

**THE EFFECT OF DESTINATION ATTRACTIVENESS AND DESTINATION IMAGE ON REVISIT INTENTION IN LOKON VIEW***PENGARUH DAYA TARIK DESTINASI DAN CITRA DESTINASI TERHADAP NIAT BERKUNJUNGAN KEMBALI DI LOKON VIEW*

By:

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**Abstract:** The rapid development of tourist destinations has significantly influenced the city of Tomohon, particularly in the Woloan sub-district, which is now experiencing considerable growth and increased competitiveness. This study aims to analyze the effect of Destination Attractiveness and Destination Image on Revisit Intention in Lokon View, located on Jl. Nimawanua, Woloan Satu Village, West Tomohon District, Tomohon City, North Sulawesi. The survey, conducted through questionnaires, included a sample of 100 respondents from Millennials Generation who have visited Lokon View. Data were analyzed using SPSS 25. The results revealed that Destination Attractiveness (Attraction, Accessibility, and Ancillary Services) and Destination Image (Cognitive Image, Unique Image, and Affective Image) significantly influence Revisit Intention in Lokon View. To enhance revisit intention at Lokon View, focus on improving destination attractiveness by enhancing attractions, accessibility, and ancillary services. Additionally, strengthen the destination image by promoting its cognitive, unique, and affective qualities through targeted marketing and maintaining high service standards.

**Keywords:** Destination Attractiveness, Destination Image, Revisit Intention

**Abstrak:** Perkembangan pesat destinasi wisata telah mempengaruhi Kota Tomohon secara signifikan, khususnya di Kecamatan Woloan, yang sekarang mengalami pertumbuhan yang cukup besar dan peningkatan daya saing. Penelitian ini bertujuan untuk menganalisis pengaruh Daya Tarik Destinasi dan Citra Destinasi terhadap Niat Kunjungan Kembali di Lokon View, yang terletak di Jl. Nimawanua, Desa Woloan Satu, Kecamatan Tomohon Barat, Kota Tomohon, Sulawesi Utara. Survei yang dilakukan melalui kuesioner melibatkan sampel 100 responden dari Generasi Milenial yang telah mengunjungi Lokon View. Data dianalisis menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa Daya Tarik Destinasi (Daya Tarik, Aksesibilitas, dan Layanan Penunjang) dan Citra Destinasi (Citra Kognitif, Citra Unik, dan Citra Afektif) berpengaruh signifikan terhadap Niat Kunjungan Kembali di Lokon View. Untuk meningkatkan niat kunjungan kembali di Lokon View, fokuslah pada peningkatan daya tarik destinasi dengan memperbaiki daya tarik, aksesibilitas, dan layanan penunjang. Selain itu, perkuat citra destinasi dengan mempromosikan kualitas kognitif, unik, dan afektif melalui pemasaran yang terarah dan menjaga standar layanan yang tinggi.

**Kata Kunci:** Daya Tarik Destinasi, Citra Destinasi, Niat Berkunjung Kembali

## INTRODUCTION

### Research Background

Tourism development is vital in encouraging economic activity, enhancing Indonesia's image, improving people's welfare, and providing expanded employment opportunities. This role, among other things, is shown by the contribution of tourism to the country's foreign exchange earnings generated by foreign tourist visits (tourists), added value to GDP, and employment. In addition, tourism also plays a role in efforts to increase national identity and encourage public awareness and pride in the nation's cultural wealth by introducing tourism products such as the richness and uniqueness of nature and the sea, museums, folk arts and traditions, and practical tools for

environmental preservation: nature and traditional culture. Tourism has an essential role in increasing the country's foreign exchange by seeking to increase the number of foreign tourists.

An attraction that is not or has not been developed is a potential resource and can only be called Destination Attractiveness once there is a specific type of development. Tourist objects and attractions are the basis for tourism. Tourism can only develop with an attraction in a particular area or place. North Sulawesi Province is an exotic island that is famous for its culture, food, and beautiful tourist spots, one of which is the City of Tomohon, which is a city famous for its culture extreme food and various tourist destinations that local visitors often visit, visitors from out-of-town Tomohon even, visitors from abroad. Tomohon can be reached in just 45 minutes from Manado by bus, car, or motorbike. It is located on a plateau about 900-1,100 meters above the sea and between two mountains; Mount Lokon (1,580 m) and Mount Mahawu (1,311 m), making Tomohon City, the Flower City, an attractive city to visit because Tomohon City offers many choices of destinations and because of its cool climate.

The influence of the rapid development of this tourist destination has also occurred in the city of Tomohon, especially in the Woloan sub-district, which is now growing significantly and increasingly competitive. This destination has also affected the development and potential of tourism in North Sulawesi, especially in the city of Tomohon, which also provides benefits for home-based businesses, such as farmers, and the wooden house industry, even creating jobs and helping to reduce unemployment. Destination Attractiveness that are often visited by local and foreign tourists, such as Lokon View, which is located on Jalan Nimawanua, Woloan Satu Village, West Tomohon District, Tomohon City, North Sulawesi (North Sulawesi). was inaugurated on June 24, 2019, which can be the right choice of destination to unwind. It operates from Tuesday to Sunday. From Tomohon City Center, it is enough to use a vehicle, and visitors only need about 15 minutes. Supported by smooth road access, the location is easy to reach. The cool air and the view against the backdrop of the iconic Mount Lokon, which is often the background view for those who want to capture their moment, is also one of the attractions of tourists to stay where Mount Lokon is a mountain near Tomohon City, North Sulawesi Province.

Various efforts have been designed and carried out with the aim to provide satisfaction to tourists. Tourists who are satisfied with Destination Attractiveness are expected to be able to tell others, family, relatives, friends, and so on. Promotion by satisfied tourists effectively increases the level of tourist visits. Management of this Destination Attractiveness needs to see the wishes of the tourists. Improvement and development of services provided based on the perspective of tourists. The development of a positive image is significant for the success of a tourism destination so that tourists will have the confidence to visit tourist destinations, which in this case is Lokon View. The goal of destination marketing is to attract tourists by influencing their decision-making and travel choices. The image of a tourist destination is a tourist's belief in that destination. Conformity between beliefs and what is felt or perceived by tourists will result in satisfaction with a destination. In the end, they will intend to visit again (revisit intention). The image of a favorable tourism destination is essential because it will influence behavior, especially their intention to return to the destination, so this is one of the exciting things to study. Every effort must be made so that tourists visiting South Sulawesi have the intention of visiting again and bringing other friends and family to make tourist visits.

Coban (2012) explained that destination image consists of the results of rational judgments or cognitive images and emotional assessments or affective images of the destination itself. Regarding a destination. The dimensions of the six cognitive images, namely Destination Attractiveness (touristy traditions), basic facilities, cultural attractions, accessibility and tourism substructures, natural environment, and economic factors (variety and economic factors). Considering that Tourist destinations are now focusing more on attracting millennials due to their growing importance in the digital age. This generation brings fresh perspectives and values, making them a valuable niche market. Many tourism destinations see millennials as a key target for marketing efforts. To attract them and boost profits, tourism marketers prioritize strategies that ensure millennials' satisfaction and encourage repeat visits. Millennials are characterized by their frequent use of social media and technology, along with their values, aspirations, life experiences, and typical shopping behaviors (Kotler and Lee, 2016).

### Research Objectives

1. To examine the positive and significant effect of Destination Attractiveness and Destination Image on Revisit Intention in Lokon View?
2. To examine the positive and significant effect of Destination Attractiveness on Revisit Intention in Lokon View?
3. To examine the positive and significant effect of Destination Image on Revisit Intention in Lokon View?

### Revisit Intention

The concept of revisiting interest stems from the theory of repurchase interest in products, enabling its application to various categories, including visiting interest and buying interest. Revisit intentions represent a behavioral manifestation of interest. Interest in visiting refers to potential consumers, encompassing both those who have or have not visited a tourist attraction yet, as well as those currently planning to do so. Interest serves as the driving force that captures individuals' attention towards an object. Tourists exhibiting interest in making repeat visits are characterized by their willingness to revisit the same destination in the future and recommend it to others.

### Destination Attractiveness

Destination attraction refers to anything that can captivate attention and be offered, enjoyed, and marketed as a tourism product (Chi and Qu, 2008). Tourist attractions serve as the primary motivators for visitors to choose specific areas to explore, as they encompass all elements that pique tourists' interest (Reitsamer et al., 2016). The presence of appealing attractions within tourist destinations plays a crucial role in enticing repeat visits from tourists (Sinambela, 2021). Emphasizing the unique characteristics and meeting customer expectations, tourist attractions significantly enhance the likelihood of customers returning and making purchase decisions (Akgün et al., 2019).

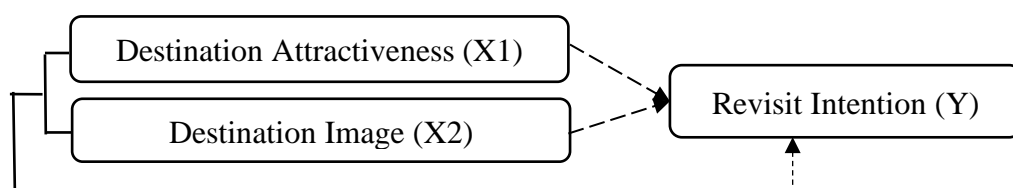
### Previous Research

Pratminingsih, Rudatin, and Rimenta (2014) examined empirically the influence of destination image and motivation on tourist satisfaction, and revisit intention. This paper describes a theoretical model for investigating the influence of motivation, destination image on satisfaction, and revisit intention. Based on the theoretical model, hypotheses were formulated. The primary data were collected from the respondents which consists of 268 visitors. Multiple regression and qualitative analysis were used to test the study hypotheses. The study result reveals that destination image and motivation influenced tourist satisfaction and satisfaction directly influenced revisit intention.

Kim, Hallab, and Kim (2012) examined American college students' perceptions of South Korea as a travel destination. The study, as a whole, verifies whether students' destination image formation is affected differently by their travel experience in a destination. In other words, this study investigated whether students' travel experience during college reinforces their image formation in a destination and affects their future travel decision making and choices. A total of 770 valid questionnaires were collected from 4-year educational institutions in the United States through an online survey. Factor analysis and hierarchical multiple regression were used to determine the moderating effect of travel experience to a destination on the relationship between the destination image and the intention to revisit. The results of this study showed that the travel experience reinforced individuals' image of a destination collectively and positively affected the intention to revisit; however, findings revealed that students' travel experience at the destination has negatively influenced on their image if it is related to the cultural factor

Foster and Sidharta (2019) determined the effect of destination image towards tourists revisit intentions in several cities in Indonesia. This research uses the quantitative approach to answer the purpose of research. The results reveal that destination image has an impact on tourists revisit intentions. To improve the revisit intention, it is necessary for the regulators to make improvements associated with several variables that form the destination image. Besides, the tourists and travels providers must accommodate a memorable experience so that the tourists are satisfied during their visits.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Theoretical Framework, 2024*

### Research Hypothesis

The research hypothesis of this research based on theoretical and conceptual framework are:

- H1: Destination Attractiveness and Destination Image have significant effect on Revisit Intention  
 H2: Destination Attractiveness has significant effect on Revisit Intention  
 H3: Destination Image has significant effect on Revisit Intention

## RESEARCH METHOD

### Research Approach

Quantitative research, as outlined by Malhotra (2010) aims to quantify data and often involves statistical analysis. It assesses numerical relationships between variables through statistical and graphical techniques, commonly associated with experimental and survey research methods (Saunders et al., 2019). This study will adopt a quantitative research approach with a focus on marketing.

### Population, Sample, and Sampling Technique

The Population represents the total set of elements sharing common characteristics that form the universe under study. These parameters, often numerical, can be derived through either a census or sampling. In this study, the Population consists of Millennials who have visited Lokon View. In this study, the sample is drawn from the Millennials population in North Sulawesi. The sampling technique employed is purposive sampling. Purposive sampling relies on the researcher's judgment to select cases that effectively address the research questions and objectives. The criteria for the sample in this study include Millennials in North Sulawesi specifically those who have visited Lokon View.

### Data Collection Method

The distribution of questionnaire was used in this research to collect primary data. The questionnaire provided to respondents serves as a research tool to assess the variables under study. Therefore, the questionnaire must be capable of gathering valid and reliable data regarding the measured variables. In this research, a five-point Likert Scale is utilized to gauge the variables. The Likert Scale, developed by Rensis Likert, is a commonly used rating scale where respondents are asked to indicate their level of agreement or disagreement with a series of statements regarding stimulus objects.

### Operational Definition of Research Variables

**Table 1. Variable Definition**

Variable	Definition	Indicators
Destination attractiveness (X1)	Destination attractiveness as a multidimensional construct that comprises four key elements: aesthetic appeal, cultural richness, environmental quality, and tourist infrastructure	<ol style="list-style-type: none"> <li>1. Attraction</li> <li>2. Accessibility</li> <li>3. Amenities (Amenities or Facilities)</li> <li>4. Ancillary Services (Tourism Support Services)</li> </ol>
Destination image (X2)	Destination image is an expression of all objective knowledge, impressions, prejudices, imagination, and emotional thoughts possessed by individuals or groups of an object or a particular place.	<ol style="list-style-type: none"> <li>1. Cognitive Image</li> <li>2. Unique Image</li> <li>3. Affective Image</li> </ol>
Revisit intention (Y)	Tourists' revisit intentions can be interpreted as their likelihood of returning to a destination, reflecting loyalty or a concrete action denoting their willingness to revisit the same location	<ol style="list-style-type: none"> <li>1. Intention to revisit</li> <li>2. Reference visit interest</li> <li>3. Visit preference interest</li> </ol>

### Measurement of Research Instrument

#### Validity and Reliability Tests

Validity in research involves various key factors, such as the suitability of measures, the accuracy of analytical techniques, and the extent to which findings can be generalized (Saunders et al., 2019).

Saunders et al. (2019) state that reliability in research refers to replication and consistency. This study employs Cronbach's alpha to calculate internal consistency, which is indicated by an alpha coefficient ranging from 0 to 1. A coefficient value of 0.7 or higher indicates that the questions included in the scale are internally consistent in their measurement (Saunders et al., 2019).

### Classical Assumption Test

#### Normality Test

As Ghozali (2018) explains, the normality test aims to ascertain whether the data adheres to a normal distribution. This test is typically observed on a normal probability plot graph. If the points are evenly spread and align closely along the diagonal line, it suggests that the data follows a normal distribution.

#### Heteroscedasticity Test

Ghozali (2018) explains that the purpose of the heteroscedasticity test is to detect variance inequality in the residuals (errors) across various observations. If the points on the scatterplot graph are randomly dispersed both above and below the number 0 on the Y-axis, it suggests that there is no heteroscedasticity present in the regression model.

#### Multicollinearity Test

In this study, Ghozali (2018) clarifies that multicollinearity tests were carried out to evaluate whether there is any correlation among the independent variables in the regression model. This was done using the VIF (Variance Inflation Factor) and Tolerance values. If the VIF value is below 10.00 and the tolerance is above 0.100, then the regression model does not exhibit multicollinearity issues.

### Data Analysis Method

#### Multiple Linear Regression

Given that the study comprises more than one independent variable, the suitable data analysis method is multiple linear regression. In this study, regression analysis will be employed to investigate the influence of the independent variable (denoted by X) on the dependent variable (denoted by Y). The equation is provided below:

$$Y = \alpha + b_1X_1 + b_2X_2$$

- Y = Revisit Intention  
 $\alpha$  = Constant Number  
 b = Regression Coefficient  
 X1 = Destination Attractiveness  
 X2 = Destination Image

### Hypothesis Testing

#### T-Test (Patial)

The t-test or partial test is utilized to ascertain the partial effect of each independent variable on the dependent variable (Ghozali, 2018). The t-test illustrates how much an independent variable individually contributes to explaining the dependent variable. In order to conduct hypothesis testing using the t-test, specific decision-making criteria are necessary :

1. If the probability value significant ( $< 0.05$ ), then the hypothesis is accepted, indicating that the independent variable has a significant effect on the variable. conversely, if the probability value is greater than 0.005 ( $> 0.05$ ), then the hypothesis rejected. Signifying that the independent variable has no effect on the dependent variable.
2. Comparing the t statistic value with the critical point as per table, if the t-count value exceeds the t-table value, then the alternative hypothesis, asserting that an independent variable independently influences the dependent variable, is accepted.

#### F-Test (Simultaneously)

Ghozali (2018) elucidate that the F-test evaluates the overall significance of the observed regression line, determining whether Y is linearly associated with X1, X2, and X3. The decision-making criteria for the F-test are outlined as follows:

1. The alternative hypothesis is accepted when the significance value is below the 5% confidence level (0.05). in simpler terms, this means that the alternative hypothesis, suggesting all independent variables simultaneously and significantly influence the dependent variable, is accepted.
2. Comparing the calculated F value with the F table value. If the calculated F value exceeds the F table, then the alternative hypothesis is accepted.

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability Test

The correlation result is considered valid when the significance level is below 0.05 (5%) and is deemed unreliable when it exceeds 0.05. Each item of the variables has an r value greater than the r table at a 5% significance level (0.195). Consequently, the data confirms that all items related to Destination Attractiveness (X1), Destination Image (X2), and Revisit Intention (Y) are valid.

The reliability test for this study was conducted using SPSS 25 with the Cronbach's Alpha formula. A Cronbach's Alpha value greater than 0.6 indicates that the data is reliable or consistent. Results indicate that the Cronbach's Alpha values for Destination Attractiveness (X1), Destination Image (X2), and Revisit Intention (Y) exceed 0.6. Hence, we can confidently assert that the data is reliable.

#### Classical Assumption Test

##### Normality Test

Table 2. Normality Test

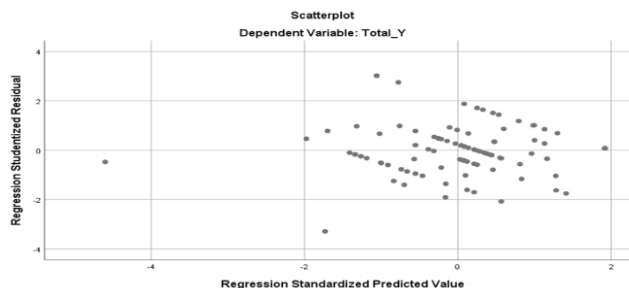
One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.72994344
Most Extreme Differences	Absolute	.086
	Positive	.083
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.068 <sup>c</sup>

a. Test distribution is Normal.

Source: Data Processed (2024)

Normality test is a test to examine whether in the regression model, the independent and dependent variables distributed normally or not. This research used One-Sample Kolmogorov-Smirnov Test with its criteria of testing, the significance value is  $\geq 0,05$  means the data distributed normal, if below than 0,05, the data is not distributed normally. According to the result of normality test above, the significance value which is Asymp. Sig. (2-tailed) is 0.068 means the data distributed normally.

#### Heteroscedasticity Test



#### Heteroscedasticity Test

Source: Data Processed (2024)

Using the scatterplot method, the data points are dispersed both above and below, or near, the value 0. The points are not concentrated exclusively on one side, and there is no fluctuating pattern of widening and narrowing. The distribution of data points shows no discernible structured arrangement, indicating an absence of heteroscedasticity.

### Multicollinearity Test

**Table 2. Multicollinearity Test**

Model		Coefficients <sup>a</sup>	
		Tolerance	VIF
1	Total_ Destination Attractiveness	.259	3.861
	Total_ Destination Image	.259	3.861

Source: Data Processed (2024)

### Multicollinearity Test

As shown in the table, tolerance value of Destination Attractiveness (X1) is 0.259 and Destination Image (X2) is 0.259, it is shown that both variable's tolerance value is above 0.100. While the Variance Inflation Factor (VIF) of Destination Attractiveness (X1) is 3.861 and Destination Image (X2) is the same 3.861 both are below 10.00. In conclusion, there is no multicollinearity between independent and dependent variable.

### Multiple Linear Regression Analysis

**Table 3. Multiple Linear Regression Analysis**

Model		Coefficients <sup>a</sup>		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
		B	Std. Error	Beta	
1	(Constant)	.931	1.169		.796
	Total_ Destination Attractiveness	.065	.050	.186	1.311
	Total_ Destination Image	.223	.059	.537	3.784

Source: Data Processed (2024)

Multiple linear regression is conducted to know if the two or more independent variables affect the dependent variable. The analysis is done by SPSS 25 software shown on the table above; the results of the calculation of the independent variables can be arranged in the following model:

$$Y = 0.931 + 0.065 X1 + 0.223 X2$$

The interpretation of the multiple linear regression equation above are as follows:

1. The constant value of 0.931 represents the impact of Destination Attractiveness (X1), Destination Image (X2) on Revisit Intention (Y). This implies that when the independent variables are zero, the dependent value is at 0.931
2. The first independent variable, Destination Attractiveness (X1), displays a coefficient value of 0.065. This implies that if it increases by 1, the value of Revisit Intention (Y) will be increased by 0.065. A positive correlation is evident Destination Attractiveness (X1) and Revisit Intention (Y).
3. The second independent variable, Destination Image (X2), displays a coefficient value of 0.223. This implies that if it increases by 1, the value of Revisit Intention (Y) will be increased by 0.223. A positive correlation is evident between Destination Image (X2) and Revisit Intention (Y). The regression coefficient value for employee empowerment is 0.619, which means that if other independent variable (X1) is constant and employee empowerment (X2) has increased by 1%, then the value of job satisfaction will increase by 0.619.

### Coefficient of Correlation and Coefficient of Determination

The primary purpose of conducting a correlation test is to evaluate how closely linked or connected variables are, which is quantified using the correlation coefficient (r).

**Table 4. Coefficient of Correlation and Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 <sup>a</sup>	.495	.484	1.748

a. Predictors: (Constant), Total\_X2, Total\_X1

Source: Data Processed (2024)

The table above shows a correlation coefficient (R) of 0.703, indicating a strong relationship between the independent and dependent variables. Meanwhile, the Coefficient of Determination (R<sup>2</sup>) is 0.495, meaning that the independent variable accounts for 49.5% of the variability in the dependent variable.

## Hypothesis Test

### T-Test

**Table 5. Partial Test (t-test Output)**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.931	1.169		.796	.428
	Total_ Destination Attractiveness	.065	.050	.186	1.311	.193
	Total_ Destination Image	.223	.059	.537	3.784	.000

Source: Data Processed (2024)

Based on the information presented in the table, the subsequent observations were made:

1. Destination attractiveness (X1) stands at 1.311, with significance level of 0.193 above a 5% alpha coefficient. The t-count of 1.311 is smaller than 1.984, and significance value is 0.193 greater than Alpha (0.05) It can be concluded that Destination attractiveness (X1) has no significant positive influence on Revisit Intention (Y). It can be affirmed that the hypothesis H2 is not validated, stating that "Destination attractiveness (X1) has no significant influence on Revisit Intention in Lokon View (Y) partially".
2. The t-value for Destination Image (X2) stands 3.784, with a significance level of 0.000 under a 5% alpha coefficient. The t-count of 3.784 exceeds 1.984, and the significance level of 0.000 is lower than the Alpha (0.05). It can be concluded that Destination Image (X2) has a significant positive influence on Revisit Intention (Y). It can be affirmed that the hypothesis H3 is validated, stating that "Destination Image (X2) has a significant influence on Revisit Intention in Lokon View (Y) partially".

### F-Test

**Table 6. Simultaneous Test (f-test Output)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	289.912	2	144.956	47.458	.000 <sup>b</sup>
	Residual	296.278	97	3.054		
	Total	586.190	99			

a. Dependent Variable: Total\_Y

b. Predictors: (Constant), Total\_X2, Total\_X1

Source: Data Processed (2024)

## Discussion

### The Effect of Destination Attractiveness and Destination Image on Revisit Intentions in Lokon View

Research findings indicate that both Destination Attractiveness (X1) and Destination Image (X2) simultaneously have a significant positive effect on Revisit Intention (Y) at Lokon View. It can be stated that Destination Attractiveness (X1) and Destination Image (X2) simultaneously influence Revisit Intention In Lokon View (Y) as H1, is accepted. Visitors who perceive Lokon View as highly attractive are more likely to express a strong intention to revisit. The picturesque landscapes, the serene environment, and the range of activities available, such as hiking and photography, contribute to the destination's appeal. This attractiveness not only



enhances the overall visitor experience but also fosters a deeper emotional connection with the destination. When tourists are satisfied with their visit and find the destination appealing, they are more inclined to return. Simultaneously, a positive Destination Image (X2) significantly bolsters Revisit Intention (Y). The overall perception of Lokon View, shaped by marketing efforts, personal experiences, word-of-mouth, and media exposure, plays a crucial role in attracting and retaining visitors. A favorable destination image aligns visitors' expectations with their actual experiences, thereby enhancing satisfaction and loyalty. positive destination image in fostering tourists' revisit intentions. The interplay between Destination Attractiveness and Destination Image is evident in their combined effect on Revisit Intention. Tourists who perceive Lokon View as both attractive and having a positive image are more likely to develop strong emotional bonds with the destination. These emotional connections, fostered by the destination's natural beauty and positive image, significantly influence their revisit intentions. For Lokon View to sustain and enhance its appeal, continuous investment in maintaining its attractiveness and promoting its positive image is essential. By doing so, the destination can ensure a steady stream of repeat visitors, contributing to its long-term success and sustainability.

### **The Effect of Destination Attractiveness on Revisit Intension in Lokon View**

In examining the relationship between Destination Attractiveness (X1) and Revisit Intention in Lokon View (y), the results from the t-test reveal there is no significant and positif impact It can be stated that Destination Attractiveness (X1) partially influence Revisit Intention In Lokon View (Y) as H2, is not accepted. The finding that destination attractiveness does not significantly affect revisit intention at Lokon View underscores the complexity of tourist behavior. This result is somewhat counterintuitive, as one would typically expect that a destination's natural beauty and visual appeal would be strong motivators for tourists to return. However, the reality is that the decision to revisit a destination is influenced by a myriad of factors beyond just its attractiveness. This complexity highlights the importance of co Cultural engagement and the social environment also play vital roles. Interactions with local residents, opportunities to engage in cultural activities, and the general atmosphere of the destination contribute to a memorable experience. If tourists feel welcomed and connected to the local culture, they are more likely to form positive associations with the destination and consider returning. For Lokon View, enhancing these aspects could be key to increasing revisit intentions and ensuring sustainable tourism growth. This research suggests that a holistic view of the tourist experience is crucial for understanding and improving revisit intentions in attractive destinations. By addressing factors such as accessibility, amenities, service quality, and cultural engagement, destinations can create a more compelling and satisfying experience for tourists, encouraging them to return. Ultimately, while natural beauty and visual appeal are important, they are just one piece of the puzzle. A comprehensive approach that considers all aspects of the tourist experience is essential for fostering strong revisit intentions and achieving long-term success in the tourism industry.

### **The Effect of Destination Image on Revisit Intention in Lokon View**

The impact of Destination Image (X2) on Revisit Intention in Lokon View (y) has been affirmed through t-test results, revealing a significant positive effect. It can be stated that Destination Image (X2) partially influence Revisit Intention In Lokon View (Y) as H3, is accepted. This indicates that a favorable destination image significantly increases the likelihood of visitors returning to Lokon View. Understanding this relationship is crucial for tourism stakeholders aiming to enhance visitor retention and satisfaction. Destination image refers to the overall perception that tourists have about a place. It encompasses various elements such as natural scenery, cultural experiences, hospitality, and the quality of services provided. A positive destination image can be a powerful motivator for tourists to return, as it shapes their expectations and overall satisfaction with their visit. The significant t-test results indicate that a positive destination image significantly boosts revisit intention. This finding is consistent with previous research, which highlights that destinations perceived favorably are more likely to experience higher revisit rates.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

The conclusions derived from the research outcomes can be summarized as follows:

1. The variables Destination Attractiveness and Destination Image both positively and significantly influenced Revisit Intention in Lokon View simultaneously.
2. Destination Attractiveness Negatively and not significantly influenced Revisit Intention in Lokon View partially.
3. Destination Image positively and significantly influenced Revisit Intention in Lokon View partially.

**Recommendation**

1. Given that destination attractiveness at Lokon View does not significantly impact revisit intention, it is recommended to focus on enhancing other aspects such as service quality, accessibility, and cultural engagement. Improve infrastructure, provide high-quality amenities, and create unique cultural experiences to enrich the overall tourist experience. These enhancements can increase tourist satisfaction and encourage repeat visits despite the initial finding.
2. The significant impact of destination image on revisit intention suggests that a positive image must be cultivated and maintained. Develop and execute strategic marketing campaigns that highlight Lokon View's unique attributes, such as its scenic beauty, cultural significance, and high-quality services. Use various channels like social media, travel blogs, and tourism websites to promote the destination. Consistent branding and showcasing positive visitor experiences through testimonials and visual content can reinforce a strong, positive image.
3. To increase revisit intention, provide memorable and satisfying experiences that encourage visitors to return. Collect and analyze visitor feedback to understand their preferences and areas needing improvement. Implement loyalty programs or incentives for repeat visits, such as discounts or exclusive experiences for returning tourists. Ensure that every aspect of the visitor experience, from accommodation and dining to activities and customer service, meets high standards to foster positive memories and encourage repeat visits.

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