



## The Factors Influencing Revisit Intention: A Study of Tourism in Malang, Indonesia

Tirto Unarto<sup>1\*</sup>, Win Narasuci<sup>1</sup>, Lina Budiarti<sup>1</sup>, Rena Feri Wijayanti<sup>1</sup>, Tri Yulistyawati Evelina<sup>1</sup>

<sup>1</sup>State Polytechnic of Malang

\*Corresponding Author's e-mail: Tirto.unarto@polinema.ac.id

### Article History:

Received: August 12, 2025

Revised: August 16, 2025

Accepted: August 26, 2025

### Keywords:

destination image,  
destination trust, electronic  
word of mouth, Malang city,  
revisit intention, tourist  
satisfaction.

**Abstract:** This study aims to analyze the influencing of revisit intention in Malang. This research was conducted in April-July 2025. This study uses a quantitative approach with the sampling technique in this study using purposive sampling, data collected by questionnaire using Google Form with a sample of 221 respondents who were analyzed using with SPSS 27 for a descriptive analysis and using structural equation modelling with AMOS 23. The results of this study indicate that five hypotheses were accepted, while one hypothesis was rejected. Destination image has a significant effect on tourist satisfaction, electronic word of mouth also has a significant effect on destination image and it has a significant effect on destination trust. Furthermore, tourism satisfaction has a significant effect on destination trust, and destination trust has a significant effect on revisit intention. Meanwhile, tourism satisfaction does not have a significant effect on revisit intention.

Copyright © 2025, The Author(s).

This is an open access article under the CC-BY-SA license



**How to cite:** Unarto, T., Narasuci, W., Budiarti, L., Wijayanti, R. F., & Evelina, T. Y. (2025). The Factors Influencing Revisit Intention: A Study of Tourism in Malang, Indonesia. *SENTRI: Jurnal Riset Ilmiah*, 4(8), 1594–1607. <https://doi.org/10.55681/sentri.v4i8.4462>

## INTRODUCTION

Many Indonesians enjoy traveling as a way to relax from their daily routines, and it is not uncommon for people to travel far outside the city to find good recreational locations (Nafis & Sutrisno, 2019). East Java Province, particularly Malang, has considerable potential in the tourism sector. The government has also begun to aggressively promote the city of Malang and Malang Regency to attract tourists, as more tourists will increase the community's income, especially those directly involved in tourism.

Malang is the second-largest city in East Java and offers numerous interesting tourist destinations to visit. Malang can be considered a strategically located city, as it boasts numerous historical and natural tourist attractions within Malang Regency and Batu City (Mujihestia, 2018). The decline in domestic tourists visiting Malang is a significant issue that warrants further study. According to new data from the Badan Pusat Statistik Kota Malang as of December (2024), the number of domestic tourists vacationing in Malang in 2022 was 1,377,193, meanwhile in 2023, the number decreased to 1,179,797.

However, as explained by the Malang Regency Tourism and Culture Office (2024), the number of tourist visits during the 2024 Eid al-Fitr holiday reached 165,000 people. This tourist visit trend has decreased compared to last year. During the 2023 Eid al-Fitr holiday, the number of tourists visiting Malang Regency was recorded at 166,000 people. The decline in tourist visits was attributed to adverse weather conditions and damage to

access to the Southern Coast. Not only that, but the high cost of transportation to Malang is also a factor in the decline in the number of tourists who want to vacation in Malang.

There have been many previous studies that have examined revisit intention, such as those conducted by (Abubakar et al., 2017; Herstanti et al., 2014; Nafis & Sutrisno, 2019; Suhud et al., 2022). However, there are still few previous studies that have examined tourist destinations in Malang. This requires further research because Malang has many unique and attractive tourist spots that are worth visiting by tourists as a choice for their next vacation.

## **LITERATURE REVIEW**

### **Destination Image**

According to Chiu et al., (2016) Destination image is defined as a tourist's thoughts and beliefs about a destination based on information gathered from various sources. Destination image is generally defined as a compilation of beliefs and impressions that tourists form based on the processing of information from various sources over time, resulting in a mental representation of the attributes and benefits they seek from a destination (Zhang et al., 2014). In line with this, the totality of impressions, beliefs, ideas, expectations, and feelings that tourists accumulate about a place over time (Kim & Richardson, 2003).

### **Electronic Word of Mouth**

Electronic word of mouth refers to positive or negative statements made by users of a particular social media or platform that evaluate a product or service posted on social media or a platform for other users, whether individuals or institutions (Hennig-Thurau et al., 2004). In line with this, Duan et al., (2008) defined electronic word of mouth as an internet platform for sharing positive or negative reports between existing users and future customers. Meanwhile, Litvin et al., (2008) explains that electronic word-of-mouth is defined as all informal communication directed at consumers through Internet-based technology related to the use or characteristics of specific goods and services, or their sellers.

### **Tourist Satisfaction**

According to Ghose and Johann (2018), tourist satisfaction is formed by the experiences tourists have related to destination attributes, including climate, attractions, nature, shopping opportunities, safety, opportunities to meet people, and entertainment. In simple words, Tourist satisfaction is created through a comparison between pre-travel expectations and post travel experiences (Chen & Chen, 2010). Tribe and Snaith (1998) also defined tourist satisfaction with a tourist destination as the extent to which tourists' assessments of the attributes of that destination exceed their expectations of those attributes.

### **Destination Trust**

According to Abubakar dan Ilkan (2016) destination trust refers to the willingness of tourists to rely on the capabilities of the tourist destination itself in running the tourist facilities it provides. Destination trust is also a destination that can provide transparent, reliable, low-risk, and low-complexity services and experiences (Roodurmun, 2010). In line with this, destination trust occurs when a destination assures visitors that the services provided are transparent, reliable, risk-free, and hassle-free (Agag et al., 2022).

**Revisit Intention**

According to Pai et al., (2020), revisit intention can be an indication of how much tourists want to revisit a place or tourist destination. Revisit intention refers to the willingness of tourists to return to a tourist destination (Sharma & Nayak, 2018). In line with this, revisit intention refers to tourists' willingness or plan to revisit the same destination (Cole & Scott, 2004).

**Electronic Word of Mouth and Destination Image**

Hanlan and Kelly (2005) explain that the role of information sources on the internet helps shape the image of a destination. Morgan et al., (2003) explains that New Zealand has noted that negative electronic word of mouth has a significant impact on the image of a destination, as dissatisfied tourism spread unpleasant comments about their experiences. The impact on travel destination choices is significant because electronic word of mouth is likely to help destination managers build a positive image of the destination and, more importantly, increase tourism intention to travel (Jalilvand et al., 2012).

**Destination Image and Tourist Satisfaction**

The results of research conducted by Chiu (2016) indicate that a positive destination image is associated with higher tourist satisfaction. The overall image of a tourist destination has an indirect impact on behavioral intentions through satisfaction (Kanwel et al., 2019). Lee et al., (2005) argue that tourists who have a satisfying image of a tourist destination in their minds are likely to have positive perceptions of their experiences at the destination, resulting in tourist satisfaction.

**Electronic Word of Mouth and Destination Trust**

The notion that positive online reviews may increase visitors destination trust (Abubakar & Ilkan, 2016). Pardila and Abror (2022) revealed that e-WoM has a positive and significant effect on destination trust, indicating that the more information available about a tourist destination, the higher the level of trust tourists have in that destination. In line with this, tourists' confidence in a destination will improve if they can obtain more information about that destination (Kristianti & Erdiansyah, 2020).

**Tourist Satisfaction and Destination Trust**

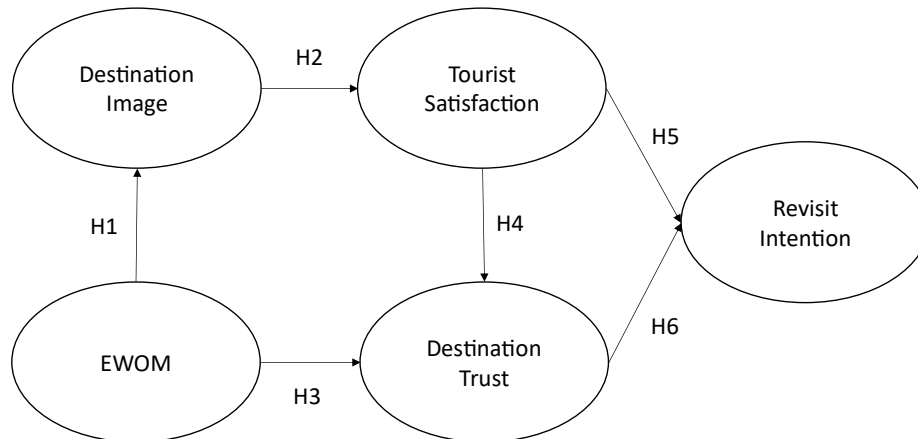
Wang et al., (2022) states that trust leads to satisfaction, which in turn contributes positively to increased trust. Satisfaction is important for the success of a tourist destination, including the alignment of the tourist experience with the needs and expectations of tourists (Hariani et al., 2024). Tourists place their trust in destinations based on their satisfaction with the symbolic attributes of those destinations (Chen & Phou, 2013).

**Tourist Satisfaction and Revisit Intention**

Tourist satisfaction experiences result in the intention to revisit the destination (Sharma & Nayak, 2018). Tourist satisfaction influences destination choice, consumption of tourism products, and decisions to revisit or return to a destination (Kozak & Rimmington, 2000). Tourist satisfaction also encourages interest in returning to the same destination and visiting similar destinations in the same country (Nastabiq & Soesanto, 2021).

## Destination Trust and Revisit Intention

Trust drives many important elements in travel decisions, such as tourist satisfaction, repeat visits, commitment, and loyalty (Liu et al., 2019). Tourists who already have confidence in a tourist attraction are more likely to revisit it and reduce their efforts to find alternative attractions (Maharani, 2023). The emergence of tourist confidence will have an impact on the intention to make repeat visits and provide positive recommendations to others (Ali Hasan, 2015).



**Figure 1.** Conceptual Framework

## RESEARCH METHOD

This study uses a quantitative approach with primary data collection through an online questionnaire using Google Forms with the sampling technique in this study using purposive sampling. The subjects of this study were tourists who had visited Malang at least once. There were 221 respondents who completed the questionnaire and met the criteria for this study. This study was conducted in April-July 2025. This study using with SPSS 27 for a descriptive analysis and using structural equation modelling with AMOS 23. This research using a six likert-type scale based on previous research, from strongly agree to strongly disagree.

This study uses indicators that have been adapted from previous studies, such as electronic word of mouth, which has nine indicators adapted from studies (Abubakar et al., 2017; Alsheikh et al., 2021; Jie-Hua et al., 2020), destination image has 12 indicators adapted from studies (Herstanti et al., 2014), destination trust has eight indicators adapted from studies (Abubakar et al., 2017; Suhud & Allan, 2022) tourist satisfaction has eight indicators adapted from studies (Herstanti et al., 2014; Suhud et al., 2022), and revisit intention has 10 indicators adapted from studies (Abubakar et al., 2017; Herstanti et al., 2014; Suhud et al., 2022).

According to Hair (2009) Structural equation modelling requires a minimum sample size of 200 respondents. The validity test in this study used exploratory factor analysis with a loading factor above 0.4 and average variance extracted (AVE) above 0.5. Meanwhile, the reliability test used a Cronbach's alpha above 0.7 (Suhud et al., 2020). The criteria for structural equation modelling testing are based on a C.R. value that must be greater than 1.960 for the hypothesis to be supported.

## RESULT AND DISCUSSION

### Respondent Characteristics

Before distributing the questionnaire online, the researcher conducted a screening process to identify respondents who met the previously determined criteria. The characteristics of the respondents in this study who met the criteria were 221 respondents, including gender, age, employment status, marital status, and educational status.

### Screening Questions

Table 1 shows the results of the descriptive analysis of the screening questions used to identify suitable respondent criteria in this study. The results show that 221 (100%) respondents have vacationed in Malang, 221 (100%) respondents are interested in vacationing in Malang again.

Furthermore, the majority of respondents who frequently visit Malang more than three times 92 respondents (41.63%), while respondents who visited Malang once 17 respondents (13.57%). This indicates that Malang has a positive image in the eyes of respondents. Furthermore, the majority of respondents who plan to return to Malang for a vacation within one year 190 respondents (85.97%), while respondents who plan to return to Malang for a vacation within three years 14 (6.33%). This indicates that Malang consistently provides enjoyable vacation experiences.

**Table 1. Screening Questions**

<b>Respondent Screening Questions</b>		<b>Frequency</b>	<b>Percent</b>
<b>Have you ever been on vacation in Malang?</b>	Yes	221	100.0%
<b>Do you have any plans to revisit Malang for a vacation?</b>	Yes	221	100.0%
<b>How often do you vacation in Malang?</b>	1 time	17	7.69%
	2 times	30	13.57%
	3 times	82	37.10%
	> 3 times	92	41.63%
<b>How long did it take you to decide on your plans to revisit Malang?</b>	< 1 year	190	85.97%
	2 years	17	7.69%
	3 years	14	6.33%
<b>Total</b>		221	100.0%

Table 2 shows the results of the descriptive test of the respondent profile. The majority of respondents were female, totalling 151 respondents (68.3%), indicating that female respondents are more interested in travelling because they see new and interesting tourist attractions on social media. Furthermore, the majority of respondents are aged 17-25 years old, totalling 165 respondents (74.7%), indicating that respondents still enjoy exploring tourist attractions that appear on their social media.

Furthermore, the majority of respondents are still unemployed, totalling 94 respondents (42.5%), indicating that they still have ample free time to travel. The majority of respondents are still unmarried, totalling 176 respondents (79.6%), indicating that they are still free to take vacations. Furthermore, the majority of respondents are bachelor

totalling 88 respondents (39.8%), indicating that many respondents are still unemployed after graduation and thus have free time to travel.

**Table 2.** Respondent Profile

<b>Respondents Profile</b>		<b>Frequency</b>	<b>Percent</b>
<b>Gender</b>	Man	70	31.7%
	Woman	151	68.3%
<b>Age</b>	17-25 years old	165	74.7%
	26-35 years old	42	19.0%
	36-45 years old	8	3.6%
	46-55 years old	2	0.9%
	> 56 years old	4	1.8%
<b>Occupation</b>	Work	91	41.2%
	Not yet working	94	42.5%
	Have your own business	34	15.4%
	Does not work	2	0.9%
	Not married yet	176	79.6%
<b>Marital Status</b>	Married	2	0.9%
	Divorced	42	19.0%
	Spouse Died	1	0.5%
<b>Education</b>	< High School	8	3.6%
	High School	40	18.1%
	Diploma	66	29.9%
	Bachelor	88	39.8%
	Master/Doctoral	19	8.6%
<b>Total</b>		221	100%

Table 3 shows the results of validity and reliability tests. Based on these results, all indicators have a loading factor value above 0.4. However, some indicators need to be dropped because they do not meet the requirement of a loading factor value above 0.4, such as EWOM8, DI5, and DI11. Furthermore, all dimensions of each variable have an AVE value above 0.5. Moreover, all dimensions of each variable also have Cronbach's Alpha values above 0.7, indicating that all dimensions meet the requirements for structural equation modelling testing.



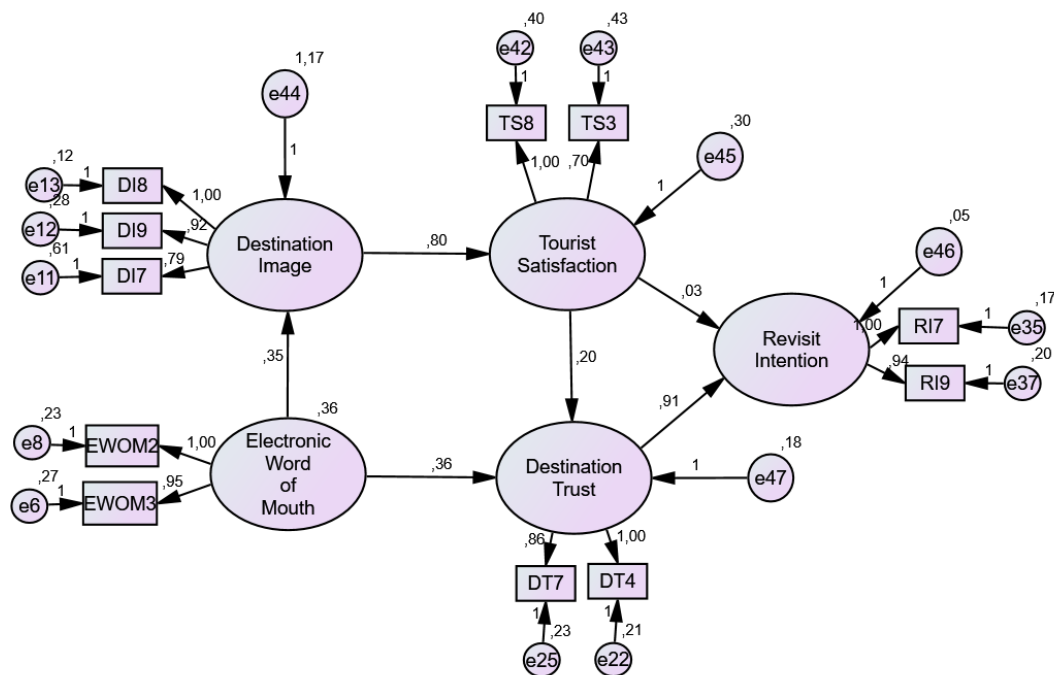
**Table 3.** Validity and Reliability Test Results

Variable		Loading Factor	AVE	Cronbach Alpha
<b>Electronic Word of Mouth1</b>			0.602	0.771
EWOM7	Online opinions influence my choice of destinations in Malang	0.856		
EWOM6	When considering a trip, I look for opinions and advice online from various commercial and independent sources	0.809		
EWOM9	I often consult online travel reviews from tourists who have vacationed in Malang to help me choose other destinations in the city	0.705		
EWOM5	I feel more comfortable traveling when I listen to other people's opinions about travel online	0.665		
<b>Electronic Word of Mouth2</b>			0.626	0.772
EWOM2	To ensure I choose the right destination in Malang, I often read travel reviews from other people.	0.866		
EWOM1	I plan to revisit Malang after watching it on YouTube.	0.821		
EWOM3	I often gather information from online travel reviews before I travel to destinations in Malang.	0.646		
EWOM4	When I plan to travel to a destination in Malang, online travel reviews convince me to visit that destination.	0.564		
<b>Destination Image1</b>			0.593	0.826
DI8	Malang has convenient transportation services for traveling	0.959		
DI9	Malang has convenient transportation services	0.887		
DI7	Malang has good infrastructure	0.868		
DI12	Malang has pleasant weather	0.513		
DI2	Malang has adequate sports facilities	0.448		
<b>Destination Image2</b>			0.510	0.741
DI10	Malang has beautiful nature	0.851		
DI3	Malang has interesting recreational spots	0.789		
DI4	Malang has beautiful beaches	0.777		
DI6	Malang has delicious local cuisine	0.557		
DI1	Malang has a fun nightlife	0.483		
<b>Destination Trust</b>			0.566	0.889
DT6	Destinations in Malang can guarantee my satisfaction	0.825		
DT5	I will not be disappointed with the destinations in Malang	0.801		

DT4	Malang is a destination that can meet my expectations	0.792		
DT7	Malang is very welcoming to visitors	0.785		
DT2	Many interesting spots in Malang can be visited	0.731		
DT1	In general, Malang is a safe place to visit	0.722		
DT3	Malang is a suitable place to relax and unwind	0.687		
DT8	Malang has photogenic landscapes	0.657		
<b>Tourist Satisfaction1</b>			0.545	0.777
TS2	I am satisfied with my visit to Malang Cit	0.912		
TS1	I am happy to visit Malang	0.869		
TS6	I am satisfied with trying Malang's specialties	0.702		
TS7	I am satisfied with trying Malang's special drinks	0.510		
TS4	I am satisfied because it is easy to find ATMs	0.445		
<b>Tourist Satisfaction2</b>			0.683	0.754
TS8	I am satisfied with the public transportation in Malang	0.947		
TS3	I am satisfied because transportation to Malang is easy	0.790		
TS5	I am satisfied with visiting recreational parks in Malang	0.651		
<b>Revisit Intention1</b>			0.589	0.881
RI7	I will recommend Malang to my relatives as a vacation destination	0.920		
RI5	I will recommend Malang to my friends as a vacation destination	0.841		
RI9	I will most likely revisit Malang	0.815		
RI6	I will share the positive aspects of my vacation experience in Malang	0.796		
RI1	I will revisit Malang for a vacation	0.601		
RI8	I intend to revisit Malang for a vacation soon	0.548		
RI10	I want to visit Malang more often	0.524		
<b>Revisit Intention2</b>			0.672	0.752
RI3	I prefer visiting Malang over other cities in Indonesia	0.809		
RI2	I would visit the same tourist attractions (that I have visited before) if I were to vacation in Malang again	0.799		
RI4	Malang is my top choice for future vacations	0.640		

Figure 2. Shows the results of structural model testing using AMOS. The model is a good fit because it meets the requirements, namely  $P \geq 0.05$  and  $CMIN/DF \leq 2.000$ , as explained by (Suhud et al., 2020).





**Figure 2.** The Structural Model Test

Table 4 shows the results of the goodness-of-fit analysis required for structural equation modeling testing. All goodness-of-fit values are above the specified values, indicating that the structural testing model is good. However, two values are still below the specified values, namely CFI and PGFI.

**Table 4.** Godness of Fit Test Results

GOF size	Limit value	Value	Decision
Probability	$\geq 0.05$	0.092	Good fit
CMIN/DF	$\leq 2.00$	1.316	Good fit
GFI	$\geq 0.90$	0.962	Good fit
RMSEA	$\leq 0.08$	0.038	Good fit
AGFI	$\geq 0.90$	0.934	Good fit
TLI	$\geq 0.95$	0.985	Good fit
NFI	$\geq 0.90$	0.959	Good fit
CFI	$\geq 0.95$	0.990	Marginal fit
PNFI	$\geq 0.60$	0.663	Good fit
PGFI	$\geq 0.60$	0.554	Marginal fit

Table 5. Shows the results of hypothesis testing, the hypothesis is supported if it has a CR value  $> 1.960$  (Suhud et al., 2020), which found that five hypotheses supported the results of previous studies, while one hypothesis did not support the results of previous studies, with the following details:

H1: There is a significant relationship between electronic word of mouth and destination image with a C.R value 2.287.

H2: There is a significant relationship between destination image and tourist satisfaction with a C.R value 11.075.

H3: There is a significant relationship between electronic word of mouth and destination trust with a C.R value 4.165.

H4: There is a significant relationship between tourist satisfaction and destination trust with a C.R value 4.567.

H5: There is an insignificant relationship between tourist satisfaction and revisit intention with a C.R value 0.612.

H6: There is a significant relationship between destination image and revisit intention with a C.R value 7.608.

**Table 5.** Hypothesis Test Results

Ha	Hypothesis	Estimate	S.E.	C.R.	P	Results
H1	DI <-- EWOM -	0.351	0.154	2.287	0.022	Supported
H2	TS <-- DI -	0.558	0.050	11.075	***	Supported
H3	DT <-- EWOM -	0.360	0.087	4.165	***	Supported
H4	DT <-- TS -	0.290	0.063	4.576	***	Supported
H5	RI <-- TS -	0.039	0.063	0.612	0.541	Not Supported
H6	RI <-- DT -	0.906	0.119	7.607	***	Supported

The results of the first hypothesis show that electronic word of mouth has a significant influence on destination image, with a C.R. value of  $2.287 > 1.960$ . This indicates that electronic word of mouth created by social media users in the form of reviews or videos recommending tourist attractions in Malang helps to increase a positive image. The results of this study supported previous research, such as (Hanlan & Kelly, 2005; Hashemi et al., 2023; Jalilvand et al., 2012).

The results of the second hypothesis show that destination image has a significant influence on tourist satisfaction, with a C.R. value of  $11.075 > 1.960$ . This indicates that tourists who have visited Malang are satisfied with the many interesting tourist attractions ranging from historical tourist attractions, natural attractions, and delicious culinary delights. So tourist are satisfied with the tourist destinations in Malang. The results of this study supported previous research, such as (Chiu et al., 2016; Kanwel et al., 2019).

The results of the third hypothesis show that electronic word of mouth has a significant influence on destination trust, with a C.R. value of  $4.165 > 1.960$ . This indicates that promotions carried out by social media users related to tourist attractions, including admission prices, accommodations, and other information are already consistent with what they promote on social media, thereby having a positive impact on trust in these tourist attractions. The results of this study supported previous research, such as (Abubakar et al., 2017; Suhud & Febrilia, 2022).

The results of the fourth hypothesis show that tourist satisfaction has a significant influence on destination trust, with a C.R. value of  $4.576 > 1.960$ . This indicates that the satisfaction of tourists while vacationing in Malang will increase their trust in the tourist

destination, such as its safety, facilities, and culinary. The results of this study supported previous research, such as (Hariyani et al., 2024; Wang et al., 2022).

The results of the fifth hypothesis show that tourist satisfaction has an insignificant influence on revisit intention, with a C.R. value of  $0.612 < 1.960$ . This indicates that tourists' satisfaction after vacationing in Malang was marred by disappointment regarding tourist sites that were difficult to reach by public transportation, numerous instances of illegal fees being charged, and even damaged roads that had not been repaired, resulting in tourists losing interest in revisiting Malang for vacation. The results of this study not supported previous research, such as (Nastabiq & Soesanto, 2021; Wibowo et al., 2016).

The results of the sixth hypothesis show that destination trust has a significant influence on revisit intention, with a C.R. value of  $7.607 > 1.960$ . This indicates that tourists have a high level of trust in the tourist attractions they have visited, particularly in terms of the safety provided by these attractions, which increases their desire to revisit. The results of this study supported previous research, such as (Pujiastuti, 2020; Su et al., 2014).

## CONCLUSION

This study aims to analyze the influence of revisit intention in Malang. Based on the results of the tests, researchers concluded that five hypotheses such as electronic word of mouth had a significant effect on destination image, destination image had a significant effect on tourist satisfaction, electronic word of mouth had a significant effect on destination trust, tourist satisfaction had a significant effect on destination trust, destination image had a significant effect on revisit intention supported previous research, while one hypothesis did not such as tourist satisfaction had an insignificant effect on revisit intention. However, these results can still be taken into consideration by future researchers who test the same variables with a more focused discussion.

Researchers also have several suggestions that could help increase tourism to the city of Malang. These recommendations are directed explicitly at the Malang government to develop public transportation for tourists ensuring that those without private vehicles can still access Malang. Additionally, infrastructure improvements such as repairing damaged roads should be prioritized, addressing illegal toll collection that continues to concern tourists, and continuing to promote Malang as an attractive tourist destination to social media audiences.

## REFERENCES

- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192–201.
- Abubakar, A. M., Ilkan, M., Al-Tal, R. M., & Eluwole, K. K. (2017). eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, 31, 220–227.
- Agag, G., Aboul-Dahab, S., Shehawy, Y. M., Alamoudi, H. O., Alharthi, M. D., & Abdelmoety, Z. H. (2022). Impacts of COVID-19 on the post-pandemic behaviour: The role of mortality threats and religiosity. *Journal of Retailing and Consumer Services*, 67, 102964.
- Ali Hasan, S. E. (2015). *Tourism marketing*. Media Pressindo.
- Alsheikh, D. H., Abd Aziz, N., & Alsheikh, L. H. (2021). The impact of electronic word of mouth on tourists visit intention to Saudi Arabia: Argument quality and source

- credibility as mediators. *African Journal of Hospitality, Tourism and Leisure*, 10(4), 1152–1168.
- BPS. (2024). *Jumlah Wisatawan Domestik di Kota Malang*. Badan Pusat Statistik. <https://malangkota.bps.go.id/id/statistics-table/2/MTU3IzI=/jumlah-wisatawan-domestik-di-kota-malang.html>
- Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35.
- Chen, C.-F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269–278.
- Chiu, W., Zeng, S., & Cheng, P. S.-T. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea. *International Journal of Culture, Tourism and Hospitality Research*, 10(2), 223–234.
- Cole, S. T., & Scott, D. (2004). Examining the mediating role of experience quality in a model of tourist experiences. *Journal of Travel & Tourism Marketing*, 16(1), 79–90.
- Duan, W., Gu, B., & Whinston, A. B. (2008). Do online reviews matter?—An empirical investigation of panel data. *Decision Support Systems*, 45(4), 1007–1016.
- Ghose, S., & Johann, M. (2018). Measuring tourist satisfaction with destination attributes. *Journal of Management and Financial Sciences*, 34, 9–22.
- Hair, J. (2009). Multivariate data analysis. *Exploratory Factor Analysis*.
- Hakiki, I., & Prasetya, A. W. (2024). *Kunjungan Wisata Saat Lebaran 2024 di Kabupaten Malang Turun, Faktor Cuaca dan Jalan Rusak*. [https://travel.kompas.com/read/2024/04/30/080800227/kunjungan-wisata-saat-lebaran-2024-di-kabupaten-malang-turun-faktor-cuaca-dan#google\\_vignette](https://travel.kompas.com/read/2024/04/30/080800227/kunjungan-wisata-saat-lebaran-2024-di-kabupaten-malang-turun-faktor-cuaca-dan#google_vignette)
- Hanlan, J., & Kelly, S. (2005). Image formation, information sources and an iconic Australian tourist destination. *Journal of Vacation Marketing*, 11(2), 163–177.
- Hariani, D., Hanafiah, M. H., Anuar, N. A. M., & Ahmad, K. N. (2024). Promoting halal tourism in sharia-compliant destination: Insights on aceh competitiveness and tourist perceived value and behavior. *Tourism and Hospitality Research*, 14673584241283902.
- Hashemi, S., Singh, K. S. D., Mughal, M. A., & Kiumarsi, S. (2023). Reimagining Travel Intentions To China In The Post Covid-19 Era: Exploring The Role Of Perceived Safety, Electronic Word Of Mouth And Destination Image. *GeoJournal of Tourism & Geosites*, 49(3).
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38–52.
- Herstanti, G., Suhud, U., & Wibowo, S. F. (2014). Three modified models to predict intention of Indonesian tourists to revisit Sydney. *European Journal of Business and Management*, 6(25), 184–195.
- Jalilvand, M. R., Samiei, N., Dini, B., & Manzari, P. Y. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management*, 1(1–2), 134–143.
- Jie-Hua, S., Wen-Goang, Y., & Li-Wei, L. (2020). Impact of WOM and online WOM on tourist destinations in Indonesia. *Utopía y Praxis Latinoamericana: Revista Internacional de Filosofía Iberoamericana y Teoría Social*, 10, 305–318.
- Kanwel, S., Lingqiang, Z., Asif, M., Hwang, J., Hussain, A., & Jameel, A. (2019). The influence of destination image on tourist loyalty and intention to visit: Testing a

- multiple mediation approach. *Sustainability*, 11(22), 6401.
- Kim, H., & Richardson, S. L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30(1), 216–237.
- Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, 38(3), 260–269.
- Kristianti, T. R., & Erdiansyah, R. (2020). Pengaruh electronic word of mouth, tingkat kepercayaan konsumen dan minat kunjungan wisata kuliner Kota Bogor. *Prologia*, 4(2), 393–401.
- Lee, C.-K., Lee, Y.-K., & Lee, B. (2005). Korea's destination image formed by the 2002 World Cup. *Annals of Tourism Research*, 32(4), 839–858.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458–468.
- Liu, J., Wang, C., Fang, S., & Zhang, T. (2019). Scale development for tourist trust toward a tourism destination. *Tourism Management Perspectives*, 31, 383–397.
- Maharani, P. P. (2023). *Faktor-Faktor Penentu Niat Berkunjung Ulang: Studi Pada Turis Di Taman Sari Yogyakarta*. Universitas Negeri Jakarta. UNIVERSITAS NEGERI JAKARTA.
- Morgan, N. J., Pritchard, A., & Piggott, R. (2003). Destination branding and the role of the stakeholders: The case of New Zealand. *Journal of Vacation Marketing*, 9(3), 285–299.
- Mujihestia, T. I. (2018). The Role Of City Branding On Visitors' revisit Intention: A Study In Malang, Indonesia. *Kinerja*, 22(1), 79–94.
- Nafis, R. W., & Sutrisno, S. (2019). The effect of tourism attractiveness and destination image on revisit intention through tourist satisfaction (Study on domestic tourists of Mount Bromo, Malang, East Java). *European Journal of Business and Management*, 11(11), 92–97.
- Nastabiq, M., & Soesanto, H. (2021). The effect of destination attractiveness, destination service quality and tourist satisfaction on the intention of revisit to Kota Lama Semarang. *International Journal of Economics, Business and Accounting Research (IJEBAAR)*, 5(2).
- Pai, C.-K., Liu, Y., Kang, S., & Dai, A. (2020). The role of perceived smart tourism technology experience for tourist satisfaction, happiness and revisit intention. *Sustainability*, 12(16), 6592.
- Pardila, M. K., & Abror, A. (2022). The effect of electronic word of mouth, destination social responsibility, destination image, and destination trust on intention to visit on Kinantan wildlife and culture tourism object at Bukittinggi. *Marketing Management Studies*, 2(1), 59–74.
- Pujiastuti, E. E. (2020). Pengaruh pengalaman wisatawan terhadap kepuasan dan kepercayaan serta niat berkunjung kembali. *Dialektika*, 5(2), 370354.
- Roodurmun, J. (2010). *Influence of trust on destination loyalty—An empirical analysis—The discussion of the research approach*. Undefined.
- Sharma, P., & Nayak, J. K. (2018). RETRACTED: Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: A case of wellness tourism. *Tourism Management Perspectives*, 28, 41–52.
- Su, L., Hsu, M. K., & Marshall, K. P. (2014). Understanding the relationship of service fairness, emotions, trust, and tourist behavioral intentions at a city destination in China. *Journal of Travel & Tourism Marketing*, 31(8), 1018–1038.



- Suhud, U., & Allan, M. (2022). Travel motivation, destination image, and stage of intention to visit Anak Krakatau Mount: A study of volcano tourism in Indonesia. *Anuário Do Instituto de Geociências*, 45, 1–11.
- Suhud, U., Allan, M., Wibowo, S. F., Sabrina, E., & Willson, G. (2020). Measuring customer satisfaction of a café and coffee shop colony at a traditional market. *Journal of Foodservice Business Research*, 23(1), 78–94. <https://doi.org/10.1080/15378020.2019.1686897>
- Suhud, U., Dewi, M. A., & Allan, M. (2022). Revisiting Royal Tourism: Tourists' Intention to Revisit the Yogyakarta Palace in Indonesia. *Academica Turistica*, 15(3).
- Suhud, U., & Febrilia, I. (2022). Pengaruh electronic word of mouth, destination image, attitude toward destination dan destination trust terhadap visit intention: studi pada generasi z di Jabodetabek. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 3(2), 518–536.
- Tribe, J., & Snaith, T. (1998). From SERVQUAL to HOLSAT: holiday satisfaction in Varadero, Cuba. *Tourism Management*, 19(1), 25–34.
- Wang, H., Yang, Y., & He, W. (2022). Does value lead to loyalty? Exploring the important role of the tourist–destination relationship. *Behavioral Sciences*, 12(5), 136.
- Wibowo, S. F., Sazali, A., & RP, A. K. (2016). The influence of destination image and tourist satisfaction toward revisit intention of Setu Babakan Betawi cultural village. *JRMSI-Jurnal Riset Manajemen Sains Indonesia*, 7(1), 136–156.
- Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213–223.