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DESTINATION IMAGE AND REVISIT INTENTION: THE MEDIATING ROLE OF TOURIST SATISFACTION

Ni Wayan Sukma Wiantari[1], Ni Luh Wayan Sayang Telagawathi[2]
[1,2] Post Graduate, Universitas Pendidikan Ganesha, Bali
email: sukma.wiantari@student.undiksha.ac.id

Abstract

The success of a tourism destination is determined not only by its ability to attract tourists but also by its capacity to encourage them to revisit. This study aims to examine the effect of destination image on revisit intention and to investigate the mediating role of tourist satisfaction among visitors to Penglipuran Tourism Village, Bali. A quantitative approach with an explanatory, cross-sectional design was employed. Data were collected through questionnaires administered to 320 domestic and international tourists selected using purposive sampling and analyzed using PLS-SEM with SmartPLS 4. The results reveal that destination image has a positive and significant effect on both tourist satisfaction and revisit intention, while tourist satisfaction positively and significantly influences revisit intention. Furthermore, tourist satisfaction significantly mediates the relationship between destination image and revisit intention. The significance of both the direct and indirect effects indicates complementary partial mediation. These findings demonstrate that a favorable destination image can foster revisit intention both directly and indirectly by enhancing tourists' satisfaction with their actual experiences. Destination managers should therefore ensure consistency between Penglipuran's favorable image and the quality of the visitor experience to strengthen tourists' intentions to revisit.

Keywords: destination image, revisit intention, tourist satisfaction.

INTRODUCTION

The development of tourism has transformed the way destinations build relationships with tourists, as the attractiveness of a destination is no longer determined solely by its physical attributes but increasingly by the overall experience gained throughout the visit (Abbasi et al., 2021). Such experiences are shaped through tourists' interactions with the environment, culture, local communities, and various destination characteristics, which subsequently form impressions of the places they visit (Chi & Qu, 2008). The formation of these experiences becomes particularly important in cultural destinations, where tourists not only enjoy tourist attractions but also engage with the authenticity of the environment and community life that constitute the destination's identity (Parwata et al., 2025). Under these circumstances, destination success can no longer be understood solely in terms of the ability to attract visitors, but also in terms of the ability to ensure that the characteristics underlying the destination's appeal are genuinely reflected in the visitor experience

(Sitepu & Rismawati, 2021). Maintaining congruence between destination characteristics and tourist experiences is therefore particularly important for tourism villages in which community life and local culture constitute integral elements of the tourism experience (Nurfa et al., 2023).

This condition is evident in Penglipuran Traditional Village in Bangli Regency, Bali, which has developed as a community-based heritage destination characterized by its traditional spatial layout, vernacular residential architecture, well-preserved environment, customary practices, and local culture. These characteristics shape Penglipuran's identity not only through its physical appearance but also through the experiences tourists encounter while visiting the village. An analysis of the 150 most recent Google Reviews posted between October 2024 and March 2025 provides an indication of how tourists perceive these characteristics. Penglipuran received an average rating of 4.8 out of 5.0, with 84.7% of review narratives expressing positive sentiment. Environmental cleanliness was the most frequently mentioned positive attribute (32.7%), followed by traditional Balinese architecture (25.3%), Balinese culture (18.0%), village atmosphere (14.7%), and local hospitality (9.3%). The predominance of positive evaluations provides an initial indication that the attributes defining Penglipuran's identity have created a strong impression among tourists. Nevertheless, these favorable perceptions do not fully explain how tourists evaluate their overall experience after the visit.

A closer examination of tourist reviews reveals that these strong positive impressions coexist with less favorable experiences in certain aspects. The same analysis identified 15.3% potential dissatisfaction within tourist narratives, despite the overall predominance of positive evaluations. Crowding during peak hours accounted for the largest proportion of critical mentions (28.6%), followed by the commercialization of residential spaces (22.4%), parking and accessibility (16.3%), entrance ticketing (12.2%), hot weather and limited shade (10.2%), and facilities and queues (10.2%). Complaints regarding crowding were particularly evident between 11:00 a.m. and 2:00 p.m. Central Indonesia Time (WITA), while the presence of souvenir outlets within residential areas created perceptions of commercialization among tourists expecting a more natural traditional-village atmosphere. These observations suggest that tourists may retain a favorable impression of Penglipuran while simultaneously evaluating particular aspects of their actual experience less positively. This coexistence makes it important to understand how tourists' impressions of the destination relate to the satisfaction formed after experiencing it firsthand.

In tourism literature, the overall impression formed of a destination is conceptualized as *destination image*, representing how tourists perceive and remember the characteristics of a place they have visited (Chi & Qu, 2008). Destination image extends beyond a representation of the destination itself, as it may also provide a frame of reference through which tourists evaluate their experiences during a visit.

Nurfa et al. (2022) found that *destination image* had a positive and significant effect on *tourist satisfaction*. This relationship suggests that favorable impressions of a destination may correspond with satisfactory evaluations of the tourist experience. Nevertheless, this pattern has not been consistently observed across different destination contexts. Havifa et al., (2024) reported that *destination image* had no significant effect on visitor satisfaction. These contrasting findings indicate that a favorable destination image does not necessarily translate directly into satisfaction, highlighting the importance of examining tourists' evaluations of their actual experiences.

The evaluation of actual experience is reflected in *tourist satisfaction*, which refers to the assessment formed after tourists compare their experiences with their expectations of the destination (Oliver, 1980). Satisfaction becomes particularly relevant after tourists have completed their visit because their evaluations are no longer based solely on impressions of the destination but are grounded in actual experiences. Rohmah & Syarif, (2025) found that *tourist satisfaction* had a positive and significant effect on *revisit intention*. This relationship is further supported by Yulianthini et al., (2025), who demonstrated that tourist satisfaction positively contributes to tourists' intention to revisit within the context of Bali tourism. A similar result was reported by Pusparani et al., (2026), who demonstrated that tourist satisfaction significantly influenced the intention to revisit. Tourist satisfaction, therefore, not only reflects tourists' evaluations of a completed visit but may also serve as an important basis for determining whether the destination remains a viable choice for future travel.

The intention to return to a previously visited destination is reflected in *revisit intention*, which represents tourists' propensity to choose the same destination again in the future (Stylos et al., 2016). Tourists with firsthand experience have a more concrete basis for making subsequent travel decisions because future choices can be informed by the impressions and evaluations formed during previous visits (Chen & Tsai, 2007). Parwata et al., (2025) found that *destination image* had a positive and significant effect on *revisit intention*. This finding indicates that the image retained after a visit may keep a destination within tourists' consideration for future travel. Nevertheless, this direct relationship does not fully explain the underlying process because tourists who hold a favorable destination image have also evaluated how satisfying their actual experience was before forming subsequent travel intentions.

The evaluative process between destination image and revisit intention positions *tourist satisfaction* as a potential mechanism through which these two constructs are connected. Existing empirical evidence, however, remains inconclusive. Sumarni et al., (2024) found that *tourist satisfaction* significantly mediated the relationship between *destination image* and *revisit intention*. The mediating importance of satisfaction is also supported by Kristinae et al., (2025), who found that

visitor satisfaction partially mediates the effects of tourism-related antecedents on revisit intention, indicating that satisfaction serves as an evaluative mechanism through which destination experiences are translated into subsequent behavioral intentions. In contrast, Sitepu and Rismawati (2021) reported that *tourist satisfaction* did not mediate the relationship between *destination image* and *revisit intention*. Nurfa et al. (2022) similarly found that the indirect effect of *destination image* on *revisit intention* through *tourist satisfaction* was not significant, although the direct relationships between *destination image* and both *tourist satisfaction* and *revisit intention* were significant. These inconsistent findings shift the research issue beyond the question of whether destination image is associated with revisit intention toward a more specific concern, whether a favorable destination image is sufficient to generate revisit intention directly or whether it must first be translated into tourist satisfaction.

These inconsistencies constitute an *empirical research gap* regarding the mechanism connecting *destination image*, *tourist satisfaction*, and *revisit intention*. The nonsignificant relationship between *destination image* and satisfaction reported by Havifa (2024) suggests that the initial stage of this evaluative process may not operate consistently across destination contexts. The significant mediating effect identified by Sumarni et al. (2024), alongside contrasting evidence from other studies, further indicates that the role of satisfaction in translating destination image into revisit intention requires additional examination across different destination settings. This empirical gap intersects with the phenomenon observed in Penglipuran, where 84.7% positive sentiment toward the destination coexists with 15.3% potential dissatisfaction in tourists' experiences. Penglipuran therefore provides a relevant context for examining this relationship because tourists may hold a strong image of its cleanliness, architecture, culture, village atmosphere, and local hospitality while simultaneously encountering experiential frictions related to crowding, commercialization, accessibility, and supporting facilities.

The convergence between the empirical phenomenon in Penglipuran and the inconsistent findings of previous studies provides the basis for positioning *tourist satisfaction* as an evaluative mechanism linking *destination image* to *revisit intention*. The contribution of this study lies in re-examining a mediating mechanism that has produced inconsistent empirical evidence within the context of a *community-based heritage destination*, where a highly favorable destination image coexists with specific frictions in the tourist experience. Accordingly, this study aims to examine the effects of *destination image* on *tourist satisfaction* and *revisit intention*, investigate the effect of *tourist satisfaction* on *revisit intention*, and assess the mediating role of *tourist satisfaction* in the relationship between *destination image* and *revisit intention* among tourists visiting Penglipuran Traditional Village. Examining this mechanism is expected to clarify whether favorable perceptions of Penglipuran are sufficient to sustain

tourists' intention to return or whether these perceptions acquire stronger behavioral significance when they are translated into a satisfying visitor experience.

RESEARCH METHOD

This study employed a quantitative approach with an explanatory, cross-sectional design to examine the relationships among *destination image*, *tourist satisfaction*, and *revisit intention*, as well as the mediating role of *tourist satisfaction*. The study was conducted among tourists visiting Penglipuran Tourism Village in Bangli Regency, Bali. Respondents were selected using purposive sampling, with the eligibility criterion requiring both domestic and international tourists to have visited Penglipuran and therefore possess actual experience on which to base their evaluations. A total of 320 respondents who met the eligibility criterion and provided complete responses were included in the analysis. This sample provided an adequate number of observations for estimating the PLS-SEM model, which comprised three constructs and 15 indicators.

Data were collected using a structured questionnaire measured on a five-point Likert scale. *Destination image* was measured using six items adapted from Wei et al., (2024), *tourist satisfaction* using five items adapted from Dao et al. (2025), and *revisit intention* using four items adapted from Stylos et al. (2016). The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The measurement model was assessed using outer loadings, Cronbach's Alpha, Composite Reliability, Average Variance Extracted (AVE), and the Heterotrait-Monotrait Ratio (HTMT), while the structural model was evaluated using the Variance Inflation Factor (VIF), coefficient of determination (R^2), effect size (f^2), and path coefficients. The significance of the direct effects and the indirect effect of destination image, tourist satisfaction, revisit intention was assessed using a bootstrapping procedure based on *t*-statistics, *p*-values, and 95% confidence intervals.

RESULT AND DISCUSSION

Result

Measurement Model Assessment

The measurement model assessment showed that all indicators had outer loadings ranging from 0.716 to 0.879, indicating satisfactory indicator reliability. Cronbach's Alpha values ranged from 0.841 to 0.886, while Composite Reliability values ranged from 0.893 to 0.921, demonstrating good internal consistency. The Average Variance Extracted (AVE) values were also above the recommended threshold of 0.50, namely 0.632 for destination image, 0.677 for tourist satisfaction, and 0.745 for revisit intention. These results confirm adequate convergent validity.

Table 1. Reliability and Convergent Validity Assessment

Construct	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Destination Image	0.716–0.851	0.883	0.911	0.632
Tourist Satisfaction	0.809–0.850	0.841	0.893	0.677
Revisit Intention	0.844–0.879	0.886	0.921	0.745

Source: Data processed using SmartPLS 4.

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT). The HTMT value was 0.765 between destination image and revisit intention, 0.756 between destination image and tourist satisfaction, and 0.846 between tourist satisfaction and revisit intention. As all values were below 0.90, discriminant validity was established.

Table 2. Discriminant Validity Assessment (HTMT)

Construct Relationship	HTMT
Destination Image ↔ Revisit Intention	0.765
Destination Image ↔ Tourist Satisfaction	0.756
Tourist Satisfaction ↔ Revisit Intention	0.846

Source: Data processed using SmartPLS 4.

Structural Model Assessment

The structural model assessment indicated no critical collinearity concerns, with inner VIF values ranging from 1.000 to 1.739. The R^2 value for tourist satisfaction was 0.425, indicating that destination image explained 42.5% of its variance. The R^2 value for revisit intention was 0.606, showing that destination image and tourist satisfaction jointly explained 60.6% of the variance in revisit intention. The f^2 values were 0.739 for the effect of destination image on tourist satisfaction, 0.371 for the effect of tourist satisfaction on revisit intention, and 0.178 for the effect of destination image on revisit intention.

Table 3. Coefficient of Determination

Endogenous Construct	R^2	Adjusted R^2
Tourist Satisfaction	0.425	0.423
Revisit Intention	0.606	0.603

Source: Data processed using SmartPLS 4.

Hypothesis Testing

The bootstrapping results showed that all direct relationships in the model were positive and statistically significant. Destination image had a positive effect on tourist satisfaction ($\beta = 0.652$; $t = 19.368$; $p < 0.001$), supporting H1. Destination image

also had a positive effect on revisit intention (β = 0.349; t = 6.573; p < 0.001), supporting H2. Tourist satisfaction positively affected revisit intention (β = 0.504; t = 9.761; p < 0.001), supporting H3.

Table 4. Hypothesis Testing Results

Hypothesis	Relationship	β	t-statistic	p-value	Decision
H1	Destination Image → Tourist Satisfaction	0.652	19.368	<0.001	Supported
H2	Destination Image → Revisit Intention	0.349	6.573	<0.001	Supported
H3	Tourist Satisfaction → Revisit Intention	0.504	9.761	<0.001	Supported
H4	Destination Image → Tourist Satisfaction → Revisit Intention	0.329	8.726	<0.001	Supported

Source: Data processed using SmartPLS 4.

The indirect effect of destination image on revisit intention through tourist satisfaction was also positive and significant (β = 0.329; t = 8.726; p < 0.001), with a 95% confidence interval of 0.257–0.405 that did not include zero. H4 was therefore supported. The direct effect of destination image on revisit intention remained significant after tourist satisfaction was included in the model. Because the direct and indirect effects were both significant and pointed in the same direction, the findings indicate complementary partial mediation. Thus, destination image influences revisit intention both directly and indirectly through tourist satisfaction.

Discussion

Destination Image and Tourist Satisfaction

The findings demonstrate that destination image has a positive and significant effect on tourist satisfaction. This result implies that tourists who hold a favorable image of Penglipuran are more likely to evaluate their visit positively. In the context of Penglipuran, destination image is shaped by distinctive attributes such as cultural authenticity, traditional architecture, environmental cleanliness, and the atmosphere of village life. When these attributes are experienced consistently during the visit, the image held by tourists is reinforced by their actual experience and contributes to a higher level of satisfaction. This finding is consistent with Chi and Qu (2008), who positioned destination image as an antecedent of tourist satisfaction, and with Sumarni et al. (2024), who also reported a positive relationship between destination image and satisfaction. The result suggests that Maintaining congruence between destination characteristics and tourist experiences is therefore particularly important for tourism villages in which community life and local culture constitute integral elements of the tourism experience (Nurfa et al., 2023). In culturally based tourism

destinations, destination image also functions as a distinctive representation of local identity, requiring the facilities and services experienced by tourists to remain consistent with the image being developed (Widiastini et al., 2020).

Destination Image and Revisit Intention

The results further show that destination image has a positive and significant effect on revisit intention. A favorable image therefore serves not only as an initial attraction but also as a basis for tourists' future behavioral intentions. Tourists who perceive Penglipuran as distinctive, culturally meaningful, clean, and well preserved are more likely to consider returning because previous experience reduces uncertainty about the value of a subsequent visit. This finding supports earlier evidence that destination image is an important antecedent of destination loyalty and revisit intention (Chi & Qu, 2008). In practical terms, Penglipuran's image should not be treated merely as a promotional asset. Its value lies in the ability to create a stable and credible representation of the destination that tourists are willing to experience again.

Tourist Satisfaction and Revisit Intention

Tourist satisfaction was also found to have a positive and significant effect on revisit intention. The finding indicates that tourists' post-visit evaluation plays an important role in determining whether Penglipuran remains a preferred option for future travel. Satisfaction reflects the extent to which the actual experience corresponds with, or exceeds, what tourists expected from the destination. A satisfactory experience reduces the perceived risk associated with choosing the same destination again and strengthens the willingness to revisit. This result is in line with Chi and Qu (2008) and Sumarni et al. (2024), who identified satisfaction as an important determinant of destination loyalty and revisit intention. The implication is that a strong destination image alone is insufficient to sustain future visits unless it is accompanied by an experience that tourists consider satisfactory.

The Mediating Role of Tourist Satisfaction

The mediation analysis provides a more complete explanation of how destination image is translated into revisit intention. Tourist satisfaction significantly mediates the relationship between destination image and revisit intention, while the direct effect of destination image remains significant. This pattern indicates complementary partial mediation. A favorable image of Penglipuran can directly strengthen tourists' intention to return, but part of this influence operates through the satisfaction generated by the actual visit. The finding is consistent with the logic proposed by Chi and Qu (2008), in which destination image contributes to satisfaction and subsequently to destination loyalty. It also reinforces empirical evidence showing that satisfaction functions as an

evaluative mechanism connecting tourists' perceptions of a destination with their subsequent behavioral intentions.

This mediating mechanism is particularly relevant to Penglipuran as a community-based heritage destination. Its favorable image is strongly associated with cultural identity, cleanliness, traditional architecture, and the village atmosphere; however, these symbolic and cognitive advantages need to be translated into a consistently satisfying visitor experience. The findings therefore suggest that destination management should focus on maintaining congruence between the image communicated by the destination and the experience encountered on site. Attention to visitor density, accessibility, facilities, comfort, and the quality of interactions within the village can help ensure that Penglipuran's positive image is converted into satisfaction and, ultimately, a stronger intention to revisit.

CONCLUSION

This study demonstrates that *destination image* and *tourist satisfaction* play important roles in shaping tourists' *revisit intention* toward Penglipuran Tourism Village. *Destination image* positively influences both *tourist satisfaction* and *revisit intention*, while *tourist satisfaction* positively influences *revisit intention*. More importantly, the findings reveal that *tourist satisfaction* partially mediates the relationship between *destination image* and *revisit intention*. This pattern of complementary partial mediation indicates that a favorable destination image not only directly encourages tourists' intention to return but also strengthens revisit intention indirectly by fostering satisfaction with their actual experience. These findings clarify that the formation of *revisit intention* in a community-based heritage destination involves an evaluative process through which favorable perceptions of the destination are translated into satisfaction with the actual visitor experience. From a practical perspective, Penglipuran's destination managers should maintain consistency between the destination's established image and the experience delivered to tourists by preserving its cultural identity, environmental cleanliness, traditional architecture, visitor comfort, supporting facilities, and effective visitor-flow management. Such consistency is essential to ensure that Penglipuran's favorable image extends beyond attracting visitors and is translated into satisfying experiences that ultimately strengthen tourists' intention to revisit.

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