

## The Impact of Destination Image, Novelty Seeking, Involvement Seeking and Tourist Satisfaction on Edutourism Tourists' Revisit Intention

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### Abstract

This study aims to examine the effect of destination image, novelty seeking, and involvement seeking on revisit intention mediated by tourist satisfaction for Sirukam Dairy Farm tourists in Solok Regency, West Sumatera, Indonesia. An exploratory quantitative approach with hypothesis-testing techniques is used in this study. There are 150 samples with purposive sampling technique, namely tourists who have visited Sirukam Dairy Farm twice or more. Data were collected through the distribution of online questionnaires and processed using SmartPLS 4.0 software. The data analysis method uses structural equation modeling with partial least squares (SEM-PLS). The results showed that destination image and involvement seeking have a positive and significant effect on tourist satisfaction, while novelty seeking shows an insignificant effect on tourist satisfaction. Destination image, novelty seeking, and tourist satisfaction have a positive and significant effect on revisit intention, while involvement seeking shows an insignificant effect on revisit intention. Tourist satisfaction is able to partially mediate the relationship between destination image and novelty seeking and revisit intention, while the relationship between involvement seeking and revisit intention is fully mediated by tourist satisfaction.

Keywords: Destination Image, Involvement Seeking, Novelty Seeking, Revisit Intention, Tourist Satisfaction.

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### 1. Introduction

The tourism sector is an industry that can boost a country's economy [1]. Tourism is establishing itself as a thriving industry year after year. This is aided by the rapid advancement of information technology, which has accelerated the dynamics of globalization, including the growth of entertainment, recreation, and tourism [2]. In Indonesia, tourism is one of the sectors developed and supported by the government.

Indonesia was ranked 32nd in the Travel and Tourism Development Index (TTDI), increasing the contribution of tourism's gross domestic product (GDP) in 2022 by 1.2 percent, from 2.4 percent in 2021 to 3.6 percent in 2022 [3]. The total number of foreign tourists entering West Sumatera from January to March 2023 reached 9,224 people. This is a far greater increase compared to the whole of 2022, when only 4,142 foreign tourists visited [4].

Tulus, a green tourism tour designer, in local newspaper said that creating healthy tourist destinations is an interesting idea and will be of interest to many tourists in West Sumatera [5]. One of the newest and most popular tourist objects or destinations in Solok Regency West Sumatera Province is Sirukam Dairy Farm. Sirukam Dairy Farm is an educational tourism. Sirukam Dairy Farm provides various rides, facilities, and activities for visitors. Among them are the conservation of *kukuak balenggek* chickens (chicken that has a melodious, long, and multilevel voice), milking cows, mini goat and sheep farms, lavender

nurseries, strawberry plantations, and *radjo* coffee processing. In addition, Sirukam Dairy Farm also provides a cafe and camp grounds for its tourists.

Tourism with the concept of education is a tourism program carried out by tourists with the aim of seeking knowledge and learning [6]. Educational concept tour packages are believed to be used as an alternative effective learning method because they offer active and creative travel activities [7]

As the tourism market becomes more competitive, the importance of repeat visits from tourists is also increasing for a tourist. One of the indicators of push travel motivation is learning and discovery, which shows that tourists are always interested in discovering new things in a destination [8]. Exploration are also part of the factors that encourage tourists to visit a destination [9]. One indicator of push travel motivation is play, which indicates that tourists will be interested in visiting a destination if the destination provides play activities that can involve them fully [10].

Experience is the strongest predictor that can determine tourist behavioral intentions, namely perceptions, cognitions, and emotions that tourists go through while at destinations [11]. Because the experience itself is beneficial for the tourism industry and tourism managers, namely having a big influence on evoking memories. Experience and memories from a visit are the single most important source of information regarding word of mouth and making repeat visit decisions [12].

Revisit intention as a tourist's willingness to visit the same destination, and this is a possibility [13]. Recommendations and revisit intentions are tools for measuring tourist loyalty and have become common topics in tourism research [14]. The revisit intention is an important aspect of a tourist destination because it is more cost-effective than attracting new tourists. In the service industry, satisfaction is considered an overall evaluation of a customer's experience with a service provider as opposed to an assessment of the satisfaction of a particular transaction [15]. If customers/tourists are satisfied, they are more likely to keep coming back. Likewise, if they are not satisfied, they will tend to switch to other alternatives [16]. Tourist satisfaction plays an important role in the structure of the consumer behavior model, so that in the context of marketing, tourist behavior is related to images, attitudes, perceptions, satisfaction, choices, motivation, decision-making, and so on, which are related to repeat purchase behavior or return visits [17].

The main factor influencing or shaping tourist intentions to revisit the same destination is the level of satisfaction [18]. Over the span of years, the tourism industry has seen exponential growth and diversification and has developed into one of the fastest-growing economic sectors in the world. In the tourism sector, revisit intention is considered a significant factor for business growth and continuity. Marketing and promotion costs decrease with repeat visits by tourists [19]. In addition, the costs of attracting and retaining repeat tourists are significantly lower than those of attracting first-time tourists [20].

The quality of the tourist experience and their assessment of the services and facilities provided to them is an important component in the service-oriented tourism industry [21]. A greater intention to revisit a destination in the future is strongly influenced by higher satisfaction [22]. The emotional response that follows from the cognitive response to an experience is the meaning of satisfaction [23].

There is no doubt that the selection of tourist destinations is a complicated, risky, and unclear process [24]. In order to reduce the perceived risk of their choice of destination, tourists then need to find a worthwhile way. Many tourists are trying to find various pieces of information about a destination to use as a destination image. The overall perception of the individual, or the total collection of impressions of a place, is the meaning of the destination image. Destination image significantly relates to the selection of a educational destination [25]. Satisfaction and revisit intention were positively and significantly influenced by destination image, revisit intention was positively and significantly influenced by satisfaction, and the relationship between destination image and revisit intention was positively mediated by satisfaction [26].

The subjective well-being of tourists is determined by memories of past travel experiences [27]. The two dimensions of Memorable Tourism Experiences that

are of concern to this research are novelty and involvement. Psychologically, new feelings that come from new experiences are the meaning of novelty [28]. Constant novelty is listed as another key factor in subjective travel experiences and a prevalent motivation for someone to travel [29]. Novelty-seeking behavior can reflect tourists' preference for new experiences and is generally known as a personality trait that is stable and consistent over time.

Novelty seeking positively and significantly affects revisit intentions of tourists in Xitou Nature Education Area (XNEA), Taiwan [30]. The novelty seeking and loyalty is positively mediated by satisfaction [31]. The novelty seeking with revisit intention was significantly mediated by satisfaction. Satisfaction and revisit intention were negatively affected by novelty, novelty and revisit intention were mediated negatively and indirectly by satisfaction.

The state of interest or motivation about the destination is the meaning of involvement. Tourists consider meaningful and personally relevant experiences to be more important than non-meaningful and relevant experiences. Involvement is a state of interest or motivation about a goal or object. High tourist recall is enhanced by high involvement.

Involvement relates to tourists' expectations of having an unforgettable experience through a great desire to find themselves immersed in an activity. Novelty seeking positively and significantly affects revisit intentions of tourists in Xitou Nature Education Area (XNEA), Taiwan. Behavioral intention through satisfaction is positively and significantly influenced by creative tourism experiences (i.e., involvement, peace of mind, learning, recognition of escape, and interactivity). Involvement seeking and revisit intention were positively mediated by tourist satisfaction in the context of Iranian ecotourism. Involvement has a positive effect on satisfaction and a negative effect on revisit intention, the relationship between involvement and revisit intention is mediated by satisfaction, both positively and indirectly. Based on the explanations of the problem data and contradictions of the results above, the authors are interested in conducting further research to examine the effect of destination image, novelty seeking, and involvement seeking on revisit intention mediated by tourist satisfaction for Sirukam Dairy Farm tourists in Solok Regency, West Sumatera, Indonesia.

## **2. Research Method**

This research is conducted using a quantitative approach and statistical tests. The research method uses structural equation Structural Equation Modelling (SEM). The statistical tool is using SmartPLS 4.0. PLS will present the results of the outer model evaluation and the inner model. The outer model is a model of measurement to assess the validity and reliability of the model. The validity analysis is seen from the value of outer loadings and the average Average Variance Extracted (AVE) value. Reliability analysis is seen in

the values of Cronbach's alpha and composite reliability. Whereas the inner model is a structural model to predict the causal relationship between latent variables, The path coefficient presents the results of hypotheses.

The primary data was collected by distributing questionnaires to respondents. The questionnaire structure was based on a five-point Likert scale, which specified their level of agreement based on five points: (1) strongly disagree; (2) disagree; (3) neither agree nor disagree; (4) agree; and (5) strongly agree. The sampling technique uses non-probability with a purposive sampling approach based on certain criteria, such as Sirukam Dairy Farm's tourists who had visited twice or more. To collect samples from an infinite population, the sample size was determined to be 150 respondents. The variables and indicators of this study are described in detail in Table 1.

Table 1. Research Construct

Var	Operationalization	Code
DI	Sirukam Dairy Farm is safe	X1.1
	Sirukam Dairy Farm is secure	X1.2
	Sirukam Dairy Farm offers exciting places to visit	X1.3
	Sirukam Dairy Farm offers interesting places to visit	X1.4
	Sirukam Dairy Farm has beautiful scenery and natural attraction	X1.5
NS	Sirukam Dairy Farm has a pleasant climate	X1.6
	Sirukam Dairy Farm offers good value for money	X1.7
	My visit to Sirukam Dairy Farm was a once-in-a lifetime experience	X2.1
IS	Sirukam Dairy Farm is very unique	X2.2
	My visit to Sirukam Dairy Farm was different from previous visits	X2.3
	I had a new experience when I visited Sirukam Dairy Farm	X2.4
	Sirukam Dairy Farm is a place I really want to visit	X3.1
TS	I enjoy tourism activities at Sirukam Dairy Farm	X3.2
	I am interested in the main tourist activities that Sirukam Dairy Farm has to offer	X3.3
RI	I really enjoyed my visit to Sirukam Dairy Farm	Z1
	I am satisfied with my decision to visit Sirukam Dairy Farm	Z2
	Experience is what I need the most when visiting to Sirukam Dairy Farm	Z3
	My visit to Sirukam Dairy Farm was enjoyable	Z4
	I would like to make another visit to Sirukam Dairy Farm in the near future	Y1
	If I have to decide again, I will choose to visit Sirukam Dairy Farm	Y2
	I will return to Sirukam Dairy Farm in the future	Y3
	I will be visiting Sirukam Dairy Farm more often	Y4
	Sirukam Dairy Farm is my first choice compared to other destinations	Y5

Notes: Var = Variable, DI = destination image, NS = novelty seeking, IS = involvement seeking, TS = tourist satisfaction, RI = revisit intention. The research model is figured on Figure 1.

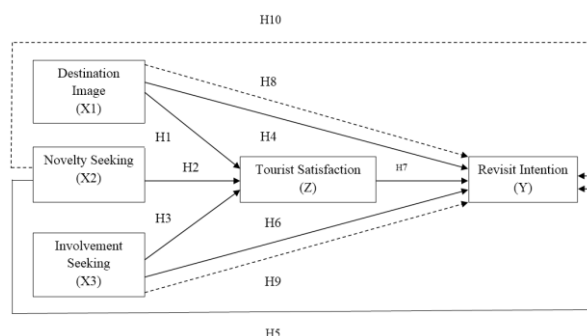


Figure 1. Research Model

H1: Destination image has a positive and significant effect on tourist satisfaction; H2: Novelty seeking has a positive and significant effect on tourist satisfaction; H3: Involvement seeking has a positive and significant effect on tourist satisfaction; H4: Destination image has a positive and significant effect on revisit intention; H5: Novelty seeking has a positive and significant effect on revisit intention; H6: Involvement seeking has a positive and significant effect on revisit intention; H7: Tourist satisfaction has a positive and significant effect on revisit intention; H8: Tourist satisfaction has a mediating effect on destination image and revisit intention; H9: Tourist satisfaction has a mediating effect on novelty seeking and revisit intention; H10: Tourist satisfaction has a mediating effect on involvement seeking and revisit intention.

### 3. Result and Discussion

There are 150 respondents in this study. There are 95 female respondents (63.33%), while there are 55 male respondents (36.67%). This research is dominated by Sirukam Dairy Farm tourists of the female gender. This research is dominated by Sirukam Dairy Farm tourists of the female gender. These results indicate that the offer of tourist attractions such as flower gardens, strawberry picking, and others is indeed preferred by women. In addition, the natural beauty and scenery at Sirukam Dairy Farm also provide an opportunity for women to explore every corner of Sirukam Dairy Farm. Women, especially generation Z and Y, like to capture moments by taking selfies and videos and posting them to social media. The results also show that most tourists are also dominated by housewives who bring their children on vacation to Sirukam Dairy Farm.

Researchers found that the most respondents were tourists with an age range of 17-25 years, namely 72 respondents (48%). Then there are 54 respondents with an age range of 26-35 years (36%). Respondents with an age range of 36-45 years were 22 tourists (14.66%). Meanwhile, there are 1 respondent each with an age range of 46-55 years and 56-65 years (67%). This research is dominated by Sirukam Dairy Farm tourists from generations Z and Y. This result shows that there is a correlation between the age range of tourists, who are mostly generation Z and Y, and the majority of tourists to Sirukam Dairy Farm, namely the penchant for exploring contemporary places and capturing moments. Generation Z and Y tend to be more tech-savvy, especially with social media. They like to take photos and videos in places that have an element of uniqueness, such as Sirukam Dairy Farm itself. The existence of various mini farms, flower gardens, strawberry picking, cafes, and others at Sirukam Dairy Farm has its own charm for generations Z and Y.

Researchers found that the most respondents were tourists with the last education of senior high school; namely, there were 67 respondents (44.67%). Then in second place are respondents with the latest undergraduate education, namely 60 respondents (40%). There are 21 respondents (14%), with the last diploma in education. There are 2 respondents (1.33%)

with the latest master's education. This research is dominated by respondents with the last education in senior high school and undergraduates. This result has a correlation with the age of the majority of tourists who visit Sirukam Dairy Farm, which is dominated by generations Z and Y. Most of them are students and young mothers with the last education of senior high school who like to explore unique destinations and post them to social media.

Researchers found that the most respondents were tourists with jobs as housewives, namely 37 respondents (24.67%). Then in second place are students, namely 36 respondents (24%). There are 35 respondents (23.34%) who are self-employed. There are 23 respondents (15.33%) with jobs as private employees. There are 11 respondents (7.33%) with jobs as state-owned enterprise employees. There are 8 respondents (5.33%) with jobs as government employees. This research is dominated by respondents with the occupation of housewife, followed by students and the self-employed. This result has a correlation with the age of the majority of tourists to Sirukam Dairy Farm, which is dominated by generations Z and Y. They are housewives and students who deliberately visit Sirukam Dairy Farm. Both like to take photos and videos and share them on social media. Housewives usually bring their children to Sirukam Dairy Farm because it offers unique educational tours such as cow milking, cheese making, kukuak balenggek chicken conservation, orchid flower conservation, radjo coffee processing, and others. In addition, children are also provided with playground rides such as spider webs, flying foxes, and a spacious garden to cure their boredom during the trip.

The researcher found that the most respondents were tourists with an income of IDR 1,000,00-1,000,000; namely, there were 61 respondents (40.67%). Then in second place are respondents with income < IDR 1,000,000, namely 52 respondents (34.67%). There are 31 respondents (20.66%), with an income of IDR 3,000,001-5,000,000. Finally, there are 6 respondents (4%) with an income > IDR 5,000,001. This research is dominated by respondents with an income range of IDR 1,000,00-1,000,000. This result has a correlation with the majority of occupations of tourists who come to Sirukam Dairy Farm. Tourists are dominated by housewives, students, and the self-employed who have a financial income in the range of IDR 1,000,00-1,000,000. This range of tourists' income is in accordance with the ticket price offered by Sirukam Dairy Farm, which is IDR 15,000. This is relatively cheap for such a range of tourists' income and is very comparable to what they can get while traveling at Sirukam Dairy Farm; in fact, it is very profitable for tourists themselves.

Table 2. Respondent Characteristics

Characteristics	Frequency (N=150)	Percentage (%)
Gender		
Male	55	36.67
Female	95	63.33
Age (years old)		
17-25	72	48.00
26-35	54	36.00
36-45	22	14.66
46-55	1	0.67
56-65	1	0.67
Level of Education		
Senior High School	67	44.67
Diploma	21	14.00
Undergraduate	60	40.00
Master	2	1.33
Occupation		
Student	36	24.00
Self-employed	35	23.34
Private Employees	23	15.33
State-owned Enterprises Employee	11	7.33
Government Employee	8	5.33
Housewife	37	24.67
Income (Indonesian Rupiah)		
< 1.000.000	52	34.67
1.000.001 – 3.000.000	61	40.67
3.000.001 – 5.000.000	31	20.66
> 5.000.001	6	4.00

The validity level of the indicator is measured using the outer loading value, which must reach 0.7 or above. So in this study, researchers set indicators with outer loading values above 0.7 and an AVE value greater than 0.5. A reliability test is done by looking at the composite reliability value > 0.7 and the Cronbach's alpha value > 0.6. The results of for test of validity and reliability can be seen in Table 3.

Table 3. Test of Validity and Reliability Before Correction

Construct	Item	Validity		Reliability	
		OL	AVE	CA	CR
Destination Image	X1.1	0.671			
	X1.2	0.545			
	X1.3	0.607			
	X1.4	0.712	0.459	0.759	0.847
	X1.5	0.735			
	X1.6	0.711			
	X1.7	0.737			
Novelty Seeking	X2.1	0.654			
	X2.2	0.720	0.495	0.672	0.859
	X2.3	0.726			
	X2.4	0.712			
Involvement Seeking	X3.1	0.787			
	X3.2	0.819	0.642	0.724	0.843
	X3.3	0.798			
Tourist Satisfaction	Z1	0.758			
	Z2	0.749	0.533	0.708	0.820
	Z3	0.711			
	Z4	0.701			
Revisit Intention	Y1	0.739			
	Y2	0.757			
	Y3	0.723	0.540	0.787	0.854
	Y4	0.707			
	Y5	0.747			

Notes: OL = outer loading, AVE = average variance extracted, CA = cronbach's alpha, CR = composite reliability. Based on Table 3 above, there are three items of destination image and two items of novelty seeking, with the result of their outer loading below 0.7. In order for the items to be valid, indicator statements with outer loading values below 0.7 must be excluded from the model. The variables destination image and novelty seeking have an AVE below 0.5. So it is necessary to recalculate by removing the indicator from the variable statement with the smallest outer loading value gradually, until the AVE value reaches



0.5. After retesting twice the drop, the outer loading results are obtained as shown in Table 4:

Table 4. Test of Validity and Reliability After Correction

Construct	Item	Validity		Reliability	
		OL	AVE	CA	CR
Destination Image	X1.4	0.733	0.581	0.759	0.847
	X1.5	0.789			
	X1.6	0.776			
	X1.7	0.749			
Novelty Seeking	X2.2	0.856	0.753	0.672	0.859
	X2.3	0.879			
	X3.1	0.788			
Involvement Seeking	X3.2	0.819	0.642	0.724	0.843
	X3.3	0.798			
	Z1	0.756			
Tourist Satisfaction	Z2	0.747	0.533	0.708	0.820
	Z3	0.717			
	Z4	0.700			
	Y1	0.732			
Revisit Intention	Y2	0.753	0.540	0.787	0.854
	Y3	0.728			
	Y4	0.713			
	Y5	0.748			

Notes: OL = outer loading, AVE = average variance extracted, CA = cronbach's alpha, CR = composite reliability. Based on the correction test above, the validity test is already significant because the loading factors have values greater than 0.5 and AVE values surpassing 0.5. All the indicators are valid to reflect the variable. The reliability test criteria include cronbach's alpha values greater than 0.6 and composite reliability values exceeding 0.7. All indicators are deemed reliable for forming a construct variable.

Table 5. Hypothesis Test Result

H	Relationship	OS (O)	T-Stat	P-Values	Result
H1	DI->TS	0.412	4.768	0.000	Supported
H2	NS->TS	0.124	1.491	0.136	Not supported
H3	IS->TS	0.294	3.790	0.000	Supported
H4	DI->RI	0.284	3.169	0.002	Supported
H5	NS->RI	0.187	2.566	0.010	Supported
H6	IS->RI	0.026	0.319	0.750	Not supported
H7	TS->RI	0.350	3.769	0.000	Supported
H8	DI->TS->RI	0.144	2.795	0.005	Supported
H9	NS->TS->RI	0.044	1.362	0.173	Not supported
H10	IS->TS->RI	0.103	2.497	0.013	Supported

Notes: H = hypothesis, OS = original sample. The t-statistical value and the p-value indicate whether the hypothesis is not supported or supported. If the t-statistic value is greater than the t-table, 1.96 to be precise, and the p-value is less than 0.05, then the hypothesis is supported. While the value of the path coefficient can be used to determine whether the relationship of a variable has a positive or negative influence.

Effect of Destination Image on Tourist Satisfaction. Destination image has a positive and significant effect on tourist satisfaction because the p-value obtained is 0.000 or < 0.05. While the original sample value obtained was 0.412, which means that the influence of the variable relationship is positive. Therefore, the first hypothesis (H1) is supported. The implication is that destinations that offer interesting rides, destinations with beautiful scenery, destinations with soothing weather, and destinations with affordable ticket prices can increase satisfaction among Sirukam Dairy Farm tourists. Tourists who are dominated by generations Z and Y with an income range of IDR 1,000,001-

3,000,000 provide a positive image for Sirukam Dairy Farm because it presents a unique tourist destination with low ticket prices. This is proportional to the satisfaction they get while traveling at Sirukam Dairy Farm.

The results of the descriptive analysis of destination image variables show that the highest average statement is in the item Sirukam Dairy Farm has beautiful scenery and natural attractions, which is 4.42. This means that tourists are very interested in the nature and atmosphere at Sirukam Dairy Farm. The implication is that a good destination image can increase tourist satisfaction. This means that the increase in satisfaction among Sirukam Dairy Farm tourists is due to an increase in the natural beauty and atmosphere at Sirukam Dairy Farm.

These results are in line with previous findings by other researchers. Destination image positively and significantly affects tourist satisfaction at sporting event held in Asia. The image of Malaysia has a positive and significant effect on golf tourists satisfaction. Destination image positively and significantly affects tourist satisfaction among tourists in Penang Hill, Malaysia. This means that the higher the destination image, the higher the tourist satisfaction.

Effect of Novelty Seeking on Tourist Satisfaction. Novelty seeking has a positive and insignificant effect on tourist satisfaction because the p-value obtained is 0.136 or > 0.05. While the original sample value obtained was 0.124, which means that the influence of the variable relationship is positive. Therefore, the second hypothesis (H2) is not supported. This indicates that novelty seeking can increase tourist satisfaction, but the novelty presented by Sirukam is so great that the correlation with satisfaction is reversed. The implication is that unique destinations, visits that are different from previous visits, and new experiences that tourists get after visiting cannot increase satisfaction among Sirukam Dairy Farm tourists. Tourists feel that all their expectations have been met, and satisfaction becomes infinite. Tourists, who are dominated by women from this generation, like to take photos and videos while traveling at Sirukam Dairy Farm. They will share the experience on social media. However, the high novelty offered by Sirukam Dairy makes its relationship with satisfaction infinite, thus creating an insignificant effect.

The results of the descriptive analysis of the novelty-seeking variable show that the lowest average statement is in the item "My visit to Sirukam Dairy Farm was a once-in-a-lifetime experience," which is 4.21. This means that tourists assess that their visit to Sirukam Dairy Farm as an educational concept destination is not the first time. The implication is that novelty-seeking is unable to increase tourist satisfaction. This means that no matter how big the increase in novelty at Sirukam Dairy Farm, it cannot increase satisfaction among Sirukam Dairy Farm tourists. This happens because tourists come for the umpteenth time, so the novelty at

Sirukam Dairy Farm does not make them satisfied. The novelty presented by Sirukam Dairy Farm is still same as their first visit, so satisfaction becomes insignificant for the next visit.

These results are in line with previous findings by other researchers. Novelty positively and insignificantly affects satisfaction among tourists in Penang Hill, Malaysia. An increase in novelty-seeking is not able to increase tourist satisfaction at Penang Hill, Malaysia. Tourists consider that the increase in novelty presented by Penang Hill is not enough to increase their satisfaction. Novelty seeking has an insignificant effect on tourist satisfaction among tourists at the UNESCO site in Melaka, Malaysia. Tourist satisfaction is negatively and insignificantly influenced by novelty seeking among people who have attended business meetings (MICE) in Medan City, Indonesia. This means that an increase in novelty-seeking is unable to increase tourist satisfaction.

**Effect of Involvement Seeking on Tourist Satisfaction.** Involvement seeking has a positive and significant effect on tourist satisfaction because the p-value obtained is 0.000 or  $< 0.05$ . While the original sample value obtained was 0.294, which means that the influence of the variable relationship is positive. Therefore, the third hypothesis (H3) is supported.

This indicates that involvement can fully increase tourist satisfaction. The implication is that the destinations that tourists most want to visit, tourists who can enjoy tourism activities at the destination, and tourists who are interested in the main tourism activities at the destination can increase satisfaction among Sirukam Dairy Farm tourists. Tourists who are dominated by generation Y housewives usually bring their children to travel to Sirukam Dairy Farm. There are many educational alternatives that can be followed by children at Sirukam Dairy Farm, such as cow milking, cheese making, *radjo* coffee processing, orchid conservation, and others. In addition, children are also provided with playground rides such as flying foxes, spider webs, a large park to run around in, and others. The number of activities that tourists can do while traveling can increase their satisfaction.

The results of the descriptive analysis of the involvement seeking variable show that the highest average statement is in the item I enjoy tourism activities at Sirukam Dairy Farm, which is 4.46. This means that tourists enjoy trying all the rides and educational tour packages at Sirukam Dairy Farm. The implication is that good involvement can increase tourist satisfaction. This means that the increase in satisfaction among Sirukam Dairy Farm tourists is due to an increase in their enjoyment of participating in educational tour packages and various tourist activities at Sirukam Dairy Farm.

These results are in line with previous findings by other researchers. The level of involvement affects tourist satisfaction with travel service providers. Involvement positively and significantly affects satisfaction among

tourists in Penang Hill, Malaysia. This implies that when a destination involves its tourists in its main activities, it is highly likely that tourists will be satisfied with the destination. Involvement seeking has a positive and significant effect on tourist satisfaction among tourists in Cittaslow (a slow city), Taiwan. This means that the higher the involvement sought, the higher the tourist satisfaction.

**Effect of Destination Image on Revisit Intention.** Destination image has a positive and significant effect on revisit intention because the p-value obtained is 0.002 or  $< 0.05$ . While the original sample value obtained was 0.284, which means that the influence of the variable relationship is positive. Therefore, the fourth hypothesis (H4) is supported.

This indicates that the destination image can fully increase revisit intention. The implication is that destinations that offer interesting rides, destinations with beautiful scenery, destinations with soothing weather, and destinations with affordable ticket prices can increase revisit intention among Sirukam Dairy Farm tourists. Tourists who are dominated by generations Z and Y with an income range of IDR 1,000,001-3,000,000 provide a positive image for Sirukam Dairy Farm because it presents a unique tourist destination with low ticket prices. This turned out to be able to increase revisit intention among tourists at Sirukam Dairy Farm.

The results of the descriptive analysis of destination image variables show that the highest average statement is in the item "Sirukam Dairy Farm has beautiful scenery and natural attractions," which is 4.42. This means that tourists are very interested in the nature and atmosphere at Sirukam Dairy Farm. The implication is that a good destination image can increase revisit intention. This means that the increase in return visits among Sirukam Dairy Farm tourists is due to an increase in the natural beauty and atmosphere at Sirukam Dairy Farm.

These results are in line with previous findings by other researchers. There is a positive overall image has a noteworthy effect on the intention of tourists to revisit and recommend the visited destination to others. Destination image positively and significantly affects revisit intention among tourists in Penang Hill, Malaysia. There is a positive and significant relation between destination image and revisit intention among cultural heritage tourists. This implies that when a destination has a good image among tourists, it is highly likely that they will intend to revisit the same destination.

**Effect of Novelty Seeking on Revisit Intention.** Novelty seeking seeking has a positive and significant effect on revisit intention because the p-value obtained is 0.010 or  $< 0.05$ . While the original sample value obtained was 0.187, which means that the influence of the variable relationship is positive. Therefore, the fifth hypothesis (H5) is supported.

This indicates that novelty-seeking can fully increase revisit intention. The implication is that unique destinations, visits that are different from previous visits, and new experiences that tourists get after visiting can increase revisit intention among Sirukam Dairy Farm tourists. Tourists, who are dominated by women from generations Z and Y, have a penchant for exploring unique destinations. They usually like to take photos and videos while traveling at Sirukam Dairy Farm. They will share the experience on social media sites such as Instagram, TikTok, Facebook, and others. This turns out to be able to increase revisit intentions among Sirukam Dairy Farm tourists in the future.

The results of the descriptive analysis of the novelty-seeking variable show that the highest average statement is found in the item "Sirukam Dairy Farm is very unique," which is 4.52. This means that tourists find something new at Sirukam Dairy Farm that is different from other educational destinations. The implication is that good novelty-seeking can increase revisit intention. This means that the increase in return visits among Sirukam Dairy Farm tourists is due to an increase in the uniqueness of Sirukam Dairy Farm.

These results are in line with previous findings by other researchers. Novelty seeking positively and significantly affects destination loyalty in the destinations of UAE. Novelty positively and significantly affects revisit intentions of tourists in Xitou Nature Education Area (XNEA), Taiwan. This implies that when a destination provides new things, it is highly likely that tourists will revisit to the same destination in the future. Novelty seeking positively and significantly affects revisit intention among tourists in Cittaslow (a slow city). This means that the higher the novelty seeking, the higher the revisit intention.

**Effect of Involvement Seeking on Revisit Intention.** Involvement seeking has a positive and insignificant effect on revisit intention because the t statistic p-value obtained is 0.750 or  $> 0.05$ . While the original sample value obtained was 0.026, which means that the influence of the variable relationship is positive. Therefore, the sixth hypothesis (H6) is not supported.

This indicates that involvement seeking can increase revisit intention, but tourists' involvement is so great that the correlation with revisit intention is reversed. Tourists feel that the tourist activities they can participate in are so numerous that the relationship with revisit intention is infinite. The implication is that the destinations that tourists most want to visit, tourists who can enjoy tourist activities at the destination, and tourists who are interested in the main tourist activities at the destination cannot increase revisit intention among Sirukam Dairy Farm tourists. Tourists who are dominated by generation Y housewives usually bring their children to travel to Sirukam Dairy Farm. There are many educational alternatives that can be followed by children at Sirukam Dairy Farm, such as cow milking, cheese making, radjo *coffee* processing, orchid conservation, and others. In addition, children are also

provided with playground rides such as flying foxes, spider webs, a large park to run around in, and others. However, the number of tourist activities that tourists can do while traveling makes their relationship with revisit intention exceed their expectations, and their relationship with future revisit intention becomes insignificant.

The results of the descriptive analysis of the involvement seeking variable show that the lowest average statement is in the item "I am interested in the main tourist activities that Sirukam Dairy Farm has to offer", which is 4.26. This means that tourists are not very interested in trying various tourist activities at Sirukam Dairy Farm. The implication is that involvement seeking is not able to increase revisit intention. This means that any increase in tourists' involvement in Sirukam Dairy Farm cannot increase their future visits. This happens because tourists come from various occupational backgrounds. Sirukam Dairy Farm presents an educational tourism concept that is more suitable for students, while only a quarter of the respondents are students. So that the effect of involvement seeking on the likelihood of tourists visiting again in the future is insignificant.

These results are in line with previous findings by other researchers. Involvement positively and insignificantly affects revisit intention among tourists in Penang Hill, Malaysia. An increase in involvement seeking is not able to increase revisit intention at Penang Hill, Malaysia. Tourists consider that the increase in involvement presented by Penang Hill is not enough to increase tourists' revisit intentions in the future. Novelty seeking insignificantly affects revisit intention among tourists in Cittaslow (a slow city). This means that an increase in involvement seeking cannot increase the intention to revisit the same destination among tourists in the future.

**Effect of Tourist Satisfaction on Revisit Intention.** Tourist satisfaction has a positive and significant effect on revisit intention because the p-value obtained is 0.000 or  $< 0.05$ . While the original sample value obtained was 0.350, which means that the influence of the variable relationship is positive. Therefore, the seventh hypothesis (H7) is supported.

This indicates that tourist satisfaction can fully increase revisit intention. The implication is that tourists who can enjoy their visit to the destination, tourists who are satisfied with their visiting decision, tourists who expect experiences when visiting the destination, and tourists who feel happy after visiting can increase revisit intention among Sirukam Dairy Farm tourists. Tourists who are dominated by women from generations Z and Y with the occupation of housewife and students get a lot of valuable experiences while visiting Sirukam Dairy Farm, mainly because of the uniqueness and tourist activities that tourists can do. The experience gained by tourists can make them satisfied and increase their intention to revisit in the future.

The results of the descriptive analysis of tourist satisfaction variables show that the highest average statement is in the item "I am satisfied with my decision to visit Sirukam Dairy Farm," which is 4.66. This means that tourists are right in their decision to visit Sirukam Dairy Farm because they are finally satisfied. The implication is that good tourist satisfaction can increase revisit intention. This means that tourists' increased desire to revisit Sirukam Dairy Farm is due to their increased overall satisfaction.

These results are in line with previous findings by other researchers. Tourists revisit intention for Airbnb guests and established empirically that tourist satisfaction positively stimulates their intention to revisit the destination. Tourist satisfaction positively and significantly affects revisit intention among tourists in Penang Hill, Malaysia. Golf tourists satisfaction has a positive and significant effect on their intention to revisit Malaysia. Tourist satisfaction positively and significantly influences revisit intention among tourists in Cittaslow (a slow city). This implies that when tourists are satisfied with a destination, it is highly likely that they will intend to revisit the same destination in the future.

Effect of Destination Image on Revisit Intention Mediated by Tourist Satisfaction. Tourist satisfaction has a positive and significant mediating effect on destination image and revisit intention. While the original sample value obtained is 0.144, which means it has a positive effect. Then, the p-value obtained is 0.005 or  $< 0.05$ , meaning that the effect is significant. Therefore, the eighth hypothesis (H8) is supported.

his indicates that destination image can fully increase revisit intention through the mediation of tourist satisfaction. The implication is that tourists who really enjoy their visit, tourists who are satisfied with their visiting decision, tourists who need experience when visiting a destination, and tourists who feel happy when visiting a destination can increase the influence of destination image on revisit intention. Tourists who are dominated by generations Z and Y with an income range of IDR 1,000,001-3,000,000 provide a positive image for Sirukam Dairy Farm because it presents a unique tourist destination with low ticket prices. This turns out to be able to increase revisit intention among tourists at Sirukam Dairy Farm after being mediated by tourist satisfaction.

The results of the descriptive analysis of the tourist satisfaction variable show that the highest average statement is in the item I am satisfied with my decision to visit Sirukam Dairy Farm, which is 4.66. This means that tourists are right in their decision to visit Sirukam Dairy Farm because they finally feel satisfied. The implication is that an increase in tourist satisfaction can increase and strengthen the influence of destination image on revisit intention among Sirukam Dairy Farm tourists.

These results are in line with previous findings by other researchers. Tourist satisfaction positively and

significantly mediates the relationship between destination image with revisit intention on tourists of the UAE. Destination image forecasts tourist intention to revisit via satisfaction on Macau's tourist shuttle service. Satisfaction is a positive and significant mediator between destination image and revisit intention among tourists in Penang Hill, Malaysia. It suggests that the impact of destination image on revisit intention increases through tourist satisfaction.

Effect of Novelty Seeking on Revisit Intention Mediated by Tourist Satisfaction. Tourist satisfaction has a positive and insignificant mediating effect on novelty seeking and revisit intention. While the original sample value obtained is 0.044, which means it has a positive effect. Then, the p-value obtained is 0.173 or  $> 0.05$ , meaning that the effect is insignificant. Therefore, the ninth hypothesis (H9) is not supported.

This indicates that novelty seeking can increase revisit intention after being mediated by tourist satisfaction, but the novelty presented by Sirukam is so great that the correlation with satisfaction is reversed. Tourists feel that all their expectations have been met, and satisfaction becomes infinite. The implication is that tourists who really enjoy their visit, tourists who are satisfied with their visiting decision, tourists who need experience when visiting a destination, and tourists who feel happy when visiting a destination cannot increase the influence of novelty seeking on revisit intention. Tourists, who are dominated by women from generations Z and Y, have a penchant for exploring unique destinations. They usually like to take photos and videos while traveling at Sirukam Dairy Farm. They will share the experience on social media. However, the high novelty offered by Sirukam Dairy makes its relationship with revisit intention and the mediation of tourist satisfaction infinite, thus creating an insignificant effect.

The results of the descriptive analysis of the tourist satisfaction variable show that the lowest average statement is in the item Experience is what I need the most when visiting Sirukam Dairy Farm, which is 4.35. This means that tourists have other motivations when visiting Sirukam Dairy Farm, as evidenced by their low assessment of the need for experience when visiting. The implication is that no matter how much tourist satisfaction increases, it is still unable to increase the influence of destination image on revisit intention among Sirukam Dairy Farm tourists but rather weakens the relationship between the two variables.

These results are in line with previous findings by other researchers. Tourist satisfaction to be mediator between novelty and revisit intention positively and insignificantly among tourists in Penang Hill, Malaysia. An increase in tourist satisfaction is not able to increase the relationship between the involvement seeking variable and revisit intention at Penang Hill, Malaysia. Tourists assess that the satisfaction they get at Penang Hill is not influenced by an increase in the influence of



involvement seeking on tourists' future revisit intentions.

Effect of Involvement Seeking on Revisit Intention Mediated by Tourist Satisfaction. Tourist satisfaction has a positive and significant mediating effect on involvement seeking and revisit intention. While the original sample value obtained is 0.103, which means it has a positive effect. Then, the p-value obtained is 0.013, or  $< 0.05$ , meaning that the effect is significant. Therefore, the tenth hypothesis (H10) is supported.

This indicates that involvement seeking can increase revisit intention after being mediated by tourist satisfaction. The implication is that tourists who really enjoy their visit, tourists who are satisfied with their visiting decision, tourists who need experience when visiting a destination, and tourists who feel happy when visiting a destination can increase the influence of involvement seeking on revisit intention. Tourists who are dominated by generation Y housewives usually bring their children to travel to Sirukam Dairy Farm. There are many educational alternatives that can be followed by children at Sirukam Dairy Farm, such as cow milking, cheese making, *radjo* coffee processing, orchid conservation, and others. In addition, children are also provided with playground rides such as flying foxes, spider webs, a large park to run around in, and others. Tourist activities that tourists can do while traveling are able to increase their relationship with revisit intention after being mediated by tourist satisfaction.

The results of the descriptive analysis of tourist satisfaction variables show that the highest average statement is in the item "I am satisfied with my decision to visit Sirukam Dairy Farm," which is 4.66. This means that tourists are right in their decision to visit Sirukam Dairy Farm because they finally feel satisfied. The implication is that increasing tourist satisfaction can increase and strengthen the influence of involvement seeking on revisit intention among Sirukam Dairy Farm tourists.

These results are in line with previous findings by other researchers. Tourist satisfaction has a positive and significant mediating effect on the relationship of involvement seeking with revisit intention in the Iranian eco-tourism context. Tourist satisfaction to be mediator between involvement and revisit intention positively and significantly among tourists in Penang Hill, Malaysia. Tourist satisfaction mediates the positive and significant relationship between novelty seeking and revisit intention among tourists in Cittaslow (a slow city). It suggests that the impact of involvement seeking on revisit intention increases through tourist satisfaction.

#### 4. Conclusion

Destination image has a positive and significant effect on tourist satisfaction among Sirukam Dairy Farm tourists. Novelty seeking has a positive and insignificant effect on tourist satisfaction. Involvement

seeking has a positive and significant effect on tourist satisfaction. Destination image has a positive and significant effect on revisit intention. Novelty seeking has a positive and significant effect on revisit intention. Involvement seeking has a positive and insignificant effect on revisit intention. Tourist satisfaction has a positive and significant effect on revisit intention. Tourist satisfaction has a positive and significant mediating effect between destination image and revisit intention. Tourist satisfaction has a positive and insignificant mediating effect between novelty seeking and revisit intention. Tourist satisfaction has a positive and significant mediating effect between involvement seeking and revisit intention among Sirukam Dairy Farm tourists.

The results of this study can contribute to the discipline of tourism marketing. The results can provide an overview for Sirukam Dairy Farm tourists regarding the criteria for educational tourism that can create valuable experiences for them. Tourists have various motivations when deciding to make a repeat visit in the future. The first thing that is emphasized in this study is tourist satisfaction. The results of this study can be a reference for Sirukam Dairy Farm to be able to increase tourist satisfaction and repeat visits in the future. A good image, uniqueness, novelty, and being able to include tourists in every tourist activity can increase tourist trust in Sirukam Dairy Farm. The results of this study can contribute to the local government in Solok Regency, West Sumatra Province, relating to the development of tourism, especially educational tourism. Because tourism can be one of the largest contributors to GDP, this is based on the great tourism potential in Solok Regency, especially nature tourism. It is recommended for future research to use different approaches, such as qualitative approaches or mixed methods, so that the research results are of higher quality because the results of information about the travel experience will be of higher quality if obtained through exploratory interviews. It is recommended for future research to determine specific research subjects or respondents, such as generation Z, generation Y, generation X, or millennial parents.

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