



Analysis of The Influence of Digital Perceived Value, Digital Perceived Quality and Brand Image on Intention to Return Visits of Tourists in Indonesia

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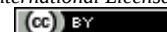
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Abstract

The purpose of this study is to examine how visitor satisfaction, which affects their intention to return to tourist destinations, is influenced by perceived quality, destination image, and perceived value. Researchers employed a conclusive research design in this study. The judgmental sampling approach is a non-probability sampling methodology that was employed by the researcher. 100 people made up the study's sample. The major data used in this study came from the responses to questionnaires that were distributed. In this study, structural equation modeling is employed. It is clear from the analysis's findings that travelers' perceptions of a destination's quality, value, contentment, and likelihood to return are significantly influenced by its image. Travelers' perceived quality, perceived value, level of satisfaction, and inclination to return are all positively correlated with the destination's image. Perceived quality also significantly positively affects satisfaction, perceived value, and inclination to return. Perceived value also significantly positively affects satisfaction and the desire to return. The inclination to return is significantly positively impacted by satisfaction as well. These findings suggest that in order to boost visitor happiness and loyalty toward tourism attractions, destination management must focus on and enhance destination image, service quality, and perceived value.

Keywords: Perceived Quality, Perceived Value, Satisfaction, Tourism.

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1. Introduction

Traveling encompasses a number of activities, including seeking pleasure, gaining knowledge, enhancing one's health, taking pleasure in leisure activities or sports, completing chores, making a pilgrimage, and more. With the passage of time, tourism has grown in importance within contemporary civilization [1]. The impact of tourism on social, cultural, and economic life is substantial. Economic growth in the tourism industry is occurring at a rate that is faster than that of many nations. The tourism sector is made up of a number of interconnected companies that offer products and services to satisfy the needs of travelers [2]. With over \$7 billion in income from passenger travel and foreign travel, the tourism industry is one of the biggest and fastest-growing in the world. This makes tourism an important economic sector and even a major source of foreign exchange for many countries. With rapid growth, the role of tourism is increasingly significant in the global economy and has become a major foreign exchange earner for most countries in the world [3].

The tourism industry in Indonesia has experienced rapid growth and is predicted to continue to increase. Tourism development in Indonesia is promising, with this sector becoming the country's core business. Tourism has become the largest contributor to Gross Domestic Product, foreign exchange, and creating jobs easily and quickly. Country's foreign exchange earnings from the tourism sector have exceeded revenues from the oil and gas sector and are below revenues from palm oil [4]. It is predicted that the tourism sector will be the main contributor to foreign exchange for Indonesia. This shows that the tourism industry in Indonesia has a significant impact on the country's economic growth. Apart from that, Indonesia is included in the top five countries in Southeast Asia, with a growth in foreign tourist visits of 30% [5]. Compared with the growth in foreign tourist arrivals from other Southeast Asian countries, Indonesia is in second place, just below Vietnam with a growth rate of 26%. When compared with the average growth of foreign tourists in ASEAN countries, which is only 8.2%, and the world average growth of 7.1%, tourism growth in Indonesia is very prominent. This shows that Indonesia has great potential in the tourism industry, and efforts to continue developing this sector will make a big positive contribution to the country's economic growth [6].

A destination image is a synthesis of different objective information, perceptions, biases, ideas, and feelings that people or organizations have toward a specific location [7]. Tourism promotions, personal experiences, and information from other sources are only a few of the factors that can impact the reputation of this place. Stated differently, travelers' view of a destination is reflected in their destination image. Contrarily, perceived quality refers to how consumers as a whole assess a product's or service's superiority in relation to their desired outcomes [8]. A few factors that can influence perceived quality are the pricing, prior expectations, and the caliber of the obtained goods or services. As a result, opinions about the value or excellence of a good or service may influence how visitors evaluate their time spent at a tourist attraction. This shows that destination image and perceived quality are interrelated in forming tourists' perceptions of a tourist destination [9].

Consumers' perceptions of value are based on how much they value the benefits they get from a good or service in comparison to the sacrifices they have to make to pay for it [10]. Numerous elements, including service caliber, facilities on hand, ticket costs, and travelers' experiences while on the trip, can affect perceived value in the context of tourism [11]. Perceptions of the value obtained from this tourism experience will shape how tourists assess the value they receive from the destinations they visit. After using a product or service, consumers experience satisfaction, which is a good feeling [12]. In a tourism context, this satisfaction can be influenced by the extent to which tourists' expectations are met during their trip. Travelers are more likely to be happy and may decide to return to the location in the future if they believe their experience exceeded their expectations [13]. The readiness or intention of a visitor to return to the same location in the future is known as revisit intention. Numerous factors, including prior experience, the perception of the destination, and external factors like tourism promotion, all have an impact on this [14]. If tourists have a positive experience and feel satisfied with their previous trip, then they tend to have the intention to return to visit that destination. Thus, revised intention is an important indicator in assessing the success of a tourism destination in attracting tourists again.

2. Research Methods

Research design is a framework used to conduct marketing research, which is part of each stage, and then the results can be implemented to solve a problem and make decisions in management [15]. Since the purpose of this study was to examine the relationship between the variables used and the hypothesis, researchers employed a conclusive research design. Additionally, the purpose of this research was to assist businesses in making decisions based on its findings. The non-probability sampling technique was employed by the researcher since the study's respondents were chosen based on needs-based criteria. To those respondents who met the study's requirements and were deemed most suitable, questionnaires were randomly distributed by the researchers. Since the study's screening criterion for participants was that they had visited a tourist destination during the previous two years, the researcher combined the judgmental sample method with a non-probability sampling strategy [16]. The sample in this study was 100. Main source of data for this study was first-hand information gathered from questionnaires sent out using non-probability sampling methods, specifically random questionnaires and getting information from a number of people who met the criteria [17]. Researchers also use secondary data obtained from knowledge books, journals and related articles to strengthen the theory in this research. This research uses structural equation modeling.

3. Results and Discussion

It may be inferred from the results of the hypothesis testing that destination image positively affects perceived quality. The analysis's findings reveal a t-value of 5.3, indicating a substantial correlation between perceived quality and destination image. This result is in line with earlier studies that found that perceived quality is positively impacted by destination image. Prior studies have demonstrated that tourists prefer to regard destinations as having higher quality when they have a positive perception of the destination. This suggests that visitors' perceptions of a destination can be enhanced by a positive image of it, particularly if it is bolstered by excellent service. Because of this, travelers will probably plan to return to the tourist destination in the future. As a result, it is critical for tourist locations to focus on and enhance their image, as this can directly affect how visitors perceive the destination's quality. The more positive people's perceptions are of a tourist destination, the more positive experiences they have there.

The results of the hypothesis test indicate that perceived value is positively impacted by destination image. This is supported by the t-value of 4.1, which shows that destination image and perceived value have a substantial association. This result is consistent with earlier studies that found destination image positively influences perceived value. Prior studies have demonstrated that the perceived value of visitors' experiences is directly impacted by destination image, which also plays a significant role in the development of destination brands. To enhance visitors' experiences, administrators of culinary tourism and other tourism locations must offer them excellent service. Furthermore, earlier studies have demonstrated a direct relationship between destination image and overall perceived value, which in turn affects attribute satisfaction. Travelers often anticipate that the perceived value of a destination will rise when they have a favorable impression of it. Therefore, in order to raise

the perceived worth of the location, it is critical for tourist destinations to focus on and enhance their image. A positive view of the experience's worth can boost travelers' happiness and encourage them to return to the location in the future.

It may be inferred from the results of the hypothesis testing that destination image positively affects contentment. This is corroborated by the t-value of 2.8, which indicates a substantial association between destination image and contentment. This outcome is in line with earlier studies' findings, which demonstrate that destination image raises contentment. Prior studies have demonstrated that well-thought-out design, building, and administration of tourism sites can increase visitor satisfaction. In order to boost visitor happiness, operators of tourist destinations must focus on infrastructure, attractions, environment, transportation, and accessibility. Managers of tourist destinations need to work hard to keep up a positive image of their place since happy visitors are more likely to stay and be loyal to their location. Therefore, a key factor in assessing the degree of tourist happiness is the destination's image. Enhancements to a destination's overall perception have the potential to boost travelers' inclination to express contentment and generate favorable judgments. Therefore, tourist destination managers need to continue to improve and maintain the image of their destination to increase tourist satisfaction.

The results of the hypothesis testing indicate that revisit intention is positively influenced by the destination image. This is supported by the t-value of 4.6, which indicates a substantial association between revisit intention and destination image. This result is consistent with other studies that demonstrate that revisit intention is positively impacted by destination picture. Prior studies have demonstrated that a favorable perception of a destination, including its natural beauty, the friendliness of its people, its cuisine, and its entertainment options, might entice travelers to visit there again. Travelers may decide to return to the same location if they have a favorable impression of it. In addition, both the short- and long-term intents of tourists to return are greatly influenced by the amenities that the destination owns. Therefore, a destination's perception is crucial in influencing travelers' plans to return. Tourists will receive positive information from destinations that are appealing, have breathtaking vistas, pleasant weather, and are conveniently accessible. This will eventually affect the tourists' inclination to return to that destination. Therefore, in order to enhance visitors' intentions to return, destination administrators must keep making improvements and upholding a positive image of their place. It is possible to conclude that perceived quality positively affects perceived value based on the hypothesis test results. The t-value of 4.8 indicates a considerable correlation between perceived quality and perceived value, as can be observed. This result is in line with earlier studies that demonstrate perceived value is positively impacted by perceived quality. A tourist destination's perceived quality is determined by a number of factors, including cleanliness, safety, distinctive natural characteristics, standard of lodging, and friendliness of the locals. This reflects the value that tourists place on the place. Identifying specific features that are important to most tourists and making efforts to improve their quality is the first step to ensuring tourist satisfaction. When tourists experience good service quality, this will increase their perception of the benefits received from the tourism experience. Thus, perceived quality has an important role in determining perceived value. The more value visitors derive from their travel experience, the higher the perceived quality of the service. Therefore, in order to increase the value that tourists feel toward the destination, tourist destination managers must make sure that the quality of the services they offer meets or exceeds tourist expectations.

The findings of the hypothesis test show that perceived quality appears to have a considerable positive influence on satisfaction, as indicated by the high t-value of 5.8. This conclusion is consistent with earlier studies' findings that quality perception affects visitors' contentment. Travelers' perceptions of a destination's cleanliness, safety, distinctive natural characteristics, standard of lodging, and friendliness of locals can all influence how valuable they think it is. To ensure that tourists are satisfied, it is crucial to pinpoint the qualities that are most essential to them and work to make them better. It is crucial to pay attention to these specific factors because they have the ability to forecast visitors' satisfaction levels and intentions to return to a site. Tourists' perceptions of a destination's worth and quality can be used to gauge how satisfied they are, which in turn might affect whether or not they decide to go again. When visitors receive excellent service, it affects their happiness level and likelihood of going back to that location. Thus, it is important for tourist destination managers to pay attention to and improve the quality of the services they offer. Good service quality not only increases tourist satisfaction but can also have a positive impact on their loyalty to the tourist destination.

It is possible to draw the conclusion that perceived service quality plays a significant role in influencing travelers' intention to return to a tourist destination based on the results of the hypothesis test, which demonstrate that there is a significant positive influence between perceived quality and revisit intention. These findings are consistent with earlier studies that emphasize how crucial high-quality services are to giving visitors satisfying experiences. The degree of visitor satisfaction is influenced by perceptions of the quality of services from a variety of features of the location, including cleanliness, safety, distinctive natural attractions, standard of lodging, and friendliness of locals. Excellent customer service improves travelers' inclination to revisit the same location in the future in addition to raising their level of happiness. Managers of tourist destinations must therefore concentrate on raising the caliber of the services they provide. The perception of service quality can be raised, which in turn can raise

the intentions of tourists to return, by making improvements to cleanliness, safety, the standard of accommodations, and pleasant interactions with visitors. Therefore, keeping an eye on these factors might help tourist locations succeed in drawing visitors once more and enhance their favorable reputation. The findings of the hypothesis test show that perceived value significantly positively affects contentment, as indicated by the relatively high t-value of 6.5. This demonstrates that travelers' perception of a destination's value plays a significant influence in deciding how satisfied they are. The primary determinants of the value that tourists attach to a place are their assessments of the level of service, the costs incurred, and the advantages realized. This result is consistent with earlier studies that demonstrate how tourists' perceptions of value affect their level of satisfaction. Tourists experience greater levels of enjoyment when they hold a destination in higher regard. Consequently, it is critical for administrators of tourism destinations to focus on and enhance the value they provide to visitors. Efforts to improve service quality, provide prices that are commensurate with the benefits obtained, and provide a satisfying experience for tourists can contribute to increasing tourist satisfaction and ultimately increasing the success of the tourist destination.

There are a number of areas that can be further researched to improve our understanding of how tourists' perceptions of value affect their desire to return to the same tourist destination, as indicated by the hypothesis testing results, which demonstrate a positive relationship between perceived value and revisit intention. First, administrators of tourist destinations can pinpoint the precise aspects of perceived value that have the most impact on visitors' intentions to return. For instance, the cost incurred, the standard of care received, or the advantages experienced during the trip are the primary determinants of tourists' propensity to return. Managers should also consider measures to enhance the perceived value by visitors. This can be achieved by raising the standard of service, providing more affordable rates, or developing distinctive experiences that set their location apart from others. Third, managers can create loyalty programs or unique incentives that entice visitors to come back by utilizing data regarding the correlation between perceived value and intention to revisit. For instance, businesses might provide travelers who have already visited their destination with exclusive discounts or alluring vacation packages. Tourist destination managers may improve visitor happiness and loyalty, which ultimately can have a beneficial effect on the success of their tourist destination, by paying attention to and understanding the relationship between perceived value and revisit intention. It can be inferred from the hypothesis testing results that visitor satisfaction has a major impact on their desire to revisit the same tourist site, since satisfaction has a positive and significant influence on revisit intention. These results are consistent with earlier studies that show the link between visitor pleasure and inclination to return. It is important to remember that factors affecting tourist satisfaction can be both non-physical and physical. Physical aspects include accessibility to tourist attractions, cost, quality of service, and lodging options. In the meantime, non-physical elements include security, local contacts, and the general impression of the location. Managers of tourist destinations in this situation must focus on factors that can raise visitor satisfaction. This can be done by improving service quality, providing unique experiences, and paying attention to tourist input and complaints. Additionally, it is also important to note that tourist satisfaction can not only influence their intention to return but can also influence their recommendations to others. Thus, increasing tourist satisfaction is not only beneficial for the growth and success of tourist destinations but also for expanding the visitor base through positive recommendations.

4. Conclusion

It is clear from the analysis's findings that travelers' perceptions of a destination's quality, value, contentment, and likelihood to return are significantly influenced by its image. Travelers' perceived quality, perceived value, level of satisfaction, and inclination to return are all positively correlated with the destination's image. Perceived quality also significantly positively affects satisfaction, perceived value, and inclination to return. Perceived value also significantly positively affects satisfaction and the desire to return. The inclination to return is significantly positively impacted by satisfaction as well. These findings suggest that in order to boost visitor happiness and loyalty to tourism, destination management must focus on and enhance the destination's image, service quality, and perceived value.

Based on the research that has been carried out, researchers have provided several suggestions for improving the quality and attractiveness of tourist attractions. First, improving facilities, which includes the number of visitors. It is recommended to add facilities such as paragliding and flying foxes, which can add to the attraction for visitors by providing additional activities other than just taking photos. Second, improve public facilities, such as more comfortable resting places such as gazebos or benches with backrests, so that visitors can enjoy their time longer. Third, increase physical activity by adding outbound facilities to attract visitors' interest in activities. Fourth, add photo printing facilities and photo accessories at each photo point, such as using a Polaroid or portable photo printing machine, to provide added value for visitors because currently these facilities are not provided and there is limited equipment there. By implementing these suggestions, it is hoped that we can improve the quality of service and attractiveness so that more tourists are interested in visiting and returning there. The research carried out still has several shortcomings and weaknesses that need to be corrected for further

research. It is recommended that further research expand regional coverage, including other cities in Indonesia. Second, the explanation regarding revisit intention for tourist attractions is still not very detailed, including a more in-depth analysis and discussion in this research. It is hoped that the conclusions and suggestions from this research can be taken into consideration for future research that wants to study further about revisit intention at tourist attractions in Indonesia, so as to produce maximum and more useful results.

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