





# “Intention to revisit tourist destinations in Indonesia”

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# INTENTION TO REVISIT TOURIST DESTINATIONS IN INDONESIA

## Abstract

This study aims to examine the effect of tourism image, experiential value, and satisfaction on the intention of revisiting the tourist area. The present study used associative analysis to ascertain the link between two or more variables. The study is being conducted in North Sumatera province, Indonesia, specifically in the tourist area of Lake Toba. The research population is comprised of an undetermined number of tourists that visited the tourist area around Lake Toba. The sample size of 324 was determined, which was obtained by multiplying the least number of samples by four or five questionnaire item categories. An accidental sampling approach was employed in this study, and data processing was performed using descriptive and inferential statistics and Smart-PLS software. The empirical findings indicate that although the tourism image has a significant and positive impact on experiential satisfaction, the direct effect of experiential value has a negative value on experiential satisfaction. Moreover, through tourism experiential satisfaction, experiential value has a negative value on intentions to revisit the destination. On the other hand, the indirect relationship between the tourism image and the intention to revisit through tourism experiential satisfaction has a positive value.

**Keywords** image, experiential, value, satisfaction, intention, revisit

**JEL Classification** M31, M39

## INTRODUCTION

Tourism has become a major economic growth catalyst in several developing countries. It contributes to the country's currency and foreign exchange reserves. Broadly stated, tourism has the potential to accelerate economic growth while also creating employment opportunities and stimulating the growth of other sectors.

Experience is one of the most important aspects of measuring tourist behavior since it influences how satisfied tourists are and how likely they are to return. Therefore, tourist destinations should focus more on the experience through improving the quality of service. The prior study suggests that consumption experience is a central point to the complete understanding of consumptions behavior in the tourism and hospitality sectors (Chaney et al., 2018). It is also mentioned that tourism business operators attempt to create various experiences, which are considered a critical element of the business's survival (Kotler & Keller, 2016). Accordingly, creating a memorable experience is a tipping point for retaining old visitors and gaining new visitors.

In the tourism context, one of Indonesia's most popular and appealing tourist attractions is the Lake Toba tourist area. Many historical sites can be found around this tourist area, which is considered the origin of the indigenous civilization of North Sumatera province in

Indonesia. With its enchanting natural scenery and unique cultural sites, it has an important draw for tourists who may have a varied response to their post-visiting experience. However, even though the perceived destination images may result in a positive or negative response as a consequence of the tourist experience, there are initiatives and efforts designed to create and deliver a unique and valuable experience, which becomes a critical component in shaping perceived value (Williams, 2006).

In addition, by identifying the distinctive characteristics of aesthetic and service value, tourists are more likely to respond to product and service attributes associated with the hospitality and tourism sectors (Gallarza et al., 2013; Wu & Liang, 2009). However, most recent research in the hospitality and tourism sectors has predominantly investigated tourist experiences. Few studies are relatively common to incorporate predictors of tourist behavior intentions such as perceived value, destination image, and overall satisfaction in a plethora of tourism contexts (Kim et al., 2013; Sangpikul, 2018; Triantafillidou & Petala, 2016).

Although prior studies have already discovered that experiential value significantly influences the level of tourist experiential satisfaction in different tourism contexts (Wu & Li, 2017; Wu et al., 2018), explicitly, the other aspects of experiential value in tourism literature have received less attention. The results of this study may assist national and regional governments and the tourism business sectors in comprehending how these factors, such as tourism image, experiential value, and experiential satisfaction, are employed to determine tourist intention to revisit the tourist area and their consequences for stakeholders' strategies to accommodate tourist expectations.

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## 1. LITERATURE REVIEW

### 1.1. Tourism image

An image contains various meanings, such as pictures, perceptual maps, impressions, mental images, and concepts (Chang, 2014). Moreover, Chang (2014) mentioned that the overall image is an essential consideration for selecting activities before determining a tourist destination. The image of a tourist destination has a relationship with the destination's identity attributes. Thus, the tourism image will easily impress tourists with the uniqueness of the place and ensure the opportunity to revisit the place.

Scholars and academicians argue that an image is a concept commonly used in marketing and behavioral sciences to explain how an individual's perception pertains to tangible and intangible attributes of such products, objects, behaviors, and events in both quantitative and qualitative manners (Gallarza et al., 2002). For instance, a visual image may serve as an abstract psychological representation of a physical object, or as a symbolic activity representation of an event.

In terms of tourist destinations, experiences, perceptions, expectations, and emotions are all re-

lated elements that contribute to the image that visitors have of a particular tourist destination (Assaker & Hallak, 2013; Jin et al., 2013a). It is concerned with the fact that individuals who visit tourist places will notice and encounter such characteristics. It also reflects associated and relevant information and attributes embedded in a specific spot. Although most destination image studies serve the multiple-attributes concept of tourism images as common ground (Tasci, 2009), the image of a destination is dependent on tourist perceptions, which are represented by their spending decisions (Iordanova, 2017).

One of the prominent approaches to the tourism subject has been developed by Gartner (1994), who has been admitted as the most significant approach to the tourism topic in recent years (Zhang et al., 2018). Zhang et al. (2018) agreed that the destination image consists of cognitive, affective, and conative components. In particular, cognitive images summarize beliefs and knowledge, which reflect assessments of the destination attributes. Tourist perceptions of a place are critical in decision-making, destination selection, post-trip assessment, and future behavior. During the destination selection process, it is common to involve the systematic effects of constructs such as value, images, and satisfaction on the likelihood of re-

turning to a destination (Um et al., 2006). They argued that it is difficult to explain repeated visits to a place conceptually when none of these constructs is taken into account.

Tourists who have a positive impression of a place are more inclined to return or suggest it to others (Zhang et al., 2018). With respect to the cognitive image, cognition is the collection of knowledge about a destination, organic or induced (Pike & Ryan, 2004). It is related to an individual's experience or beliefs regarding a tourist destination and any relevant information that may or may not have been acquired during a previous visit (Pike, 2008). Therefore, the destination characteristics are encapsulated in the relevant information and beliefs that tourists receive.

A previous study indicated that an evaluation process that is completely applied to various attributes should be regarded as the cognitive elements of a destination image, which are most likely to account for the actual impact of the cognitive destination image on tourist intention to recommend or revisit a particular destination (Akgün et al., 2020).

On the other hand, the affective aspect refers to an individual's emotional responses or evaluations, which represent his/her feelings toward a destination (Gartner, 1994). With regards to the affective aspect, Russell and Snodgrass (1987) argued that people shape effective assessment of a destination before visiting the place, during their presence, and after leaving the place to go somewhere else.

The conative element of a destination's image represents tourists' active deliberation of a place (Gartner, 1994) as a potential destination to visit. In addition, the conation has been characterized as the component of intent or action, which indicates the tendency to visit a destination within a particular timeframe (Pike & Ryan, 2004). It is believed that conative image has been used interchangeably with intentions. Moreover, conative images depict the ideal of future scenarios to anticipate the expectations of individuals when they face an actual situation (Kim & Richardson, 2003). It implies that a person wants to create the idealized attributes of a destination.

Baloglu and Love (2005) have distinguished two image approaches: structured and unstructured.

The structured approach is divided into cognitive and affective images; cognitive images are related to tangible characteristics of a destination. It covers a person's subjective impressions of a place (Baloglu & Love, 2005). On the other hand, affective images are related to individual perceived emotions or psychological and are inherent in destination attributes (Echtner & Ritchie, 1993).

Moreover, there are three dimensions to the tourism image: the macro-environment, leisure resources, and travel attractions (Echtner & Ritchie, 1993). It is suggested that studies offer quantitative attribute-based elements and the holistic image construct as qualitative attributes. The importance of cognitive and affective images, particularly those which have designed comprehensive images, as the third element of the destination image, includes the perceptions and sentiments of the tourists, or a compilation of cognition and affective attributes (Baloglu & McCleary, 1999).

Since Gunn's seminal study in 1972, the construction of the destination image has received a great deal of attention in the tourist marketing field. Even though academicians have classified the destination images in some ways, it is generally recognized as a sophisticated construct (Akgün et al., 2020).

A destination image may stimulate the tourist's decision to visit and his or her subsequent evaluation of whether to stay and future actions (Morais & Lin, 2010). When tourists have a better image of a destination, it will influence their choice to visit, stay or revisit a destination. Indeed, tourists often seek and explore a variety of places on many occasions and prefer to visit new places. Notwithstanding, visitors' satisfaction with the image of tourist place differs greatly depending on whether visitors are first-time or repeat visitors (Jin et al., 2013b). Even though visitors are satisfied with their visit to a place, it does not imply that they will return to the same place in the near future. Hence, the more positive the destination's image, the greater the likelihood that tourists will recommend or revisit the place in the future (Wang & Hsu, 2010).

However, regardless of the direct correlation between a tourist's image and either pre- or post-visit

behavioral intention, the destination image, in a way, precedes satisfaction and plays a key part in enhancing satisfaction (Wu et al., 2018). It is more probable that tourists will return to a destination when they are satisfied with their experience at a destination (Li et al., 2010). Accordingly, the destination image is still relevant and attractive to discuss.

## 1.2. Experiential value

It has been a popular theme in tourist-related hospitality and tourism literature to explore values as an actively experienced behavior, and the value should be multifaceted to appeal to tourists (Lee et al., 2011). The experience value is influenced by a combination of factors, including the surrounding environment, the products and services provided (Lewis & Chambers, 2000). It is related to the visitors' perspective on what is created and delivered (Chen & Hu, 2010). Individuals encode value perceptions as a condensed version of the essential information they receive. Moreover, Chen and Hu (2010) highlighted symbolic value, most notably emotional and social value. It pertains to self-expression to enjoy the pleasure associated with emotional impulses derived from consuming experiences.

Schmitt (1999) divided the construct of experience into feelings, affections, thoughts, actions, and relationships. Moreover, the experience is a tourist perception post-observation or participation, which may not be authentic. While Holbrook (1999) describes value as a transactionally generated relativistic preference experience. It is argued that the emphasis is on products and customers interacting with one another that serves as a source of value. Sheth et al. (1991) assert that the value may stimulate personal consumption behavior.

Mathwick et al. (2001) reported that experiential value is linked to visitor perceptions through direct or indirect use of a particular object. Various kinds of experiences may provide visitors with varying degrees of value. The value of their experiences, particularly the value derived from visiting places, is determined by the value that they retain from their experiences (Wu et al., 2018). Moreover, it is argued that experiential satisfaction had been a consequence of experiencing value, as it results in feelings of pleasure or enjoyment. Ultimately, tour-

ist experiences are directly related to the behavioral intention to return (Cole & Chancellor, 2009).

## 1.3. Experiential satisfaction

The notion of experience satisfaction is derived from the concept of service satisfaction, and it is further extended to include research that investigates tourist satisfaction and its impact in particular settings (Kao et al., 2008). Tourist satisfaction with the service they received when traveling or engaging in tour activities is referred to as their "experiential satisfaction" (Wu et al., 2018). Therefore, experiential satisfaction is related to how satisfied an individual is with the service content associated with a particular transaction (Kao et al., 2008).

In order to validate either positive or negative aspects of service encounters, tourists compare their experiences to what they had previously expected. Tourist satisfaction or dissatisfaction confirmation is based on emotional responses that result from positive or negative disconfirmation (Del Bosque & San Martín, 2008). Tourists who have experiences that fall short of their expectations will feel dissatisfied. Conversely, tourists with experiences that are compliant with or exceed their expectations will feel satisfied (Chen & Chen, 2010). Accordingly, the concept of experience satisfaction is proposed from the viewpoint of the experience, and it is regarded as a result of the tourists' evaluation of the value delivered by the service provider (Kao et al., 2008). It implies that experience satisfaction is a consequence of tourists' evaluations of the value provided by the service provider.

Tourist satisfaction positively influences their attitudes toward products or services of hospitality and tourism, and in turn, positive attitudes encourage tourists' post-visit behavioral intentions (Cohen et al., 2014). Tourist attitudes toward a destination are influenced by the overall quality of services and satisfaction with the destination (Tian-Cole & Crompton, 2003). In sum, service quality and satisfaction accelerate tourist attitudes towards a destination.

The literature notes that satisfaction elements have been identified as a response (cognitive or affective) to particular attention (expectations or experiences) established at a particular moment (post-consump-



tion or post-selection) to a particular object (an attribute or a service provider or a place) (Johnson et al., 2006). Hence, the higher the involvement in evaluating the particular object, the more likely tourists will have a high degree of experiential satisfaction, which, in turn, will influence the tourists' behavioral intention. Moreover, tourist satisfaction could be one of the most critical factors driving tourists' behavioral intentions (Rasoolimanesh et al., 2021), and satisfying tourists are essential since it affects their expectations or intentions and decisions to revisit.

#### 1.4. Revisit intention

Behavioral intentions contain the notion of an intention to revisit or post-visit behavior. The intention to revisit has been influenced by the appearance and promotional campaigns of the destination and also by the dissemination of information regarding new attractions in the area (Aziz et al., 2012).

Moreover, Jin et al. (2013b) argue that favorable past experiences of a destination may create a good impression, thereby leading to individuals' desire to return. It is noted that first-time visitors are more likely to consider the journey based on the service price offered, while repetitive visitors have various inclinations to evaluate the past quality of their visits, and they tend to consider distinct consumption features.

Although the intention to return has been seen more as an indication of the decision process and a catalyst derived from satisfaction (Um et al., 2006), specifically, it pertains to describe a confirmed intention to return in the absence of a positive attitude towards the service encounter or, conversely, having a positive attitude (Han et al., 2009). Behavioral intention to revisit the service provider for reasons of psychological attributes or indicates the willingness to participate in different kinds of tourism service providers (Çelik & Dedeoğlu, 2019).

Tourists' preferences and requirements are continuously changing and evolving from many points of view. One of the most critical activities for tourism service providers is comprehending tourist spending patterns completely and predicting their

shopping plans (Chang et al., 2014). For instance, returning visitors are more likely to spend more money and more time than first-time visitors, and the expense of attracting recurring visitors is less expensive than acquiring new visitors. Therefore, the companies might increase profits by almost 100% by retaining only 5% more of their customers (Chang et al., 2014). In practice, providing a pleasant experience that will encourage tourists to return season after season should be a key component and a meaningful element in the competitiveness of the tourism industry.

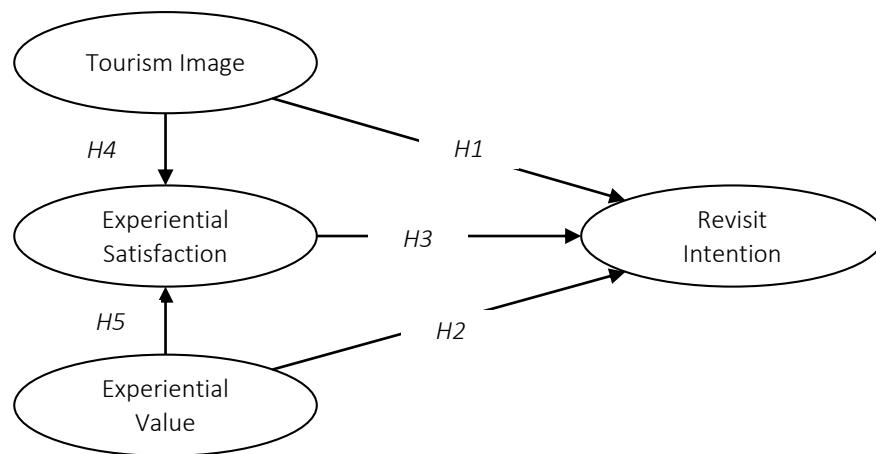
Moreover, it is argued that the intention is either a buyer has expressed probability of participating in a particular activity related to the consumer's prediction of the brand they intend to acquire shortly. It is also related to individuals' perceived likelihood of acting. Therefore, tourist intentions to return may be interpreted as a person's anticipated future travel behavior. This implies that better prediction and explanations of the intentions of tourists to return may assist in comprehending future behavior.

## 2. AIMS AND HYPOTHESES

In light of this, through a current study, the study attempts to fill a contextual research gap in the contemporary literature by designing a model to determine the factors that influence tourists' intentions to revisit tourist areas in Indonesia.

Therefore, this study aims to investigate the three systematic effects of tourism image, experiential value, and experiential satisfaction on the revisit intention of tourist areas, in the context of the Lake Toba tourist area in Indonesia. Based on the above arguments and discussion of the literature review, the proposed hypotheses are as follows (Figure 1):

- H1: *Tourism image has a positive effect on experiential satisfaction.*
- H2: *Experiential value has a positive effect on experiential satisfaction.*
- H3: *Experiential satisfaction has a positive effect on revisit intention.*



**Figure 1.** Conceptual framework

*H4: Tourism image has a positive effect on revisit intention through experiential satisfaction.*

*H5: Experiential value has a positive effect on revisit intention through experiential satisfaction.*

(2013b) to predict the intention of revisiting the Lake Toba destination.

### 3. METHODS

This study is an associative analysis to determine the relationship between two or more variables. The study took place in the Lake Toba tourist area of North Sumatera province. The population consists of an unspecified number of tourists who have visited the tourist area. The number of samples is 324, which was generated using suggestions by Malhotra (2010), and the sample was calculated by multiplying at least four or five questionnaire question items. The accidental sampling method was used, and descriptive and inferential statistics were applied, with support data processing by Smart-PLS applications. In addition, to measure experiential value, a scale developed by Wu et al. (2018) with seven statement items has been adopted. Furthermore, a scale developed by Jamal et al. (2011) with eight statement items is adapted, while a scale created by Kao et al. (2008) and Jin et al. (2013b) with six statement items is adapted to assess experiential satisfaction. In addition, the study adopted and modified a scale from Byon and Zhang (2010), who developed twelve questionnaire items to measure tourism images. Finally, three scale items created by Wu et al. (2018) are adapted and added to one statement item made by Jin et al.

## 4. RESULTS AND DISCUSSION

### 4.1. Research contexts

Lake Toba is the biggest volcanic lake in Indonesia and one of the Global Geoparks by UNESCO in July 2020. With a surface elevation of around 900 meters (2,953 feet), the lake is located in the northern part of the island of Sumatera. The lake is about 100 kilometers (62 miles) long, 30 kilometers (19 miles) wide, and up to 505 meters (1,657 feet).

### 4.2. Respondent characteristics

The survey featured respondents of all ages, with the youngest being 17 years old and the oldest being over 51. According to Table 1, the age category of tourists with the largest percentage was 17-23 years old (38.6%), followed by 24-30 years old (34%). As depicted in Table 1, there were somewhat more female (58%) than male (42%) respondents. It may indicate that female tourists are more likely to visit this tourist area for pleasure or relaxation. About 83.7% (271) of the respondents had completed their undergraduate and diploma education, while just 6.2% (62) had completed their postgraduate and Ph.D. education, and 10.2% (33 respondents) had completed their high school. Most of those who responded came from the Indonesian province of North Sumatera (89.2%). The reason for visiting, the majority of respondents (82.1%), was leisure, while 12.3% came solely to see family or friends.

**Table 1.** Respondent characteristics

Respondents profile	Frequency	Percentage
<b>Age</b>		
17 to 23	125	38.6%
24 to 30	110	34.0%
31 to 37	51	15.7%
38 to 44	15	4.6%
45 to 51	16	4.9%
Over 51	7	2.2%
<b>Total</b>	<b>324</b>	<b>100.0%</b>
<b>Gender</b>		
Male	136	42.0%
Female	188	58.0%
<b>Total</b>	<b>324</b>	<b>100.0%</b>
<b>Education</b>		
High school	33	10.2%
Diploma	113	34.9%
Undergraduate	158	48.8%
Postgraduate	14	4.3%
PhD	6	1.9%
<b>Total</b>	<b>324</b>	<b>100.0%</b>
<b>Occupation</b>		
Private/Public workers	196	60.5%
Student	84	25.9%
Self-employed	28	8.6%
Other	16	4.9%
<b>Total</b>	<b>324</b>	<b>100.0%</b>
<b>Visiting activities</b>		
Visiting Family/Friends	40	12.3%
Research/Education	5	1.5%
Recreation/Leisure	266	82.1%
Ritual/Culture	13	4.0%
<b>Total</b>	<b>324</b>	<b>100.0%</b>
<b>Place of origin</b>		
Other Province/Country	35	10.8%
North Sumatera	289	89.2%
<b>Total</b>	<b>324</b>	<b>100.0%</b>

### 4.3. Evaluation of measurement model (outer model)

The data indicate that the metrics have been valid for testing and are valuable for further study. According to Table 2, each construct index has an outer loading value greater than 0.5, with a composite reliability value greater than 0.7. The category is considered reliable, which indicates that each construct has fulfilled the criterion. Thus, the study of the outer model proceeds to the outer model's degree of validity. The AVE value for each construct in the final model exceeded 0.5. As a result, the suggested structural equation model meets the requirement for convergent validity.

**Table 2.** Validity and reliability

Measurement items	Factor loading
<b>Experiential Value (CR = 0.978; AVE = 0.748)</b>	
Visiting this place is pleasurable.	0.721
Visiting this place makes me feel better.	0.887
This place is a beautiful tourist attraction that I enjoy.	0.889
Visiting this place is affordable.	0.876
This place exceeds my travel expense.	0.785
This place offers a better value for the money than do other places.	0.813
This place offers benefits.	0.870
My travel experience makes me feel like I am in another world.	0.810
It was something new and different.	0.884
It was a memorable experience.	0.911
My visit to this place was something that I enjoyed.	0.908
The cultural-oriented performances presented were entertaining.	0.908
The excursion around the tourist area is informational.	0.912
I gained new knowledge from this place visit.	0.901
The tourist area was neat and clean.	0.878
<b>Experiential Satisfaction (CR = 0.957; AVE = 0.789)</b>	
I am content with my choice to participate in these tourist events.	0.929
It exceeds all of my expectations.	0.917
This destination goes beyond my expectations.	0.931
Today is really a nice day.	0.829
I really liked this trip to the tourist area.	0.911
It is worthwhile to be here.	0.805
<b>Revisit Intention (CR = 0.976; AVE = 0.911)</b>	
If I could, I would come to this place again.	0.959
I always consider this place to be the first choice.	0.962
I have a strong intention to revisit this place.	0.946
I want to tell other people positive things about this place.	0.949
<b>Tourism Image (CR = 0.975; AVE = 0.766)</b>	
The tourist area has a quality infrastructure.	0.891
The tourist area has suitable accommodations.	0.835
The tourist area has a good network of tourist information.	0.882
The tourist area has a good standard of hygiene and cleanliness.	0.815
The tourist area is a safe destination.	0.900
The tourist area has beautiful scenery.	0.908
The tourist area has a good climate.	0.885
The tourist area offers interesting cultural events.	0.924
The tourist area offers interesting historical attractions.	0.934
Tourist area accommodations are reasonably priced.	0.857
The tourist area offers good value for my travel money.	0.750
The tourist area is a pleasing travel destination.	0.905



**Table 3.** Direct and indirect effect

Proposed relationships	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Results
Experiential Satisfaction → Revisit Intention	0.148	0.151	0.040	3.728	0.000	Accepted
Experiential Value → Experiential Satisfaction	-0.067	-0.066	0.030	2.266	0.012	Rejected
Experiential Value → Revisit Intention	0.073	0.074	0.023	3.133	0.001	Accepted
Tourism Image → Experiential Satisfaction	0.864	0.864	0.023	38.052	0.000	Accepted
Tourism Image → Revisit Intention	0.774	0.771	0.041	18.964	0.000	Accepted
Experiential Value → Experiential Satisfaction → Revisit Intention	-0.010	-0.010	0.004	2.299	0.011	Rejected
Tourism Image → Experiential Satisfaction → Revisit Intention	0.128	0.130	0.035	3.706	0.000	Accepted

#### 4.4. Direct and indirect effect

Table 3 summarizes the results of the path coefficient and significance test of direct and indirect effects. Based on table 3, the results obtained are:

- Tourism image has a positive effect on experiential satisfaction with a path coefficient value of 0.864 and significant with a *p*-value of 0.000, less than 0.05. Thus, proposed hypothesis (*H1*) is accepted.
- Experiential value has a negative effect on experiential satisfaction with a path coefficient value of -0.067 and significant with a *p*-value of 0.012, less than 0.05. Thus, the proposed hypothesis (*H2*) is rejected
- Experiential satisfaction has a positive effect on revisit intention with a path coefficient value of 0.073 and significant with a *p*-value of 0.001, less than 0.05. Thus, the proposed hypothesis (*H3*) is accepted.
- Tourism image has a positive effect on revisit intention through experiential satisfaction with a path coefficient value of 0.128 and significant with a *p*-value of 0.000, less than 0.05. Thus, the proposed hypothesis (*H4*) is accepted.
- Experiential value has a negative effect on revisit intention through experiential satisfaction with a path coefficient value of -0.010 and significant with a *p*-value of 0.011, less than 0.05. Thus, the proposed hypothesis (*H5*) is rejected.

Tourists' experiential satisfaction has a positive and significant effect on the intention to revisit the

tourism area, indicating that tourists were pleased with their trip and vacation to this destination and intend to return. The presence of many tourist attractions in the tourist area also encourages and serves to entice tourists to return to this location. In this particular case, the accessible infrastructure is an added value to attracting tourists since today's tourist destination is more readily accessible than in previous years. Many tourists come from neighboring districts in North Sumatera to visit this destination, particularly near Lake Toba. It is more likely that local visitors come to this tourist area for some reason. Many places are home to legends, and it might be that more tourists are curious and attracted by Lake Toba's stories and myths, or they come on pilgrimage.

A previous study by Wu et al. (2018) discovered that the value of the experience perceived by tourists significantly affects the satisfaction of tourists' experience, which implies the value of the experience should be more considered in the tourism aspect to generate tourist satisfaction. However, in contrast with the results of this study, tourist experiential value does not have positively affect their experiential satisfaction in this tourism area. It implies that the value of the experience is better, the tourist experiential satisfaction will decrease. In reality, tourist perceived experience involves travel expenses, unexpected prices related to services and products, or more value for money than in other places. In addition, when the surroundings of the sites visited are uncomfortable, such as less clean, it will affect the unpleasant experience of tourists.

Furthermore, experiential value has a positive and significant influence on intentions to revisit. The findings align with Wu et al. (2018) and Chaney et al. (2018), which imply that the value of tourist ex-

periences encourages them to post-visit behavioral intention. In addition, the number of natural tourist destinations containing old relics and historical sites expectably motivates tourists to revisit them. The more tourists who are pleased with their decision to participate in cultural-oriented experiences in the tourism area, the greater the likelihood that they will return to this place and the higher the chance they will tell other people about their memorable positive experiences.

In addition, the study discovered that tourism image has a positive and significant impact on experiential satisfaction, implying that the better tourism image, the greater the degree of experiential pleasure. When tourists visit this tourist area, they encounter a plethora of novel experiences. Given this, the tourist area itself is a pleasant destination to visit, with many tourist sites to explore and accommodations available, such as hotels, food and beverage restaurants, and souvenir shops around the lake. Hence, this empirical study result corroborated the works of Jin et al. (2013b) and Wu and Li (2017), who argued that the image of a tourist destination has an impact on tourist satisfaction. Therefore, the perceived image of tourists is better when there is high-quality infrastructure, suitable accommodation, fascinating historical sites, an attractive landscape, and it is reasonably priced. The more favorable tourists' perceived tourism images, the higher the likelihood that tourists feel that their travel experience surpasses their expectations before and during the trip.

The study also reveals that the tourism image has a positive and significant impact on tourist intentions to revisit the tourist area. When a tourist destination offers good value for money, is secure, and has a pleasant environment, tourists will have a favorable perception of the destination. It is consistent with previous studies that tourism images have a significant impact on visitor intentions (Wu et al., 2018). The more positive tourist

perceptions of a destination image, the greater the chance that tourists will have strong reasons to return to that location, and even they will spread good experiences about this place to their friends and family. Thus, it can be concluded that tourist image has been perceived positively by tourists who come. They prefer this place as their tourist destination since the Lake Toba tourist area still has many spots to explore. It is more likely a reason for tourists to return to this area.

Moreover, through experiential satisfaction, experiential value does not have a positive effect on the intention of revisiting this tourist destination. In this instance, it implies the importance of experiential satisfaction concerning the relationship between experiential value and the tourist intention to revisit the place. Although tourists want to visit the tourist area since it is easily accessible at this moment, the value of the experience felt by tourists does not satisfy their experience. As per Chen and Chen (2010), tourists might be satisfied when they have a thorough experience of tourist attractions since satisfied tourists will return to the tourist destinations. Unfortunately, the findings of this paper contradict those of Chen and Chen (2010) and Wu et al. (2018). In addition, the tourism image has a positive and significant effect on revisiting intentions via experiential satisfaction. It implies that the more favorable the tourism image of Lake Toba, the greater the level of experiential satisfaction of tourists, the more tourists intend to revisit this tourist area. When tourists visit this destination, they are exposed to a plethora of cultural experiences and might feel satisfied with the attributes of the tourist spots in the area. Consequently, it will determine their future behavior. This empirical study corroborated the findings of Jin et al. (2013b) and Wu and Li (2017), who argued that the image of a tourist destination has a more significant impact on tourists' satisfaction and, in turn, their intention to revisit.

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## CONCLUSION

This study aims to examine the post-visit behavioral intentions of tourists in the context of Indonesia. The result of this study provides an original and innovative marketing insight, particularly the future notion of tourist post-visit behavioral intention. The study has confirmed that tourism image directly predicts experiential satisfaction and future behavioral intentions, such as intentions to revisit.

Although experiential satisfaction directly relates to the intention to revisit, experiential satisfaction does not support the experiential value – the experiential value is a good predictor of the intention to revisit. Nevertheless, the indirect effect of experiential value on the intention to revisit, which is mediated by experiential satisfaction, does not support this path model. In comparison, experiential satisfaction can bridge the indirect effect of tourism images and the intention to revisit. Although this study provides marketing insight, the current study has some limitations. First and foremost, data collection was conducted only on Lake Toba, thereby limiting the generalizability of the findings. In future studies, the validity requires a more diverse sample from other tourism settings. Secondly, this study does not examine the impact of demographic variables such as country of origin, religion, or race. Future studies may need to take these factors into account to generate more meaningful marketing studies.

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