. Borobudur Temple's revisit intention is significantly influenced by destination image. The implication is that more tourists will visit Borobudur Temple if the location has a positive and engaging image. Additionally, tourists' experiences have a big impact on how happy they are after seeing Borobudur Temple. The implication is that if visitors to Borobudur Temple have an outstanding experience, their satisfaction with their visit will rise. Additionally, visitors' experiences have a big impact on whether they plan to return to Borobudur Temple. The implication is that if visitors have a positive experience, they will visit Borobudur Temple more frequently. Visitor satisfaction has a big impact on visitors' intentions to return to Borobudur Temple. The implication is that more people will visit Borobudur Temple if their happiness with the experience is met.

The planning of marketed tourism products is greatly influenced by the satisfaction which is seen as a crucial component in maintaining a competitive firm in the tourism industry. Research from (Nastabiq & Soesanto, 2021) explains that tourist satisfaction is crucial for successful objective marketing since it influences the choice of location, consumption of tourism products, and decision to visit or return to the place. The success of managing tourist places depends in large part on maximizing visitor satisfaction. According to a study by (Luvsandavaajav et al, 2022), happy visitors are more likely to return to the same location and other similar locations within the same country. Their propensity to recommend certain places is likewise influenced by tourist enjoyment. With increasing levels of satisfaction, tourists are more likely to return to a location. Other researchers should be aware of the limitations of this study as with all research. The current study was conducted from June to August 2021 when tourism in the city of Central Java first opened. As a result, it had to deal with visitors who came to the city of Central Java during the pandemic. Tourists may have diverse thoughts, impressions, or images when they travel to destinations at various periods. Only 104 people made up the sample in this study which complied with the minimum required sample size of 100 for survey research. This is so because the COVID-19 pandemic was underway when this research was done so there are also fewer visitors to the Borobudur Temple.

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