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## **Economic Insights into Tourist Behavior: The Mediating Role of Satisfaction Between Destination Image, Perceived Value, and Revisit Intention in Toronipa Beach**

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### ***Abstract:***

*This study aims to determine and analyse whether there is an effect of perceived value and destination image on revisit intention with tourist satisfaction as an intervening variable (study on Toronipa beach attractions). This research is quantitative research with descriptive and explanatory research methods. The population in this study were visitors to Toronipa Beach and the sample obtained was 222 people. The data collection technique in this study was to use an online questionnaire. The data analysis technique uses associative and quantitative approaches with Smart PLS software. The results of this study indicate that perceived value has a positive and does not affect revisit intention in Toronipa Beach visitors. Destination image and tourist satisfaction significantly and positively influence a revisit intention for Toronipa Beach visitors. Perceived value and destination image positively and significantly influence on tourist satisfaction for Toronipa Beach visitors. Tourist satisfaction fully mediates perceived value effect on revisit intention and partially mediates destination image effect on revisit intention for Toronipa Beach visitors. Overall to provide theoretical developments and practical strategies, this study aims to develop a framework that explains tourists' revisit intention by expanding the Theory of Planned Behavior (TPB).*

**Keywords:** *Perceived Value, Destination Image, Revisit Intention, Tourist Satisfaction.*

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## **1. Introduction**

Tourism is one of the important sectors driving the economy in Indonesia. In 2024, the tourism sector ranks third in contributing to the country's foreign exchange after palm oil exports and Indonesian migrant workers, which amounted to US\$ 7.03 billion. Indonesian tourism experienced a significant surge in early 2024 with a 23% increase in foreign tourist arrivals. This figure reflects the rapid growth in the tourism sector while confirming Indonesia's position as one of the tourist destinations considered by foreign tourists around the world (Mileneo, 2024).

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In Presidential Regulation Number 18 of 2020 concerning the National Medium-Term Development Plan for 2020 – 2024, it is stated that the Kendari Bay - Toronipa - Labengki Tourism Corridor is included as one of the National Priority Tourism Destination Areas. Based on the Presidential Regulation, the Seven Tourism Destinations supporting the Wakatobi National Tourism Strategic Area or known as the Seven Wonders were established and ratified through the Decree of the Governor of Southeast Sulawesi Number 310 of 2022 concerning the Determination of Priority Tourism Destinations of Southeast Sulawesi Province Supporting the Wakatobi National Tourism Strategic Area (Dinas Pariwisata Provinsi Sulawesi Tenggara, 2024).

**Table 1. Number of visitors to Toronipa Beach from 2020 – 2025**

Month	Year				
	2020	2021	2022	2023	2024
January	32.736	10.350	35.025	33.550	28.205
February	7.434	4.150	10.525	14.200	10.734
March	5.438	3.850	9.300	4.200	4.025
April	-	2.500	205	15.150	14.630
May	-	4.015	22.725	13.700	10.800
June	2.580	5.650	12.455	11.045	12.505
July	12.974	-	7.250	7.800	8.100
August	23.610	-	5.682	5.095	6.340
September	10.865	4.100	5.100	6.980	7.285
October	14.581	6.050	13.115	5.032	5.430
November	13.825	5.800	11.705	5.125	5.215
December	16.505	8.020	15.320	8.764	7.540
Total	116.938	54.485	148.407	130.641	120.809

Sources: Management of PAD Post at Toronipa Beach Tourist Attraction, 2025

Meanwhile, based on data on the number of visits at Toronipa Beach tourist attraction obtained through the PAD post manager, it shows that there is a decrease in the total number of visits per year where the number of visitors in 2023 amounted to 130,641 visitors and in 2024 as many as 120,809 visitors (Pengelola Pos PAD Objek Wisata Pantai Toronipa, 2025). Toronipa beach, situated near Kendari City, is a favored destination for vacationers. This beach's unique feature is the opportunity to witness both the dawn and sunset directly, if one remains there throughout the day. The sunrise at this beach features the sun ascending above the horizon to the east of Toronipa beach. During sunset, the moment occurs in the western region of Toronipa. Activities at this beach typically extend beyond leisure, encompassing annual business meetings, family reunions, fundamental student leadership training, and similar events (Jumriati, 2023).

The actual situation that occurs, including the unpreparedness of tourist destination infrastructure, cleanliness, destination order, and accessibility in supporting existing destinations and not all tourism awareness groups have knowledge in managing tourist destinations, is a problem faced by the Southeast Sulawesi Provincial Tourism Office in carrying out its service duties and functions. This can have an impact on the lack of maintenance of tourist destinations and the lack of professional management of tourist

destinations so that these various challenges are expected to be overcome in order to increase the number of tourists (Southeast Sulawesi Provincial Tourism Office, 2024). Theory of Planned Behaviour is a psychological theory that explains the psychological phenomenon of human behavioural intention (Ajzen, 1991). It is proven that the theory of planned behavior model has been widely applied in several tourism-related studies to examine tourists' perceptions of a destination (Meng & Choi, 2019; Meng & Cui, 2020; Soliman, 2021). According to (Bianchi et al., 2017), limited research has expanded the theory of planned behavior model to predict the holistic behaviour of tourists in choosing tourist destinations. In addition, no research has used the extended theory of planned behavior model, which consists of the studied variables namely: perceived value, destination image, and satisfaction in tourism. Overall, to provide theoretical developments and practical strategies, this study aims to develop a framework that explains tourists' revisit intentions by expanding the theory of planned behavior (Abbasi et al., 2021).

In the midst of the dynamic development of the tourism industry, this research is expected to provide a new perspective by analysing how perceived value and destination image affect the intention to revisit Toronipa Beach, because there is still a lack of research conducted at Toronipa Beach. With the establishment of Toronipa Beach as the Seven Tourism Destinations Supporting the Wakatobi National Tourism Strategic Area, it is hoped that this research will become a reference in improving the manager's ability to attract tourists to visit Toronipa Beach again, which is crucial for the sustainability and progress of the tourism sector in Southeast Sulawesi Province so that Toronipa Beach can compete with other tourist attractions.

## **2. Theoretical Background**

### **Perceived Value**

Perceived value is defined as the sacrifice given by consumers to obtain a product or service, these sacrifices include money and other sacrifices (effort, thought and time) (Cheng et al., 2019). In addition, local people play an important role by recommending the uniqueness of the destination in increasing revisit intention (Chang et al., 2018). Travelers will be satisfied if they feel the experience as they expect (Dean et al., 2019). This study uses indicators adopted from (Kim & Thapa, 2018): quality, emotional, price, and social.

### **Destination Image**

Destination image in the view of (Dichter, 1985) as the concept of a picture that explains the quality or combined impression that is embedded in a person's mind. Currently, there are still many differences in the components that make up the destination image. For example, (Backman & Crompton, 1991) consider that destination image consists of cognitive components only, while perception or cognitive evaluation only refers to an individual's knowledge and beliefs about an object that is perceived or evaluated. This study uses indicators adopted from (Zhang et al., 2024): affective image and cognitive image.

### **Revisit Intention**

Revisit intention is a form of behavioral intention or customer desire to come back, word of mouth from positive consumers, stay longer than expected, spend more than expected (Zeithaml, 1988). This also happens in the field of tourism as a tourism product, tourists may return (revisit) or recommend friends and family as potential tourists (recommend travel destinations). In this context, the literature review is applied to the field of tourism, where tourism is a product or service that is served to tourists amid increasingly fierce destination marketing competition (Dimanche & Havitz, 1995). This study uses indicators adopted from (Polas et al., 2022): intention to revisit and intention to recommend.

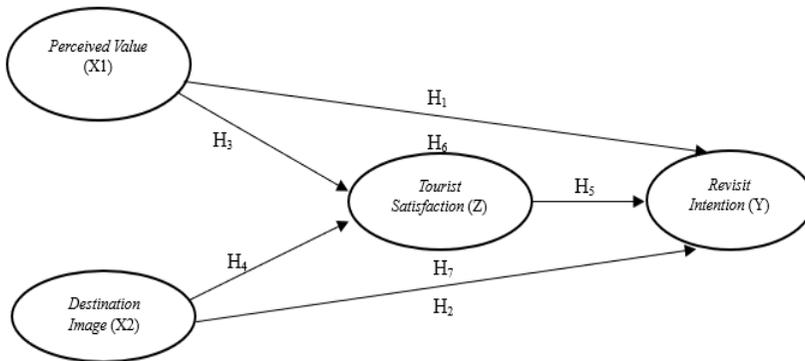
### **Tourist Satisfaction**

Severt et al., (2007) suggest tourist satisfaction as the level of pleasure of tourist fulfillment that occurs from travel experiences about product or service features that meet desires, expectations, and tourists want to be associated with travel. Satisfaction is made by comparing customer expectations before and after consumption. In the context of tourism, satisfaction is mainly referred to as a function of pre-trip expectations and post-trip experiences. Travelers are satisfied when the experience exceeds expectations. However, if the tourist feels unhappy, dissatisfaction will be the expected result (Chen & Chen, 2010). This study uses indicators adopted from (Zhao et al., 2024): expectation - satisfaction, worth visiting, and comparison with other places.

## **3. Methodology**

This study employs quantitative research utilizing descriptive and explanatory methodologies. This study employs quantitative research to evaluate the established hypothesis and examine significant relationships among the research variables. Quantitative research methods are characterized as positivist procedures used to examine specified populations or samples, employing research tools for data collecting and doing quantitative or statistical analysis to evaluate prepared hypotheses (Creswell & Creswell, 2018). This study employs an explanatory research approach utilizing a survey, specifically a questionnaire, to ascertain the relationship and impact of perceived value and destination image on revisit intention, mediated by tourist satisfaction among visitors to Toronipa Beach. Four variables are examined: independent variables, dependent variables, and a mediating variable. The independent variable is perceived value (X1) and destination image (X2), the dependent variable is revisit intention (Y), and the mediating variable is tourist satisfaction (Z). The sampling method uses non-probability sampling with purposive sampling as the sampling technique. The population in this study are domestic visitors who have visited Toronipa Beach, aged 17 – 65 years, and have visited Toronipa Beach once in the past year. The number of samples in this study was determined using a sample size calculator through calculator.net with the calculation of unlimited population size, 5% margin of error, 95% confidence level, and 82.5% population proposition so that what was obtained from this calculation was 222 samples as sample respondents in this study. The research design made in this study is to

determine whether there is an effect of perceived value and destination image on revisit intention with tourist satisfaction as an intervening variable on Toronipa beach which can be seen in this following figure:



**Figure 1. Conceptual Framework**

#### 4. Empirical Findings/Result

##### Respondent Characteristics

Based on the results of the descriptive statistical analysis, the respondent profile in this study indicates that the majority were female (151 individuals), within the age range of 22 to 26 years. Most respondents held a bachelor's degree (117 individuals), were employed in the private sector (86 individuals), had a monthly income or allowance ranging from IDR 3,000,001 to IDR 4,000,000 (57 individuals), and predominantly resided in Kendari City (172 individuals).

##### Convergent Validity

**Table 2. Convergent Validity**

Variable	Indicator	Outer Loading	AVE Value	Description
Perceived Value (X1)	X1.1	0.907	0.819	Valid
	X1.2	0.925		
	X1.3	0.913		
	X1.4	0.873		
Destination Image (X2)	X2.1	0.957	0.918	Valid
	X2.2	0.959		
Revisit Intention (Y)	Y1	0.943	0.890	Valid
	Y2	0.944		
Tourist Satisfaction (Z)	Z1	0.905	0.777	Valid
	Z2	0.871		
	Z3	0.867		

Source: Data processed by researches (2025)

From table 2, The findings of the convergent validity analysis indicate that all

research variables Perceived Value, Destination Image, Tourist Satisfaction, and Revisit Intention exhibit outer loading values exceeding 0.70 and AVE values surpassing 0.50, with many approaching or exceeding 0.80. This demonstrates that each signal effectively and precisely elucidates its build. Consequently, all constructs in this study are deemed convergently valid, indicating that the measurement model has satisfied the criteria for instrument quality and is appropriate for subsequent analysis in the structural model.

### Discriminant Validity

**Table 3. Discriminant Validity (Fornell-Larcker Criterion)**

Variable	<i>Destination Image</i>	<i>Perceived Value</i>	<i>Revisit Intention</i>	<i>Tourist Satisfaction</i>
<i>Destination Image</i>	0.958			
<i>Perceived Value</i>	0.132	0.905		
<i>Revisit Intention</i>	0.514	0.238	0.944	
<i>Tourist Satisfaction</i>	0.433	0.322	0.441	0.881

Source: Data processed by researches (2025)

Based on table 3 above, the correlation results indicate that Destination Image exhibits a very strong correlation with itself (0.958) and a moderately strong correlation with Revisit Intention (0.514) and Tourist Satisfaction (0.433), suggesting that a favourable destination image enhances both revisit intention and tourist satisfaction. The correlation of Perceived Value with itself is robust (0.905), although its correlations with Revisit Intention (0.238) and Tourist Satisfaction (0.322) are somewhat less, yet still fall within the moderate range. Tourist Satisfaction exhibits a moderate association with Revisit Intention (0.441), underscoring its significance as a quality that influences loyalty. This relational pattern endorses the structural model of pleasure as a mediator and indicates that destination image exerts a more significant influence than perceived value on revisit intentions.

### Reliability Test

**Table 4. Internal Consistency Reliability**

Variable	Cronbach's alpha	Composite reliability (rho c)	Average variance extracted (AVE)	Description
Perceived Value	0.910	0.957	0.819	Reliable
Destination Image	0.926	0.947	0.918	Reliable
Revisit Intention	0.877	0.942	0.890	Reliable
Tourist Satisfaction	0.856	0.913	0.777	Reliable

Source: Data processed by researches (2025)

From table 4 above, all variables in this study satisfy robust criteria based on the findings of reliability testing and construct validity. The Cronbach's Alpha

coefficient for all variables exceeds 0.8, signifying substantial internal consistency. Moreover, the Composite Reliability ( $\rho_c$ ) values for each variable above the 0.7 barrier, so affirming the reliability of the constructs employed. The Average Variance Extracted (AVE) for all variables exceeds 0.5, signifying adequate convergent validity among the variables. Consequently, it can be argued that all components in this model Perceived Value, Destination Image, Revisit Intention, and Tourist Satisfaction are both trustworthy and valid, rendering them appropriate for subsequent structural analysis.

### Goodness of Fit Index (GoF)

**Table 5. Goodness of fit Model**

Endogenous Variable	Adjusted R Square	Description	Q – squared	Description
Revisit Intention	0.334	Moderate	0.268	Weak
Tourist Satisfaction	0.259	Weak	0.222	Weak

Source: Data processed by researches (2025)

From table 5 above, the test results for endogenous variables indicate an Adjusted R Square value of 0.334 for Revisit Intention, categorized as moderate, and 0.259 for Tourist Satisfaction, classed as weak. This signifies that the model accounts for approximately 33.4% of the variability in Revisit Intention and 25.9% of the variability in Tourist Satisfaction. The Q-squared values of 0.268 for Revisit Intention and 0.222 for Tourist Satisfaction are categorized as weak, signifying that the model's predictive capacity for these two variables remains constrained. This discovery necessitates further model improvement by incorporating more factors to enhance the predictive ability of revisit intention and visitor satisfaction.

### Hypothesis Test

**Table 6. Hypothesis Test**

Influence	Hypothesis	Path Coefficient	P Value	Description
Direct	Perceived Value >> Revisit Intention	0.111	0.164	Rejected
	Destination Image >> Revisit Intention	0.398	0.000	Accepted
	Perceived Value >> Tourist Satisfaction	0.270	0.000	Accepted
	Destination Image >> Tourist Satisfaction	0.397	0.000	Accepted
	Tourist Satisfaction >> Revisit Intention	0.233	0.000	Accepted
Indirect	Perceived Value >> Tourist Satisfaction >> Revisit Intention	0.063	0.011	Accepted
	Destination Image >> Tourist Satisfaction >> Revisit Intention	0.093	0.028	Accepted

Source: Data processed by researches (2025)

From Table 6 above, it is known that the perceived value has a positive and not

significant effect on the revisit intention with a positive path coefficient value (0.111) and a p value of 0.164 ( $>0.05$ ). The destination image has a positive and significant effect on the revisit intention with a positive path coefficient value (0.398) and a p value of 0.000 ( $<0.05$ ). The perceived value has a positive and significant effect on tourist satisfaction with a positive path coefficient value (0.270) and a p value of 0.000 ( $<0.05$ ). Destination image has a positive and significant effect on tourist satisfaction with a positive path coefficient value (0.397) and a p value of 0.000 ( $<0.05$ ). Tourist satisfaction has a positive and significant effect on revisit intention with a positive path coefficient value (0.233) and a p value of 0.000 ( $<0.05$ ). Perceived value has a positive and significant effect on revisit intention through tourist satisfaction with a positive path coefficient value (0.063) and a p value of 0.011 ( $<0.05$ ). Destination image has a positive and significant effect on revisit intention through tourist satisfaction with a positive path coefficient value (0.093) and a p value of 0.028 ( $<0.05$ ).

## **5. Discussion**

### **Effects of Perceived Value, Destination Image, and Tourist Satisfaction on Revisit Intention**

Based on Table 5, it shows that the perceived value variable has a positive and insignificant effect on revisit intention in Toronipa Beach tourism object visitors. This shows that although visitors generally perceive value in their visit, the level of perception is not strong enough to encourage their intention to visit again in the future. Although visitors perceive that their visit is valuable, the perceived value may be generic and does not provide a memorable experience and the experience at Toronipa Beach is rated good but only meets minimal standards. So, visitors feel they are getting good value, but will not necessarily be encouraged to recommend or invite others to visit. there are factors inhibiting the intention to return. The existence of other similar destinations around the Toronipa area for example Bokori Island, Soropia, and Batu Gong Beach that offer similar or even better value so that visitors choose to try new destinations rather than revisit Toronipa Beach. Access developments have been made by the Southeast Sulawesi Provincial Government in the form of the construction of the Toronipa - Soropia gate facilitating accessibility from Kendari City but the development of Toronipa Beach's internal facilities has not been able to attract visitors to intend to revisit. However, in line with research (Hasani, 2023) states that the Perceived Value variable does not have a significant influence on Revisit Intention where indicators of the perceived value variable consisting of emotional value, social value, quality value, and value for money have no effect on repeat visit intentions.

The results showed that the destination image variable has a positive and significant effect on revisit intention on Toronipa Beach visitors, meaning that there is a directly proportional relationship between the destination image variable and revisit intention. These results indicate that the value of the destination image variable through its two indicators, namely affective image and cognitive image, has an effect on revisit intention. A positive destination image can come from various aspects including natural beauty, cleanliness, community friendliness, safety, and convenience of facilities. When these aspects are perceived positively, visitors will form a favorable

attitude towards the destination, which will affect their intention to return in the future. From the results of this study in accordance with research conducted by (Agustina et al., 2023) that destination image affects tourist satisfaction. Where a good perception will arise if the reality and expectations of the tourist attraction are appreciated by tourists so that positive prejudices will have an impact on tourist satisfaction while visiting.

The results showed that tourist satisfaction on revisit intention on Toronipa Beach visitors, meaning that there is a directly proportional relationship between the tourist satisfaction variable and revisit intention. These results indicate that the value of the tourist satisfaction variable through its three indicators, namely expectation - satisfaction, worth visiting, and comparison with other places has an effect on revisit intention. In this context, a satisfying experience reinforces positive attitudes to others. These results emphasize the importance of creating a quality and memorable tourist experience, starting from the aspects of service, facilities, to social interactions that form positive memories. From this study in accordance with the findings conducted by (Rahmat Siregar & Tresnasari, 2024) shows that tourist satisfaction has a substantial influence on intention to return. This finding shows that tourist satisfaction with tourist attractions is a crucial issue to research which basically explains that tourist satisfaction directly impacts the intention to return. So, if tourists feel satisfied with the service during and after visiting the tourist site, their desire to return can increase or contribute positively.

### **Effects of Perceived Value and Destination Image on Tourist Satisfaction**

The results showed that the perceived value variable has a positive and significant effect on tourist satisfaction on Toronipa Beach visitors, meaning that there is a directly proportional relationship between the perceived value variable and tourist satisfaction. These results indicate that the value of the perceived value variable through its four indicators, namely quality, emotional, price, and social, has an effect on tourist satisfaction. Perceived value is important in shaping visitors' expectations and actual experiences, so that if the value received exceeds or matches expectations, satisfaction is achieved. Then it is important to create and communicate clear value to visitors, ranging from price transparency and competitiveness compared to other destinations, service quality, to authentic and meaningful experiences. From the results of this study in accordance with research conducted by (Ahmed, 2023) that perceived value has a very significant influence on tourist satisfaction. This implies that perceived value is very important in increasing tourist satisfaction because tourists provide positive evaluations based on how satisfied they are.

The results showed that the destination image variable has a positive and significant effect on tourist satisfaction on Toronipa Beach visitors, meaning that there is a directly proportional relationship between the destination image variable and tourist satisfaction. These results indicate that the value of the destination image variable through its two indicators, namely affective image and cognitive image, has an effect on tourist satisfaction. In this case, a good destination image forms a positive attitude that has a direct impact on tourist satisfaction after visiting. In addition, it is necessary to contribute destination marketing strategies such as experiential promotions,

strengthening local identity, and sustainable management of marine attractions so that they contribute to forming a consistent and attractive destination image. This study is in accordance with research conducted by (Ghorbanzadeh et al., 2021) where the results of the analysis show that destination image has a positive and significant effect on tourist satisfaction in dark tourism. A good destination image can lead to a high level of tourist satisfaction with their travel experience so that they tend to show good behavioral intentions in the future.

### **Effects of Perceived Value and Destination Image on Revisit Intention through Tourist Satisfaction**

The results showed that the tourist satisfaction variable as a variable that mediates the effect of perceived value on revisit intention. Perceived value has a positive and significant effect on revisit intention through tourist satisfaction as an intervening variable. This indicates full mediation, where the effect of perceived value on revisit intention does not occur directly, but entirely through visitor satisfaction. This means that visitors do not necessarily have the desire to return to Toronipa Beach just because they consider the value of the destination to be high, for example, affordable prices, beautiful scenery, or a comfortable atmosphere, but because the value forms a positive experience that ultimately creates a sense of satisfaction. That satisfaction is then the main shaper of the intention to return to visit. The results of this test are supported by research (Abbasi et al., 2021) where the positive and significant mediating effect of tourist satisfaction on perceived value and revisit intentions. The level of visitor satisfaction and dissatisfaction with perceived value and tourist satisfaction affects the intention to revisit Penang Hill where around 69% of visitors have visited Penang Hill more than once and prove that they are satisfied with their previous visit and decide to revisit the destination.

The results showed that the tourist satisfaction variable was proven to be a variable that mediated the effect of destination image on revisit intention. Destination image has a positive and significant effect on revisit intention through tourist satisfaction as an intervening variable. This indicates the existence of partial mediation. That is, visitors who have a positive perception of Toronipa Beach can be directly encouraged to return to visit. However, the influence becomes stronger when the positive image also results in visitor satisfaction with the experience felt during the visit. Thus, satisfaction acts as an important bridge that strengthens the relationship between perceived destination image and revisit intention. The results of this study are also supported by research (Tysa & Dwita, 2022) that satisfaction can be a mediating variable between the indirect relationship between destination image and tourist return visit intention to the Harau Valley tourist attraction. Where tourists will make a return visit if during the trip they feel an experience that matches their expectations and tourist motivation is influenced by the existence of other attributes that can have a strong influence on the formation of a desire to make a repeat visit.

## 6. Conclusions

Based on the results of research on the effect of perceived value and destination image on revisit intention through tourist satisfaction as an intervening variable (study on visitors to Toronipa Beach tourist attraction), the researchers draw the following conclusions: Based on the results of the study, it shows that perceived value has no effect on revisit intention. Although perceived value is in the high category, the results show that the perception of perceived value is not strong enough to influence visitors' revisit intention to Toronipa Beach, which indicates the need for deeper integration of experiential value and is relevant to the preferences of young visitors. The results showed that destination image has a positive and significant effect on revisit intention. This implies that pleasant perceptions of Toronipa Beach play an important role in shaping visitor loyalty.

The results showed that perceived value has a positive and significant effect on tourist satisfaction. This means that perceived value is a key element in creating sustainable tourism satisfaction. The results showed that destination image has a positive and significant effect on tourist satisfaction. This means that positive perceptions of tourist attractions and destination atmosphere are able to create a satisfying tourist experience. The results showed that tourist satisfaction has a positive and significant effect on revisit intention. This means that an experience that meets expectations can strengthen visitors' commitment to the destination.

The results show that perceived value and destination image affects revisit intention through tourist satisfaction as an intervening variable. Although the direct relationship between perceived value and revisit intention is not significant, the mediating role of tourist satisfaction shows that high perceived value still contributes to revisit intention as the main link. Visitors to Toronipa Beach feel that the perceived value both from the emotional, social, quality, and price aspects are considered worthy then tend to feel more satisfied with the tourist experience. Visitor satisfaction is a key factor that encourages the desire to return to visit Toronipa Beach. In this case, the effect of destination image on revisit intention is strengthened by the mediation of visitor satisfaction, which indicates that positive perceptions of the destination lead to repeat intentions if the experience succeeds in satisfying visitors. Visitors to Toronipa Beach have positive perceptions of destinations such as Toronipa Beach is attractive, fun, and worth visiting then tend to experience high satisfaction. Satisfaction ultimately strengthens their intention to return to visit Toronipa Beach in the future.

Toronipa Beach managers are expected to optimize visitor comfort and satisfaction through improving functional and aesthetic facilities such as spatial planning, signage, and area aesthetics, especially for the younger generation who are critical of visuals. Improving service quality, monitoring retribution to reduce extortion, and focusing on cleanliness and environmental conservation are top priorities. Longer-term strategies could include developing cultural attractions and rides to strengthen satisfaction and repeat visitation intentions. Since satisfaction has been shown to be a significant mediator between perceived value and repeat visit intentions, managers need to

develop a comprehensive customer experience mapping from the entrance to the end of the beach. Diversifying attractions as Jimbaran Beach does by combining culture, culinary, and water sports can strengthen perceived value. In addition, managers need to focus loyalty strategies on the younger generation segment through digital service innovation and strengthening online communities.

Future researchers are encouraged to include other variables within the Theory of Planned Behavior (TPB) framework such as tourist experience, perceived risk, destination attachment, word-of-mouth, and tourism service that may influence revisit intention. Expanding the research scope to other regions or tourist destinations is also recommended to enhance the generalizability of the findings.

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