Revisit intention : The roles of tourist attractions, destination image, and visitor satisfaction at Luwihaja Hill, Bogor

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[1]Sri Harini, [2*]Siti Mutmainnah, [3]Endang Silaningsih

[1,2,3]Management, Faculty of Economics and Business, Djuanda University - Indonesia

e-mail:
[1]sri.harini@unida.ac.id
[2*]sitimutmainnah2043@gmail.com *(corresponding author)*
[3]endang.silaningsih@unida.ac.id

ABSTRACT

The purpose of this research is to determine and analyze revisit intention, visitor satisfaction, tourist attractions, and destination image at Luwihaja Hill, Bogor. This study uses a quantitative approach with descriptive and verificative methods, involving 200 respondents, and the data were analyzed using path analysis. The results show that the average visitor assessments of revisit intention, visitor satisfaction, tourist attractions, and destination image are categorized as high, satisfied, attractive, and good, respectively. Tourist attractions and destination image have positive and significant effects on visitor satisfaction and revisit intention. Visitor satisfaction also has a positive and significant effect on revisit intention. In addition, tourist attractions and destination image have indirect effects on revisit intention through visitor satisfaction. The limitation of this study is its scope, which is limited to one location and a specific data collection period. Future research is recommended to expand the research locations, extend the data collection period, and include other variables that may influence revisit intention.

Keywords: *Revisit Intention; Visitor Satisfaction; Tourist Attractions; Destination Image*

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INTRODUCTION

According to Law Number 10 of 2009 Article 1 number 3, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. Bogor Regency, with its wealth of natural resources such as waterfalls, waterfalls, hills, lakes, rivers and other natural resources makes it one of the main natural tourism destinations on the island of Java (Silaningsih et al., 2025). Bogor Regency occupies the highest position with the highest number of tourist visits in 2023, which is 6,319,408 people based on data from the Central Statistics Agency. In 2024, the Cultural Office recorded an increase in the number of tourist visits by 18% compared to 2023 (Bogor Regency Disbudpar, 2024).

Revisit intention is very important in the world of tourism because it is beneficial for tourism sustainability. Revisit intention is influenced by tourist attractions, destination image, and visitor satisfaction (Salim, 2023). If the place is attractive, the image is good, and visitors are satisfied, they are more likely to want to come again. This is important for the sustainability of tourism because it helps to maintain the number of tourists and supports the local economy.

One of the natural tourism destinations in Bogor Regency is Luwihaja Hill. Luwihaja Hill is a destination managed by PT Citra Wisata Alam Paseban and located on Jalan Tegal Luhur, Paseban, Megamendung District, Bogor Regency. The tourism products offered at Luwihaja Hill include trekking trails, a camping area, a fire pit area, waterfalls, a water café, and villas. Despite offering a variety of tourism products, Luwihaja Hill faces the challenge of maintaining visitor interest and encouraging repeat visits. Therefore, understanding the factors that influence visitor satisfaction and revisit intention is important for the sustainable development of the destination.

Based on the problems described above, this study aims to gain a deeper understanding of the factors that influence revisit intention and visitor satisfaction. Specifically, this research focuses on analyzing visitor perceptions of tourist attractions and destination image and examining how these factors contribute to visitor satisfaction and revisit intention.

Furthermore, this study aims to analyze: (1) the direct and positive effects of tourist attractions and destination image on visitor satisfaction; (2) the direct and positive effects of tourist attractions, destination image, and visitor satisfaction on revisit intention; and (3) the indirect effects of tourist attractions and destination image on revisit intention through visitor satisfaction. Thus, this study is expected to provide a more comprehensive understanding of tourist attractions, destination image, visitor satisfaction, and revisit intention at Luwihaja Hill, PT Citra Wisata Alam Paseban.

LITERATURE REVIEW AND RESEARCH FRAMEWORK

Revisit Intention

Revisit intention is a desire that is able to encourage or influence consumer behavior towards service providers to decide to visit again because the tourist destination visited has more benefits (Hidayah, 2019). Revisit intention is a behavior that arises in response to an object that indicates the visitor's desire to make a visit (Kawatu et al., 2020). Revisit intention is an impulse that arises from within consumers to visit an object or area that attracts attention to individuals or groups continuously (Safitri et al., 2023).

Revisit intention is a decision that is influenced based on certain things that are considered by visitors to revisit an object as a direct response after their visit in the past (Hidayah, 2019). Factors influencing revisit intention include; 1) tourist experience, 2) destination image, 3) perceived value, 4) tourist attraction, and 5) visitor satisfaction

(Salim, 2023). Indicators of the process of revisit intention include; 1) revisit intention, 2) recommendation intention, 3) promotion intention (Hidayah, 2019).

Visitor Satisfaction

Visitor satisfaction is the evaluation of visitors in terms of providing an assessment of the fulfillment of visitors' needs and desires for a product or service (Elvera et al., 2020). Visitor satisfaction is the visitor's response to the evaluation of the perception of the difference between the initial expectations before the purchase of the product or service and the realization after using the service or product in question (Qomariah, 2021). Visitor satisfaction is the level of a visitor's feeling after comparing the results he has already felt with his expectations. Visitors will respond to the service received, then will compare it with the desired expectations. (Baharuddin et al., 2017).

Satisfaction is the response that visitors give to the performance received and then compare it with the desired expectations of the visitor. If it does not meet expectations, then visitors feel dissatisfied . Factors that affect visitor satisfaction include; 1) appeal, 2) perceived value, 3) destination image, 4) price, and 5) environment (Tjiptono and Chandra, 2016). Indicators of the process of revisit intention include; 1) review the intention, 2) the intention of the recommendation, 3) the intention of the promotion (Elvera et al., 2020).

Tourist Attractions

Tourist attractions are everything unique, and have beautiful things about nature, culture, and man-made works. Therefore, it is the main motivation for visitors to travel (Page & Connel, 2020). Attractiveness is something that a product or service company can offer in order to attract the attention, demand, search, purchase, and consumption of the market to meet the needs of the market in question (Supriadi & Roedjinandari, 2017). Tourist attractions are the main motivation for visitors to make tourist visits because there is everything interesting (Sutaguna et al., 2024).

Tourist attractions are everything that is unique and has beautiful things to attract potential visitors or make visitors interested in doing tourism again. The more attractive the tourist attractions presented, the more visits are made. Indicators of tourist attractions include; 1) something to see, 2) something to do, 3) something to buy (Page & Connel, 2020).

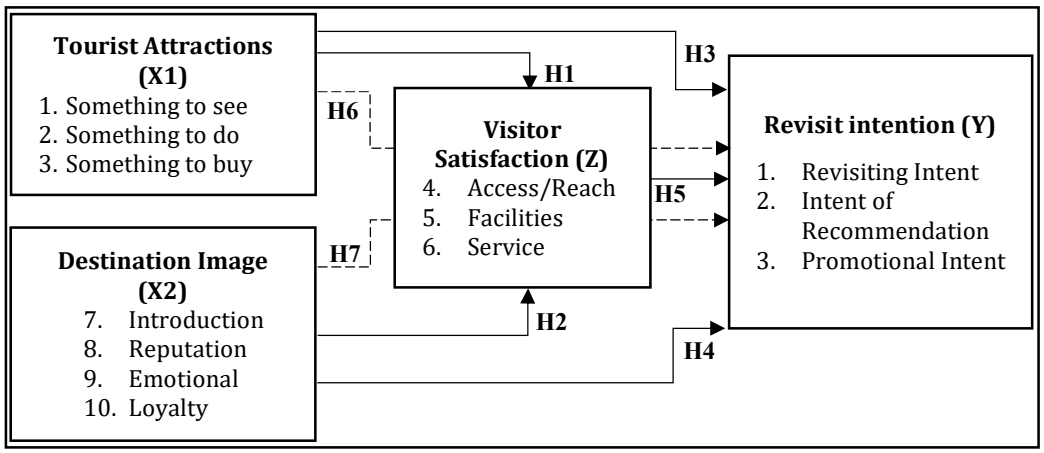
Destination Image

The image of the destination is a travel decision from an individual's thoughts in the form of knowledge, feelings, and perceptions that become the unity of thought from the experiences of visitors (Daru et al., 2024). Destination imagery is direct and indirect information that visitors get when traveling to the destination. The information is obtained from associations, tourism-related channels, social platforms, and internet facilities (Chaulagain et al., 2019). Destination image is a combination of an individual's beliefs, ideas, and impressions of a tourist destination (Dewi et al., 2024).

Destination image is information that can foster a sense of wanting to travel to a tourist destination. The image of one tourist attraction is considered by visitors as an interesting factor that can affect visit activities. Indicators in destination imagery include; 1) recognition, 2) reputation, 3) emotional, and 4) loyalty (Daru et al., 2024).

Research Framework

Figure 1 is a research framework on the influence of tourist attractions and destination image on revisit intention through visitor satisfaction as an intervening variable, which can be seen as follows:



Source: Constructed by authors, 2025

Figure 1
Research Framework

METHODS

This research uses a quantitative approach with descriptive and verifiable methods. The descriptive method was used to determine the response of visitors to Luwihaja Hill to tourist attractions and destination image, as well as its relationship with Revisit Intention through visitor satisfaction. A verifiable analysis is a study conducted on a specific population or sample with the aim of testing a hypothesis that has been established (Sugiyono, 2019). The verification method in this study is useful to find out how much influence tourist attractions, destination image, and visitor satisfaction on revisit intention Luwihaja Hill.

The total population in this study is 9,153 visitors. Based on the results of the calculation of Taro Yamane's formula with an error tolerance of 10% and the opinion of Hair Jr., (1995) regarding the use of sufficient representation samples for the test of path analysis, the use of samples in this study was 200 samples. The sample chosen was visitors to Luwihaja Hill who had visited at least twice and were 18 years old and above, because they were considered mature enough to fill out the questionnaire.

This study also uses a path analysis method. Path analysis is a research method used to test the strength of the direct and indirect relationships between variables (Ghazali, 2018). In this study, route analysis is useful to determine the direct and indirect influence of tourist attractions and destination image on Revisit Intention visitors with visitor satisfaction as an intervening variable (Setyaningsih, 2020).

RESULTS AND DISCUSSION

Recapitulation of Visitor Characteristics

The recapitulation of visitor characteristics for the 200 sample people in this study is as follows:

Table 1
Recapitulation of the Characteristics of the Study Visitors

Not	Characteristics	Respondent Characteristics	Number (People)	Percentage (%)
1	Gender	Man	108	54,0
2	Age	21-30	97	48,5
3	Final Education	High School / SMK / MA	100	50,0
4	Work	Employee	79	39,5
5	Income	1-5 million	148	74,0
6	Frequency of Visits	1x	124	62,0

Source: Data Processed, 2025

The data in Table 1 show that the majority of visitors are male, aged 21–30 years, have a high school education (SMA/SMK/MA), work as employees, and earn between IDR 1 million and IDR 5 million per month. In terms of visit frequency, the majority of respondents had visited Luwihaja Hill once when the questionnaire was distributed. This demographic profile indicates that Luwihaja Hill attracts relatively young visitors, particularly employees who may seek new experiences and recreational activities. Visitors also tend to choose nature-based tourism because of its relatively affordable cost, the opportunity to relieve stress after work, and the chance to engage in enjoyable and challenging physical activities that align with their interests.

Visitor Responses to Revisit intention

The following are visitors' responses to the variable of revisit intention :

Table 2
Recapitulation of Visitors' Responses to Revisit intention

No.	Statement	Average Score	Criterion	Interpretation
1)	Revisiting Intention	4,01	High	Discounts during the holidays make visitors want to come back, and the experience can influence others to visit as well.
2)	Intent of Recommendation	3,97	High	Incentives from managers have begun to attract attention, thus encouraging many visitors to actively recommend.
3)	Promotional Intent	4,30	Very High	The design of the villa, camping area, and panoramic citylight make visitors interested in sharing their experiences on social media and participating in promoting Luwihaja Hill.
Average		4,09	High	The beautiful natural atmosphere, attractive tourist products such as water villas and camping areas, as well as discounts and incentives encourage visitors to return, recommend to others, and share their experiences on social media.

Source: Data Processed, 2025

Based on Table 2, the average visitor assessment of revisit intention at Luwihaja Hill falls into the high category. This indicates that the beautiful natural atmosphere, attractive tourist products such as water villas and camping areas, as well as discounts on big days and incentives encourage Revisit Intention visitors to visit. The highest average score is found in the promotion intention indicator. This indicates that the design of the villa, camping area, and panoramic citylight make visitors interested in sharing their experiences on social media and participating in promoting Luwihaja Hill. Meanwhile, the lowest average value is found in the recommendation intention indicator.

This indicates that the incentives provided by managers for each camping visit are starting to attract attention, but not yet strong enough to encourage more visitors to actively make recommendations. Although payments can be made via transfer or cash, the recording is still manual and not yet integrated, making the incentive process difficult. In addition, information on how to get incentives has also not been communicated openly, so many visitors do not know or are confused about the mechanism.

In fact, the company has high and even very high expectations for the effectiveness of recommendations from visitors as one of the main keys to encourage an increase in the number of visits and ensure the operational sustainability of this Luwihaja Hill destination.

Visitor Responses to Visitor Satisfaction

The following are the responses of visitors to the visitor satisfaction variable:

Table 3
Recapitulation of Visitor Responses to Visitor Satisfaction

No.	Statement	Average Score	Criterion	Interpretation
1)	Access/reach	3,37	Enough	Road access to the location which is still in the form of natural soil tends to be slippery when it rains and is slow to dry due to forest moisture, but it is still safe to pass thanks to regular checks and maintenance.
2)	Facilities	3,66	Satisfied	The provision of diverse facilities and regular weekly checks by operational staff are able to maintain the existing quality and support visitor activities.
3)	Service	3,71	Satisfied	The prompt, friendly, and professional attitude of the staff in helpful, welcoming, informing, and responding well to the needs of visitors can create comfort and satisfaction during the visit.
Average		3,58	Satisfied	Visitor satisfaction in Luwihaja Hill is formed from a unique destination location in the middle of a forest of diverse facilities that are maintained through regular checks, as well as fast, friendly, and professional service, so as to create comfort and meet visitor expectations.

Source: Data Processed, 2025

Based on Table 3, the average visitor assessment of visitor satisfaction at Luwihaja Hill falls into the satisfied category. This indicates that visitor satisfaction in Luwihaja Hill is formed from a unique destination location in the middle of a forest of diverse facilities that are maintained in quality through regular checks, as well as fast, friendly, and professional service, so as to create comfort and meet the expectations of visitors. The highest average score is found in the service indicator. This indicates that the prompt, friendly, and professional attitude of the staff in helping, informing, and responding to needs creates comfort and satisfaction for visitors.

Meanwhile, the lowest average value is found in the access/coverage indicator. This indicates that road access to locations that are still in the form of natural land tends to make it difficult for visitors, especially during the rainy season. Wet soil becomes slippery and prone to making vehicles slip or pedestrians slip. In addition, dirt roads tend to be damaged quickly and slow to dry due to dampness. During the dry season, dust can also be a problem.

This condition makes the trip feel uncomfortable and tiring. Meanwhile, what the company hopes is that visitors can cross the path to the destination location with satisfaction and even very satisfaction.

Visitor Responses to Tourist Attractions

The following are visitors' responses to the variables of tourist attractions:

Table 4
Recapitulation of Visitors' Responses to Tourist Attractions

No.	Statement	Average Score	Criterion	Interpretation
1)	Something to See	3,85	Attractive	The view of the citylight, water villas with natural nuances, and camping areas in the middle of the forest and near the river are typical visual attractions for visitors.
2)	Something to do	3,74	Attractive	The concept of traveling while spending the night by the river and in the middle of the forest is an advantage for Luwihaja Hill.
3)	Something to Buy	3,45	Attractive	The availability of Megamendung's typical coffee, snacks, and drinks are characteristics that add value and support the atmosphere at the location.
Average		3,58	Attractive	The tourist attraction of Luwihaja Hill is created from the view of the citylight, villas with natural nuances, camping areas in the middle of the forest near the river, and the availability of products at water cafes that add to the comfort and excitement of traveling.

Source: Data Processed, 2025

Based on Table 4, the average visitor assessment of the tourist attraction at Luwihaja Hill falls into the attractive category. This indicates that the tourist attraction of Luwihaja Hill is created from the presence of a citylight view, a villa with natural nuances, a camping area in the middle of the forest near the river, as well as the availability of Megamendung coffee, snacks, and drinks that add comfort and excitement to travel. The highest average value is found in the something to see indicator.

This indicates that the view of the citylight, water villas with natural nuances, and camping areas in the middle of the forest and near the river are distinctive visual attractions for visitors. Meanwhile, the lowest average value is found in the something to buy indicator. This indicates that the provision of products such as the availability of Megamendung coffee, snacks, and drinks are characteristics that add value and support the atmosphere at the location.

However, it is necessary to hold a variety of product choices that can be purchased as a characteristic, so that visitors can take home something that can be used as a souvenir from Luwihaja Hill. Meanwhile, the company hopes that there will be a variety of products that can be purchased by visitors and are considered very unique and very attractive, so that it can create a great additional attraction for Luwihaja Hill

Visitor Responses to Destination Image

The following are visitors' responses to the destination image variables:

Table 5
Recapitulation of Visitors' Responses to Destination Images

No.	Statement	Average Score	Criterion	Interpretation
1)	Introduction	3,01	Enough	Luwihaja Hill is quite good at managing brand identity through the introduction of its vision, mission, and logo on social media platforms and travel agencies.
2)	Reputation	3,63	Good	Luwihaja Hill has a positive reputation which is reflected in reviews and visitor questionnaires with the image of a trusted destination that is worth visiting.
3)	Emotional	3,67	Good	Traveling and spending the night in the outdoors such as riverbanks and forests provide a sense of happiness and become quite relevant to the visitor's life experience.
4)	Loyalty	3,57	Good	Some new visitors first went to Luwihaja Hill because previously information was still limited, but now the manager is good enough in offering activities so that visitors choose to go on vacation.
Average		3,47	Good	Luwihaja Hill is good at building an image as a fun and trusted natural destination through brand identity management, positive reputation, and memorable experiences that make visitors want to go on vacation.

Source: Data Processed, 2025

Based on Table 5, the average visitor assessment of the destination image at Luwihaja Hill falls into the good category. This indicates that Luwihaja Hill is good at building an image as a fun and trusted natural destination through brand identity management, positive reputation, and memorable experiences that make visitors want to return to vacation. The highest average score is found in the emotional indicator.

This indicates that Luwihaja Hill is able to provide a fun and emotionally meaningful tourist experience, both through togetherness with the closest people and moments of personal calm, which strengthens visitors' attachment to nature and others. This creates a strong emotional bond in visitors to Luwihaja Hill while the lowest average score is found in the recognition indicator. This indicates that the management's strategy for strengthening brand identity through social media platforms and travel agents has begun to take shape.

However, this strategy has not been implemented very well, because the vision and mission of the destination have not been consistently displayed on various platforms and the identity of the logo is not yet known by some visitors, so the brand identity message has not been fully conveyed to visitors. Meanwhile, the company targets that the identity of this destination is very easily recognizable to form a strong and positive image in the eyes of visitors.

Results of the First Substructural Path Equation

The interpretation of the results of the analysis of the first equation path attached is as follows:

1. Tourist attractions have a direct and positive effect on visitor satisfaction.
2. The image of the destination has a direct and positive effect on visitor satisfaction

The results of the multiple linear regression analysis for the first substructural equation are presented in Table 6 :

Table 6
The First Equation of Multiple Linear Regression

Pattern		Non-Standard Coefficient		Standard Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.513	1.440		1.050	,295
	Tourist Attractions	.466	.033	.599	14.030	,001
	Destination Image	.425	.042	.436	10.214	,001

a. Dependent Variable: Visitor Satisfaction

Source : Primary Data, Processed with SPSS version 27, 2025

Based on Table 6, the significance values of both variables are less than 0.05, with the significance values for tourist attractions and destination image both being 0.001. These results conclude that there is a significant influence on the first equation model. From these results, the first equation model is obtained as follows:

$$Z = \rho_{zx1} . X1 + \rho_{zx2} . X2 + \varepsilon 1$$
$$Z = 0.599 . X1 + 0.436 . X2 + \varepsilon 1$$

Coefficient of Determination (R2) of the First Equation

In order to find out whether or not the relationship between the variables of tourist attraction, destination image, and visitor satisfaction in the first equation is strong, it can be seen from the following table:

Table 7
Correlation Coefficient of the First Equation

Model Summary[b]

Pattern	R	R Square	Customized R Box	Std. Estimation Error
1	.810[a]	.657	.653	1.442

a. Predictors: (Constant), Destination Image, Tourist Attraction
b. Dependent Variable: Visitor Satisfaction

Source: Results of statistical data processing with SPSS Version 27.00, 2025

Based on Table 7, the relationship between tourist attractions and destination image in relation to visitor satisfaction has a value of 0.810, indicating a very strong relationship. This shows that the relationship between the three variables is unidirectional and very strong. This means that the increase in the value of tourist attractions and destination image will be followed by the value of visitor satisfaction.

The R Square value (0.657) or the determination coefficient shows that 65.7% of the visitor satisfaction variable can be influenced by tourist attractions and the image of the destination. The remaining 34.3% was influenced by other factors not included in the model. Adjusted R Square (0.653) means that about 65.3% of the variation of the dependents is described by the model, after adjusting for the number of independent variables. The Std. Error of the Estimate in this study was 1,442. This means that the average prediction error of the path analysis model is 1,442 units, in the same unit as the dependent variable of visitor satisfaction.

Results of the Second Substructural Path Equation

The interpretation of the results of the analysis of the second equation path attached is as follows:

1. Tourist attractions have a direct and positive effect on the revisit intention.
2. The image of the destination has a direct and positive effect on the revisit intention.
3. Visitor satisfaction has a direct and positive effect on the revisit intention.

The results of the multiple linear regression analysis for the second substructural equation are presented in Table 8

Table 8
Second Substructural Path Equation

Pattern		Non-Standard Coefficient		Standard Coefficients		
			Std. Error	Beta	T	Sig.
1	(Constant)	-6.271	1.311		-4.786	,001
	Tourist Attractions	.567	.043	.603	13.301	,001
	Destination Image	.105	.047	.089	2.248	,026
	Visitor Satisfaction	.396	.065	.328	6.128	,001

a. Dependent Variable: Revisit Intention
Source : Primary Data, Processed with SPSS version 27.00, 2025

Based on Table 8, the significance values of X1, X2, and Z are less than 0.05. The significance values for tourist attraction and visitor satisfaction are <0.001, while the significance value for destination image is 0.026. These results conclude that there is a significant influence on the second equation model. From these results, the first equation model is obtained as follows:

$$Y = \rho_{yx1} . X1 + \rho_{yx2} . X2 + \rho_{yz} . Z + \varepsilon 2$$
$$Y = 0.603 . X1 + 0.089 . X2 + 0.328 . Z + \varepsilon 2$$

Coefficient of Determination (R2) of Second Equation

In order to find out whether or not the relationship between the variables of tourist attraction, destination image, and visitor satisfaction in the first equation is strong, it can be seen from the following table:

Table 9
Correlation Coefficient of the Second Equation

Model Summary[b]

Pattern	R	R Square	Customized R Box	Std. Estimation Error
1	.898[a]	.807	.804	1.291

a. Predictors: (constant), Visitor satisfaction, Destination image, Tourist attraction
b. Dependent Variables: Revisit intention
Source: Results of statistical data processing with SPSS Version 27.00, 2025

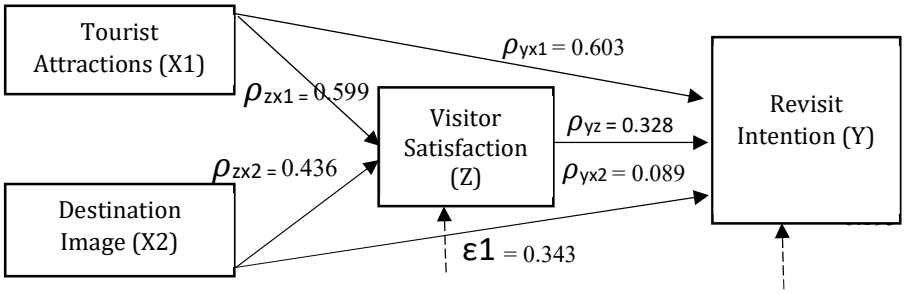
Based on Table 9, the relationship between tourist attractions, destination image, and visitor satisfaction with revisit intention shows the number 0.898 which means that it has a very strong relationship. This shows that the relationship between the four variables is unidirectional and very strong. This means that the increase in the value of tourist attractions, destination image, and visitor satisfaction will be followed by the value of revisit intention .

The R Square value (0.807) or the determination coefficient shows that 80.7% of the variables of revisit intention can be influenced by visitor satisfaction, tourist attraction and destination image. The remaining 19.3% was influenced by other factors

not included in the model. Adjusted R Square (0.804) means that about 80.4% of the variation of the dependents is explained by the model, after adjusting for the number of independent variables. The Std. Error of the Estimate in this study was 1,291. This means that the average prediction error of the path analysis model is 1,291 units, in the same unit as the dependent variable of visitor satisfaction.

Path Analysis Results

The equation model is depicted in path chart mode as follows:



Source: Data Processed, 2025

Figure 2
Model Diagram of Path Analysis Results

The recapitulation of the direct and indirect influence on this study is as follows:

Table 10
Recapitulation of Direct and Indirect Influences

Variable Influence	Direct Influence	Indirect Influence through Z	Total Impact
X1 against Z	0,599	0,196	0,799
X1 against Y	0,603		
X2 against Z	0,436	0,143	0,232
X2 against Y	0,089		
Z against Y	0,328		

Source: Data Processed, 2025

Based on Table 10, it is known that there is a direct influence of tourist attraction on visitor satisfaction of 0.599 or 59.9%. There was an influence of tourist attraction on revisit intention of 0.603 or 60.3%. There was a direct influence of destination image on visitor satisfaction of 0.436 or 43.6%. There was a direct influence of destination image on revisit intention of 0.089 or 8.9%. There was a direct influence of visitor satisfaction on revisit intention of 0.328 or 32.8%. There was an indirect influence of tourist attraction on Revisit Intention visitors through visitor satisfaction of 0.196 or 19.6%. And there is an indirect influence of destination image on revisit intention through visitor satisfaction of 0.143 or 14.3%.

Partial Hypothesis Testing (t-test)

Hypothesis testing with t-test in this study was carried out with two partial substructural pathway equations. The determination of the test results is by comparing the calculation

with the ttable according to the significance value used α = 0.05. The results of the t-test for the first substructural equation are presented in Table 11 :

Table 11
Results of the First Equation t-Test

Pattern		T	Sig.
1	(Constant)	1.150	,295
	Tourist Attractions	14.030	,001
	Destination Image	10.214	,001

a. Dependent Variable: Visitor Satisfaction
Source : Primary Data, Processed with SPSS version 27, 2025

Based on Table 11, the tourist attraction variable obtained a tcount of 14.030 and a ttable value for α = 0.05 with a degree of freedom (df = 200 – 2 - 1 = 197) of 1.653, meaning that the tcount > ttable (14.030 > 1.653) with a significance of <0.05. So it can be concluded that Ho was rejected and Ha was accepted. This means that tourist attractions have a direct and positive effect on visitor satisfaction in Luwihaja Hill.

The destination image variable obtained a tcount of 10.214 and a ttable value for α = 0.05 with a degree of freedom (df = 200 – 2 – 1 = 197) of 1.653, meaning that the tcount > ttable (10.214 > 1.653) with a significance of less than 0.05. So it can be concluded that Ho was rejected and Ha was accepted. This means that the image of the destination has a direct and positive effect on visitor satisfaction in Luwihaja Hill. The results of the t-test for the second substructural equation are presented in Table 12 :

Table 12
Results of the Second Equation t-Test

Pattern		T	Sig.
1	(Constant)	-4.786	,001
	Tourist Attractions	13.301	,001
	Destination Image	2.248	,026
	Visitor Satisfaction	6.128	,001

a. Dependent Variable: Revisit Intention
Source : Primary Data, Processed with SPSS version 27, 2025

Based on Table 12, the tourist attraction variable obtained a tcount of 13.301 and a ttable value for α = 0.05 with a degree of freedom (df = 200 – 3 - 1 = 196) of 1.653, meaning that the tcount > ttable (13.301 > 1.653) with a significance of <0.05. So it can be concluded that Ho was rejected and Ha was accepted. This means that tourist attractions have a direct and positive effect on revisit intention Luwihaja Hill again.

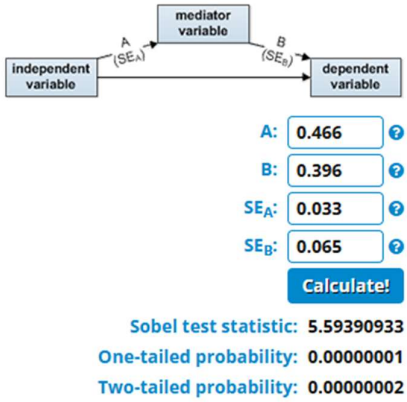
The destination image variable obtained a tcount of 2.248 and a ttable value for α = 0.05 with a degree of freedom (df = 200 – 3 - 1 = 196) of 1.653, meaning a tcount of > ttable (2.248 > 1.653) with a significance of <0.05. So it can be concluded that Ho was rejected and Ha was accepted. This means that the image of the destination has a direct and positive effect on the revisit intention Luwihaja Hill again.

The visitor satisfaction variable obtained a tcount of 6.128 and a ttable value for α = 0.05 with a degree of freedom (df = 200 – 3 - 1 = 196) of 1.653, meaning that the tcount was > ttable (6.128 > 1.653) with a significance of <0.05. So it can be concluded that Ho

was rejected and Ha was accepted. This means that visitor satisfaction has a direct and positive effect on the revisit intention Luwihaja Hill.

Sobel Test Hypothesis Testing

The sobel test was conducted to test the influence of mediation in this study. The determination of the test results is by comparing Zcal with Ztabel. If Zcal > Ztabel then the influence of mediation is significant. The absolute ztable is 1.96. Calculation results with the Sobel Test Calculator for the Significance of Mediation variable of tourist attraction :

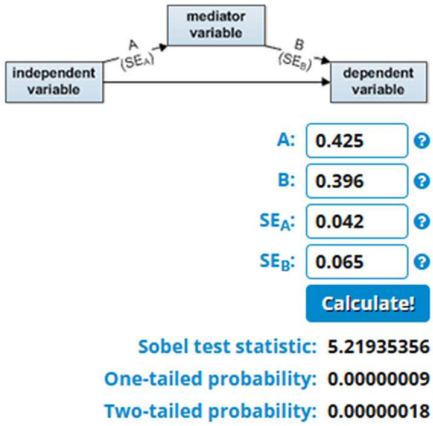


Source : Output Sobel Test Calculator for the Significance of Mediation, 2025

Figure 3
Sobel Test Results of Tourist Attraction Variables

The results of the calculation of the statistical value of the sobel test on the tourist attraction variable obtained a Zcal value of 5.59. Zcatung < Ztabel (5.59 > 1.96), Ho was rejected and Ha was accepted, so the results prove that tourist attraction has an indirect effect on the revisit intention through visitor satisfaction at Luwihaja Hill, PT Citra Wisata Alam Paseban.

The following are the results of the calculation with the Sobel Test Calculator for the Significance of Mediation variable destination image:



Source : Output Sobel Test Calculator for the Significance of Mediation, 2025

Figure 4
Sobel Test of Destination Image Variables

The results of the calculation of the statistical value of the sobel test on the destination image variable obtained a Zcal value of 5.22. Ztabel's value of Ztabel < (5.22 > 1.96) with a significance value of less than 0.005, Ho was rejected and Ha was accepted, so the results prove that the image of the destination has an indirect effect on the Revisit Intention through visitor satisfaction at Luwihaja Hill, PT Citra Wisata Alam Paseban.

The Direct and Positive Influence of Tourist Attractions on Visitor Satisfaction

Based on the results of testing the variables of tourist attraction on visitor satisfaction, it is concluded that tourist attractions have a direct and positive effect on visitor satisfaction in Luwihaja Hill. The results of this study are in line with the results of previous research conducted by Alnawati et al., (2024) , Ningrum & Fauzi (2024) and research that Darojat (2021) states that tourist attractions have a direct and positive effect on visitor satisfaction. However, the results of this study are not in line with other studies conducted by Berliana, et al. (2022) which show that tourist attractions do not have a significant effect on satisfaction.

Direct and Positive Influence of Destination Image on Visitor Satisfaction

Based on the results of testing the destination image variable on visitor satisfaction, it is concluded that the destination image has a direct and positive effect on visitor satisfaction in Luwihaja Hill. The results of this study are in line with the results of previous research conducted by Fadilah & Huda (2024, Caroline (2021), and Kusumawati & Saifudin (2020) which states that the image of the destination has a direct and positive effect on visitor satisfaction. However, the results of this study are not in line with other studies conducted by Libre (2022) those that show that destination imagery does not have a significant effect on satisfaction.

Direct and Positive Influence of Tourist Attraction on Revisit intention

Based on the results of testing the variables of tourist attraction on revisit intention, it is concluded that tourist attraction has a direct and positive effect on revisit intention Luwihaja Hill. The results of this study are in line with the results of previous research conducted by Rizki and Fathor (2024), Alnawati, et al (2024) and Shania, et al. (2024) which show that tourist attractions have a direct and positive effect on revisit intention. However, the results of this study are not in line with other studies conducted by Ningrum & Fauzi (2024) which show that tourist attractions have no effect on revisit intention.

The Direct and Positive Influence of Destination Image on Revisit intention

Based on the results of testing the variable of destination image on revisit intention, it is concluded that destination image has a direct and positive effect on revisit intention Luwihaja Hill. The results of this study are in line with the results of previous research conducted by Anggraeni et al., (2022), Fadilah & Huda (2024) and the research of Irfan et al., (2020) which showed that destination imagery has a direct and positive effect on visitor interest. However, the results of this study are not in line with other research conducted by Sulistyanda, et al. (2022) which show that the image of the destination has no effect on revisit intention.

Direct and Positive Influence of Visitor Satisfaction on Revisit intention

Based on the results of testing the variable of visitor satisfaction on revisit intention , it was concluded that visitor satisfaction had a direct and positive effect on Revisit Intention to Luwihaja Hill. The results of this study are in line with the results of previous research

conducted by Fadilah & Huda (2024), Ningrum & Fauzi (2024), and Sulistyanda et al., (2022) which showed that consumer satisfaction has a direct and positive effect on revisit intention .

Indirect Influence of Tourist Attraction on Revisit Intention Visitors through Visitor Satisfaction

Based on the results of the sobel test on the tourist attraction variable, it was concluded that visitor satisfaction was able to mediate the influence of tourist attractions on revisit intention. The results of this study are in line with the results of previous research conducted by Alnawati et al., (2024), Ningrum & Fauzi (2024), and Indriastuty et al., (2020) which showed that visitor satisfaction was able to mediate the influence of tourist attraction on revisit intention . However, the results of this study are not in line with other research conducted by Darojat (2021) which shows that visitor satisfaction is not able to mediate the influence of tourist attractions on revisit intention .

Indirect Influence of Destination Image on Revisit Intention Visitors through Visitor Satisfaction

Based on the results of the sobel test on the destination image variable, it was concluded that visitor satisfaction was able to mediate the influence of destination image on revisit intention. The results of this study are in line with the results of previous research conducted by Fadilah & Huda (2024), Libre (2022), and Irfan et al., (2020) which showed that visitor satisfaction was able to mediate the influence of destination image on revisit intention. However, the results of this study are not in line with other studies conducted by Kusumawati & Saifudin (2020) which showed that visitor satisfaction is not able to mediate the influence of destination image on revisit intention.

CONCLUSIONS AND SUGGESTIONS

The average assessment of visitors on the variable of Revisit Intention to Luwihaja Hill is in the high category. With the highest average assessment, namely the promotion intention indicator. Meanwhile, the lowest average value is in the recommendation intention indicator. To increase the recommendation intention indicator, Luwihaja Hill can start by providing a digital recommendation form that is filled out during reservation, for example through google form. In addition, information about incentive programs needs to be conveyed openly through social media such as Instagram, WhatsApp, and TikTok, for example through digital posters or short videos. And every time after a visit, the manager can send a thank you message via WhatsApp, complete with a testimonial link and an invitation also to recommend camping activities and staying at the water villa in Luwihaja Hill to friends, relatives, or family.

The average assessment of visitor satisfaction at Luwihaja Hill falls into the satisfied category. With the highest average assessment, namely on service indicators. Meanwhile, the lowest average value is in the access/reach indicator. To improve access/reach indicators, Luwihaja Hill can install clear signs and directions along the road to tourist sites with the addition of small lights such as solar lights. In addition, managers can also use social media and reservation systems to convey important information related to road conditions and the type of footwear recommended.

The average assessment of visitors regarding the tourist attraction variable falls into the attractive category. The highest average score is found in the something to see indicator, while the lowest average score is found in the something to buy indicator. To improve the something to buy indicator, Luwihaja Hill may need to continue

communicating the destination's vision and mission by incorporating clear and consistent taglines across its social media platforms, website, and tourist areas. In addition, the management should optimize the use of social media by sharing attractive photos and videos that reflect the destination's identity

The average assessment of visitors regarding the destination image variable falls into the good category. The highest average score is found in the emotional indicator, while the lowest average score is found in the identification indicator. To improve the identification indicator, Luwihaja Hill needs to continue communicating the destination's vision and mission by incorporating clear and consistent taglines across its social media platforms, website, and tourist areas. In addition, the management should optimize the use of social media by sharing attractive photos and videos that reflect the destination's identity.

Based on the results of the analysis and testing of the research hypothesis, it shows that tourist attractions and destination images have a direct and positive influence on visitor satisfaction in Luwihaja Hill. Tourist attractions, destination image, and visitor satisfaction have a direct and positive influence on revisit intention Luwihaja Hill. Tourist attractions have an indirect influence on the Revisit Intention through visitor satisfaction in Luwihaja Hill. And, the image of the destination has an indirect influence on the Revisit Intention through visitor satisfaction at Luwihaja Hill.

For future researchers, it is recommended to expand the scope of the research by including other variables that are not included in this study and are able to influence revisit intention such as the tourist experience and the value felt by visitors. In addition, the use of more in-depth analysis methods, such as structural equation modeling (SEM), can also be considered to obtain more comprehensive results. Research should also be conducted with a larger and more diverse sample size, so that the results have stronger external validity and can be generalized to a wider population.

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