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## **Island Destination Image and Behavioural Intention: The Mediating Role of Destination Value Perception and Tourist Satisfaction**

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***Abstract:***

*The purpose of this study was to analyse the effect of island destination image on behavioural intention with the mediating role of tourist satisfaction and perceived destination value. 150 domestic tourists who visited the ternate island destination were used as research samples. By using purposive sampling as a sampling technique. The results showed that the image of the island destination had an effect on tourist satisfaction and perceived destination value and had an impact on behavioural intention, but the destination image directly had an insignificant effect on behavioural intention, the results of this study also showed that tourist satisfaction and perceived destination value could play a mediating role.*

**Keywords:** *Island Destination Image, Behavioural Intention, Destination Value Perception, Tourist Satisfaction*

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### **1. Introduction**

One of the reasons tourists travel is to seek distinctive experiences that are different from their daily lives (Hyoungeun Moon and Han, 2018). The attractiveness and uniqueness of an island destination that is reflected in the attractions of natural charm and culture and the environment in general can provide a distinctive experience for tourists who carry out tourism activities. Tourism activities in island destinations are a special category of tourism, the development of island tourism destinations is very important because it is in demand by tourists internationally, the island is very important for the development of a romantic tourism imagination (Harrison, 2004). Baum (1996), said that remoteness, perceived differences, smaller size, slower life development, unique culture, wildlife, exotic, and pristine or natural environment are some of the fundamental characteristics of the island, these characteristics are also often an obstacle in the development of island tourism, such as remoteness, inconvenient transportation and inadequate infrastructure. With natural conditions on island destinations, it is the potential that has a special attraction to be developed into a superior destination.

Nationally, ternate island is an island destination that is a tourist destination for domestic and foreign tourists, ternate island destinations have various attractions in

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the form of natural attractions that are reflected in natural beauty, this island is also very well known for spices in the form of cloves, nutmeg, cocoa and other unique plants that can provide special attractions for tourists visiting ternate, ternate island destinations are also known as sultanate areas and have various historical relics in the form of fortresses, as well as other historical relics that can be presented as unique destinations.

The characteristics of an island are not only geographical conditions and locations but also various environmental perspectives in general in the form of social interactions that occur between local communities between local communities and outside communities, as well as various aspects contained on an island (Fridgen, 1984). Then the process of human interaction with the landscape of an island contributes to the perception of the experience of a destination (Zube, et al., 1982). Island destinations have a unique appeal to create a positive destination image for tourists and will have implications for satisfaction, perceived value and tourist behavioural intentions.

Previous research in the tourism perspective has developed the relationship between destination image and tourist satisfaction, perceived value and behavioural intention. As research conducted by Tien & Chuang (2013) which examines the relationship between destination image, novelty, hedonics, perceived value, and revisit intentions at the Green Island Lyudao destination in Chinese, Taiwan, the results show that destination image has a significant and positive effect on novelty, hedonics, and perceived value, tourists' perceptions of the novelty of island tourism have a significant and positive effect on hedonics, but their effect on perceived value is not significant then the hedonic variable has a significant and positive effect on perceived value. and perceived value has a significant and positive effect on the intention to revisit the destination. Previous research was also conducted by P. R. Munhurrana et. al (2015) who analysed the destination image of small islands in Mauritius by developing a relationship model between destination image variables, perceived value, satisfaction and tourist loyalty, the results showed that destination image can increase perceived value and satisfaction for tourists while further research findings can explain that destination image has an insignificant effect on tourist loyalty.

Various previous studies can also be developed by several researchers such as (Jin, et al., 2013) who look at how customer perceptions of experience quality can affect perceived value, water park image, customer satisfaction and behavioural intentions in the context of water park tourism. (Andreassen and lindestad, 1998) found that value has a positive impact on customer satisfaction in a complex service context. (Pura, 2005) analysed the direct effect of customer value on attitudinal components on loyalty behaviours such as commitment and behavioural intention in a service context, the findings showed that behavioural intention and commitment were significantly influenced by perceived customer value. Then (Hyoungeun Moon and Han (2018) developed the Island destination model by examining the relationship of experience quality to perceived value, experience satisfaction, price fairness and loyalty. From various considerations of various studies conducted previously, this study considers it important to develop a model that examines the effect of island destination image on behavioural intention with the mediating role of tourist

satisfaction and perceived value, this research is unique compared to previous studies is that this study can analyse an integrated model that connects island destination image with tourist satisfaction, perceived value and behavioural intention, More specifically, this study has a novelty in the relationship between island destination image and behavioural intention which includes the intention to revisit, the intention to recommend island destinations to others and the intention to tell positive things to others that have not been analysed in previous studies, more specifically in the perspective of island tourist destinations.

## **2. Theoretical Background**

### **Behavioural Intention**

Favourable behavioural intentions can relate to a service provider's ability to retain customers such as: (1) saying positive things about a tourist destination they visit, (2) recommending to other visitors about the destination, (3) remaining loyal, and willing to pay premium prices (Parasuraman et al., 1991; Bouldin et al., 1993; Rust and Zahorik, 1993; Zeithaml, et al., 1996; and Lin and Hsieh, 2007). to determine the success and future performance of the organisation depends on the extent to which it fosters customer favourable behavioural intentions (Dabholkar et al., 2000). Behavioural intentions include several aspects such as repurchase and word-of-mouth intentions (Oliver, 1980). Behavioural intention is referred to as the assessment of certain people towards certain behaviours that reflect the willingness of some people towards certain behaviours (Ajzen and Driver, 1992). Behavioural intention as the desire of consumers to behave in a certain way in order to own, dispose of and use products or services (Mowen, 2001). Destination Image can provide an overview of the positive things experienced by tourists since visiting a destination, then the behaviour of a tourist in conveying information about an object he experiences is an experience at that destination, both positive and negative experiences if the experience is positive then tourist recommendations to other tourists can provide benefits to the management, and tourists will be loyal and pay a premium price if a tourist attraction can give a positive impression. In this study, the measurement of behavioural intention variables can use three main indicators, namely the intention to revisit the destination, the intention to say positive things about the destination to others and the intention to recommend the destination they visited to others (Tien and Lu, 2015; Wu et al., 2017).

### **Destination Image**

Destination image is a very important factor in developing a destination, good destination management will produce a positive destination image for tourists, the destination image proposed by Crompton (1979) is the beliefs, emotions, impressions and ideas of tourists about a destination. Fridgen (1984) describes destination image as tourists' beliefs, concepts, ideas, and mental representations developed from various sources of information about a place. Vaughan (2007) divides destination image into three categories; natural and man-made destination characteristics form the cognitive destination image, tourists' emotions towards physical characteristics form the affective destination image, and the decision to visit the destination forms the conative destination image. Conative destination image, which is synonymous with future visit

intention, is the anticipation of future situations that a person develops in his/her mind. Travellers' conative images allow them to make choices based on social, emotional, functional, epistemic and conditional values (Phau et al., 2014). Experienced travellers have a more positive destination image than non-visitors (Hahm & Severt, 2018).

Research conducted by (M. Umair N et, al., 2022) by looking at international tourists visiting tourist destinations in Pakistan, the results showed that destination image has a positive impact on travel experience and tourist behavioural intentions, besides that travel experience and media exposure significantly mediate and moderate this impact. The results of research by Amr Al-Ansi, Heesup Han, (2019) show that destination performance, perceived value and destination satisfaction can significantly affect the future behaviour of tourists. based on this description, the hypothesis that can be developed is as follows:

*H1. It is suspected that the image of the island destination has a positive and significant effect on behavioural intention.*

*H2. It is suspected that the image of the island destination has a positive and significant effect on tourist satisfaction.*

*H3. It is suspected that the image of the island destination has a positive and significant effect on the perception of destination value.*

### **Tourist Satisfaction**

Oliver (1980) with expectancy disconfirmation theory argues that consumer satisfaction is the result of evaluation during product consumption by assessing and comparing their expectations with product performance. Satisfaction can be defined as the degree to which a person believes that an experience evokes positive feelings (Rust & Oliver, 1994). In a tourism perspective, satisfaction is referred to as a function of pre-trip expectations and post-trip experiences. When the experience compared to expectations results in a feeling of pleasure then the traveller is satisfied. However, when the experience shows feelings of displeasure, then the tourist is dissatisfied (Reisinger & Turner, 2003). Previous research conducted by, (Chun Y. W. & Maxwell. K. Hsu, 2010) shows that destination image has an indirect effect on tourist behaviour intention through tourist satisfaction and tourist satisfaction acts as a mediator in this study. From this description, the following hypothesis can be formulated:

*H4, it is suspected that tourist satisfaction has a positive and significant effect on behavioural intention.*

*H5. It is suspected that the image of the island destination has a positive and significant effect on behavioural intention through the mediation of tourist satisfaction.*

### **Perceived Value**

Perceived value is a comparison between the perceived benefits and costs sacrificed by consumers in the experience of a product or service (Zeithml, 1998). The perceived value proposed by (Sheth et al., 1991), can be categorised into several dimensions of value, namely conditional value, social, emotional response, functional value, and epistemic value. Conditional value relates to situational factors that can support the

value of a product or service, emotional value relates to consumers' affective evaluation of services, the functional value dimension relates to the benefit aspects of the service, the social value dimension presents a number of intangible factors that influence the relationship, epistemic value is a value that describes a positive state of mind that allows curiosity about new things. Research conducted by Abdul Haji, et al (2020), the results showed that the quality of experience, tourist satisfaction and tourist happiness can have a positive and significant effect on tourist behaviour intention, on the other hand the perceived value variable has an insignificant effect on tourist behaviour intention. the results of research by Al-Ansi, Heesup Han, (2019), show that perceived value can have a positive and significant effect on future behaviour and at the same time perceived value can act as a mediating variable on the effect of destination performance on tourists' future behaviour. From this description, the research hypothesis can be formulated as follows:

*H6. It is suspected that perceived value can have a positive and significant effect on the behavioural intention of tourists.*

*H7. It is suspected that island destination image has a positive and significant effect on behavioural intention through the mediation of perceived value.*

### **3. Methodology**

This research uses a survey method using a list of statements in the form of a questionnaire to collect the required information sourced from Nusantara tourists who conduct tourist activities at Ternata Island destinations. A total of 156 questionnaires were distributed to tourists, there were 6 questionnaires that were incomplete in filling out so they could not be analysed. 150 questionnaires can be analysed and declared as valid and reliable data. Determination of the sample in this study can use Purposive sampling technique using certain criteria such as, respondents aged at least 18 years, have travelled to various tourist attractions on ternate island destinations. The number of male respondents was 80 respondents with a percentage of 53.33%, while the number of female respondents was 70 respondents with a percentage of 46.67%. The characteristics of respondents based on age show that respondents aged 31-50 years are the most with 75 respondents and the lowest respondents are over 50 years old. the characteristics of respondents based on education can show that the majority of respondents have a bachelor's degree with a total of 70 respondents with a percentage of 46.67%, then respondents with a master's degree amounted to 22 respondents or 14.67%, then high school equivalent with 34 respondents or 22.67% junior high school equivalent 4 respondents or 2.67% and elementary school 1 respondent or 0.67%. respondents with job characteristics in this study consisted of students or students totalling 19 respondents with a percentage of 12.67%, civil servants totalling 69 respondents with a percentage of 46%, self-employed 30 respondents with a percentage of 20% and TNI / Polri totalling 1 respondent with a percentage of 0.67% and other jobs 31 respondents with a percentage of 20.67%. the characteristics of respondents based on the average level of expenditure per month 1-3 million were 60 respondents or 40%, 4-6 million were 73 respondents or 48.67% and more than 6 million were 17 respondents or 11.33%. the characteristics of respondents with the number of visits to the ternate island destination with a one-time visit amounted to 22

respondents or 14.67% and more than one visit amounted to 128 respondents or 85.33%. the characteristics of respondents with the length of visit to the destination were 1 day, 84 respondents or 56%, 2 days, 24 respondents or 16% and more than 2 days, 42 respondents with a percentage of 28%.

### Measures

To find out the responses of respondents, the measurement of the variables used in this study can refer to the opinion expressed by Cooper & Schindler (2006) on a scale of 1-5, namely 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. In measuring the Destination Image variable, it can adapt previous research conducted by P. R. Munhurrana et., al (2015) using indicators of destination environment, attractions and infrastructure. then the variable of perceived destination value by adapting indicators of previous research conducted by Zeithml (1988), Choong et al (2007), Moon & Han (2018), namely emotional value which includes pleasant feelings, feelings of joy and reputation value and functional value including price fairness and price affordability. Satisfaction variables can adapt through previous research by Wu, et al (2017), namely indicators of experience satisfaction, total satisfaction, feelings of pleasure and expectations. Measurement of behavioural intention variables can refer to indicators developed by Wu & Li (2014), Wu et al (2017), namely intention to revisit, intention to recommend and intention to convey positive things.

## 4. Empirical Findings/Result

### Results

To test whether the instrument used meets the requirements of a good measuring instrument, convergent validity, discriminant validity and reliability tests are used. The results of the validity and reliability tests show that the instruments used have met the validity requirements, namely a correlation of more than 0.7 and the reliability test obtained a Cronbach alpha value of more than 0.7 for each variable with indicators and items (Hair et al., 2019). Chin, (1995: 71) states that the loading factors (rule of thumbs) used for convergent validity are outer loading > 0.7, cummunality < 0.5, and variance extracted (AVE) > 0.5. The test results can be seen in the figures described below:

**Table 1. Construct Reliability and Validity**

|                                 | Cronbach's Alpha | Composite Reliability | Average Variance Extracted (AVE) |
|---------------------------------|------------------|-----------------------|----------------------------------|
| <b>Behavioural Intention</b>    | <b>0.885</b>     | <b>0.917</b>          | <b>0.689</b>                     |
| <b>Island Destination Image</b> | <b>0.923</b>     | <b>0.938</b>          | <b>0.592</b>                     |
| <b>Tourist Satisfaction</b>     | <b>0.884</b>     | <b>0.920</b>          | <b>0.742</b>                     |
| <b>Value Perception</b>         | <b>0.815</b>     | <b>0.871</b>          | <b>0.574</b>                     |

Table 1 shows that the validity and reliability tests have met the specified requirements, namely the Cronbach's alpha value of more than 0.7 and the average variance extracted (AVE) of more than 0.5

| Variable              | R Square | Adjusted R Square |
|-----------------------|----------|-------------------|
| Behavioural Intention | 0.601    | 0.592             |
| Tourist Satisfaction  | 0.379    | 0.375             |
| Value Perception      | 0.350    | 0.346             |

**Table 2. Coefficient Of Determinant**

|  | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ((O/STDEV)) | P Values     |
|--|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Island Destination Image->Behavioural Intention  | 0.070               | 0.070           | 0.069                      | 1.004                    | <b>0.315</b> |
| Island Destination Image -> Tourist Satisfaction | 0.616               | 0.618           | 0.049                      | 12.605                   | <b>0.000</b> |
| Island Destination Image -> Perceived Value      | 0.592               | 0.595           | 0.053                      | 11.083                   | <b>0.000</b> |
| Tourist Satisfaction -> Behavioural Intention    | 0.270               | 0.267           | 0.079                      | 3.423                    | <b>0.001</b> |
| Perceived Value -> Behavioural Intention         | 0.521               | 0.523           | 0.084                      | 6.203                    | <b>0.000</b> |

**Table 3. Final Result Path Coefficients**

From table 3 the results of hypothesis testing show that Hypotheses (H2), (H3), (H4), (H5), (H6), and (H7) are accepted, but H1 is rejected. This can be seen in the T Statistics value of more than 1.96 and P Value less than 0.05. The results of this analysis prove that there is a positive and significant effect of island destination image on tourist satisfaction, island destination image on perceived value, tourist satisfaction on behavioural intention and perceived value on behavioural intention. While the image of the island destination has no effect on the behavioural intention of tourists.

This research has intervening/mediating variables, namely tourist satisfaction and perceived value. Referring to the method developed by Hair et al. (2019) where the method of determining mediation is based on the significance of the direct relationship, it is considered more appropriate because it does not require any assumptions about the distribution of variables so that it can be applied to small sample sizes. The mediation testing procedure in PLS can be seen in Figure 4. As follows:

**Table 4. Specific Indirect Effects**

|   | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ((O/STDEV)) | P Values     |
|---|---------------------|-----------------|----------------------------|--------------------------|--------------|
| Island Destination Image -> Tourist Satisfaction -> Behavioural Intention | 0.166               | 0.165           | 0.052                      | 3.209                    | <b>0.001</b> |
| Island Destination Image -> Value Perception -> Behavioural Intention     | 0.308               | 0.312           | 0.061                      | 5.080                    | <b>0.000</b> |

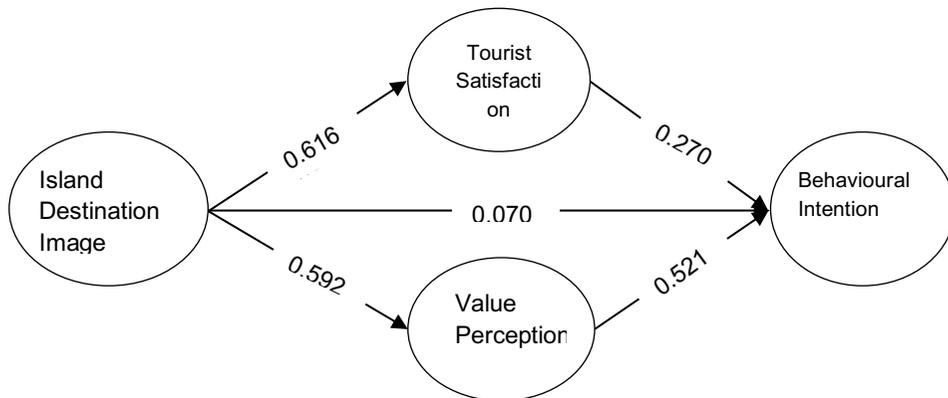


Figure 1. SEM Model

## 5. Discussion

### The Effect of Island Destination Image on Behavioural Intention

The results of testing the first hypothesis can show that the image of the island destination has an insignificant effect on the behavioural intention of tourists. The calculation results show that the path coefficient value is 0.070 with a t-statistic value of 1.004 and its p-value of 0.315 is greater than  $\alpha = 0.05$  so that it can be said to be insignificant. Which means there is not enough empirical evidence to accept the first hypothesis. This can be explained that tourists' assessment of the destination image positively cannot have an impact on the behavioural intention of tourists to make return visits, say positive things to friends and relatives and recommend tourist destinations to others, the results of this study are in line with research conducted by P. R. Munhurrana et al., (2015) which found that the destination image variable had an insignificant effect on tourist loyalty, increasing the image of the ternate island destination needs to be improved through managing the destination environment, attractions and developing the infrastructure needed by tourists during travel.

### The effect of island destination image on tourist satisfaction

The second hypothesis states that the image of the island destination has a significant effect on tourist satisfaction. The calculation results show that the path coefficient value of 0.616 with a t-statistic value of 12.605 and a p-value of 0.000 is significant. Which means that there is enough empirical evidence to accept the second hypothesis, the path coefficient is positive, meaning that the image of the island destination which is known to have a very good category can increase tourist satisfaction. The results of this study are in accordance with the findings of research conducted by P. R. Munhurrana et al., (2015) explaining that destination image can have a positive and significant effect on tourist satisfaction, which means that tourists who feel satisfaction while travelling in ternate island destinations are the result of a positive evaluation of the destination image.

**The effect of island destination image on perceived destination value**

The third hypothesis states that the image of the island destination has a significant effect on the perception of destination value. The calculation results show that the path coefficient value is 0.592 with a t-statistic value of 11.083 and a p-value of 0.000 less than  $\alpha = 0.05$  so that it can be said to be significant. Which means that there is sufficient evidence empirically to accept the third hypothesis, the path coefficient is positive, meaning that the known island destination image has a very good category and can increase the perceived value of island destinations. The results of this study are in line with research conducted by Amr Al-Ansi, Heesup Han, (2019) and P. R. Munhurrana et al., (2015) explaining that destination image can have a positive impact on perceived value. The assessment of tourists who travel to Ternate island destinations positively towards the destination image can have a positive impact on the perception of destination value, perceived value is a description of the results of the evaluation of tourists while travelling on Ternate island, tourists who feel a positive image are an expression of experience that has a positive impact on the perceived value of a destination.

**The effect of tourist satisfaction on behavioural intention**

The fourth hypothesis states that tourist satisfaction has a significant effect on behavioural intention. The calculation results show that the path coefficient value is 0.270 with a t-statistic value of 3.423 and a p-value of 0.001, so it can be said to be significant. Which means that there is enough empirical evidence to accept the fourth hypothesis, which states that tourist satisfaction has a significant effect on behavioural intention. The positive path coefficient means that the influence between variables is unidirectional, meaning that tourist satisfaction felt by tourists who are active in the Ternate island tourist destination can increase tourist behavioural intention, where tourists who feel satisfaction will tend to make return visits, convey positive things to others and can recommend these tourist destinations to family and friends. The results of this study are in line with the findings of research conducted by (Wu, et al., 2017) showing that the tourist experience satisfaction variable has a positive and significant effect on behavioural intention.

**Island destination image affects behavioural intention through mediation of tourist satisfaction**

The fifth hypothesis states that the image of the island destination affects tourist behaviour intention through the mediation of tourist satisfaction. The calculation results show that the path coefficient value is 0.166 with a t-statistic value of 3.209 and a p-value of 0.001, so it can be said to be significant. Which means there is enough empirical evidence to accept the fifth hypothesis. This can be explained that tourist satisfaction can act as a mediator with the category (fully mediated) of the effect of island destination image on behavioural intention. The findings of this study are in line with the results of research conducted by (Jin, et al., 2015; Sun, et al., 2017) which states that tourist satisfaction acts as a mediator on the effect of the quality of tourist destination experiences on tourist behavioural intentions.

**The effect of perceived destination value on behavioural intention**

The sixth hypothesis states that perceived value has a significant effect on behavioural intention. The calculation results show that the path coefficient value is 0.521 with a t-statistic value of 6.203 and a p-value of 0.000, this can be said to be significant. Which means that there is enough empirical evidence to accept the sixth hypothesis, which states that perceived value has a significant effect on behavioural intention. The positive path coefficient means that there is an influence between the perceived value variable on behavioural intention, the results of this study are in line with research conducted by Cheng & Lu (2013) which explains that perceived value can have a positive and significant effect on tourists' intention to revisit a destination.

### **Island destination image affects behavioural intention through the mediation of perceived value.**

The results of testing the seventh hypothesis show that perceived value plays a role as mediation (fully mediated) between the influence of the island destination image on tourist behaviour intention. It can be seen from the results of the calculation that the path coefficient value is 0.308 with a t-statistic value of 5.080 and a p-value of 0.000 is significant. Which means there is enough empirical evidence to accept the seventh hypothesis. This can be explained that the variable perceived destination value can have a significant effect on behavioural intention and can act as a mediation of the two variables, the role of perceived destination value shows that tourists who travel on the island of Ternate really need an experience in the form of maximum perceived value to make a return visit to the destination. The results of this study are in line with research conducted by Cheng & Lu (2013) and Sun, et al., (2017) which explain that perceived value has a significant effect on tourists' behavioural intention and the perceived value variable can also act as a mediator.

## **6. Conclusions**

The conclusion of this research can be explained that the image of the island destination cannot increase the intention of tourist behaviour on the Ternate island tourist destination, then other findings show that the image of the island destination can increase tourist satisfaction and perceived destination value, and tourist satisfaction and perceived destination value can increase tourist behavioural intention. Tourists do not feel the image of the island destination that can provide motivation to have intentions or intentions to behave in this case the intention to make a return visit, the intention to say positive things about tourist destinations to people and the intention to recommend island destinations to other people directly on the destination image, but tourists have behavioural intentions through satisfaction and perceived value of island tourist destinations, meaning that tourist satisfaction and perceived destination value have a role in mediating the influence between the image of the island destination on tourist behavioural intentions. Increasing the image elements of the island destination in the form of improving the quality of tourist attractions, environmental quality and infrastructure as the main needs for tourists is needed to increase motivation for tourists to have behavioural intentions on the Ternate island destination.



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