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Tourist revisit intention: does image affect their preference?

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ABSTRACT

Tourism is a cross-cultural encounter that happens every day. Thus, the life cycle of the tourism industry is represented by first-time tourists and tourists who make return visits to a destination. This study aims to examine the relationship between destination image and revisit intention through utilitarian value, hedonic value, and preference. The population of this study consisted of domestic tourists who traveled to three main destinations, namely Bandung, Yogyakarta, and Bali. The sample was considered by the criteria as many as 333 tourists were asked to answer the questionnaire. The method used in this research is a survey with a Structural Equation Modeling (SEM) analysis technique. The results revealed that destination image positively affects utilitarian and hedonic values. Utilitarian and hedonic values are positively related to preference. Preference is positively related to revisiting intention. The results of this study make a theoretical contribution by deepening the understanding of revisit intention. In addition, this study makes a practical contribution to the tourism industry. Limitations and future research directions are included at the end of the article.



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Introduction

Tourism is a new experience individuals encounter from the surrounding environment (X. (Robert) Li et al., 2008). Currently, tourism is considered an economic generator (Fourie & Santana-Gallego, 2011). For many countries, tourism is a source of commercial activities, income, employment, and international exchange (Zhong et al., 2015). In addition, tourism functions as a cross-cultural meeting that occurs every day in various parts of the world. Through cultural linkages, tourism promotes unity in the long term and makes the world a place worth visiting and experiencing for everyone. Therefore, the life cycle of the tourism industry is represented by tourists who visit for the first time and tourists who make return visits (Um et al., 2006).

Tourist return visits to a destination are a key element of the success of the tourism industry (Lin & Morais, 2009). Several studies have noted that understanding tourists' revisit intentions can save costs over first visits and will likely result in positive word-of-mouth recommendations (Baker & Crompton, 2000; Um et al., 2006 in Tsai & Bagozzi, 2014). Many destinations have judged that their economic sustainability is based on their ability to attract repeat tourists (Petrick et al., 2001). Several studies have predicted that tourist revisit intention comes from studies of attitudes and behavior based on cognitive and affective constructs (Hsu & Huang, 2012; Huang & Hsu, 2009). Besides that, tourists who make return visits adopt management innovations implemented by the

destination, including the destination image. Therefore, destination image, which has cognitive and affective dimensions, can lead to a desire to revisit.

Destination image is an important construct that influences tourists' decision-making, destination choice, post-trip evaluation, and future behavior (Zhang et al., 2016). Several researchers have identified destination image as a determinant of revisit intention (Li et al., 2010). Handawan (2015) states in his research that destination image is one of the important things that need to be considered to generate visiting intentions at tourist destinations. This statement is supported by the results of research by Mega Mirasaputri Cahyanti (2017), Mulyana and Devi (2016), and Cahyanti and Widiya (2017), which state that destination image and tourist attraction have a significant influence on creating visiting intentions. However, although previous studies have assumed that destination image is a determinant of revisit intention, previous studies have only used limited image dimensions, which may reduce validity and reliability (Um et al., 2006). In addition, the understanding of revisit intention is still limited because it has not discussed hedonic and utilitarian factors in the decision-making process of tourists to visit again. In fact, according to perceived value theory, tourists can conclude that their destination choices are related to utilitarian and hedonic values. Tourism can evoke feelings that stimulate desires related to mental representations and symbolic meanings. Rational and tangible factors can also guide travel decisions.

Furthermore, utilitarian and hedonic values will influence preferences (Teng & Wu, 2019). Tourist preferences for a destination depend on tourist subjectivity (Andrades-Caldito et al., 2013; Cheng & Lu, 2013). Therefore, this research fills the gap in previous research by examining the relationship between destination image and revisit intention through the utilitarian value, hedonic value, and preference evaluation stages. These constructs are used together to explain the intention to revisit consistently and theoretically. Considering the urgency and gaps in research, this study explores the relationship between destination image, utilitarian value, hedonic value, preference, and revisit intention. These variables have not been studied as a comprehensive model in Indonesia as a tourist destination. This research contributes theoretical and practical value. Theoretically, this research draws attention to the complexity of the relationship between destination image components and revisits intention by incorporating important constructs that have not yet been explored. From a practical point of view, this research highlights the factors that influence tourists' tendencies to choose a tourist destination, which can serve as a basis for determining effective strategies (Pike & Ryan, 2004).

Image is a construct widely applied in marketing science to represent consumer perceptions of products, objects, behavior, and events. Image is driven by beliefs, feelings, and impressions (Baloglu, 1997 in Kladou & Mavragani, 2015). In tourist destination marketing, most researchers agree that destination image is a collection of impressions, ideas, hopes, and emotional thoughts tourists have about a destination. According to (Echtner & Ritchie, 1993 in Morrison, 2013) destination image comprises attributes and holistic aspects. According to (Blas & Carvajal-Trujillo, 2014), destination image consists of four dimensions: tourist resources, urban environment, infrastructure and atmosphere of the city, and economic environment. Apart from that, (Toudert & Bringas-Rábago, 2016) stated that destination image is in three dimensions: tourism resources, urban environment, infrastructure, and atmosphere. In addition, (Baloglu, 2000 in Almeida-García et al., 2020) evaluated destination image specifically based on cognitive and affective aspects.

Cognitive evaluation generally refers to an individual's knowledge, impressions, perceptions, ideas, and beliefs about an object, while affective evaluation is related to tourists' feelings toward the object. Therefore, this study adopted measurements from (Baloglu, 2000). Destination image influences perceived values such as utilitarian value and hedonic value (Stylos et al., 2016). The utilitarian value represents a rational tourist destination orientation and focuses more on functional aspects. Utilitarian value is associated with the ability of a service to meet certain functional goals or needs (Lee et al., 2021). Besides that, hedonic value is based on psychological aspects, such as emotions and fantasies (Chang et al., 2022). Hedonism is usually considered a form of egoism in which pleasure and avoidance dominate the motives for action, referring to the personal view that pleasure is a good thing in life. Most empirical studies have reported the relationship between destination image and perceived values such as utilitarian value and hedonic value (Allameh et al., 2015; Jin et al., 2013). Therefore, destination image is very important for tourists' perceived value. Thus, the hypothesis formulated is:

H₁: destination image influences the utilitarian value

H₂: destination image influences hedonic value

According to (Monroe, 1990 in Diamantopoulos, 2012) value measures price and quality. However, some researchers have proposed that when measuring value, paying attention to the psychological dimension is necessary. Researchers must focus more on value because value influences tourists' decision-making. In marketing literature, utilitarian and hedonic values are basic concepts that can evaluate consumption experiences (Bridges & Florsheim, 2008 in Cai et al., 2018). Utilitarian and hedonic values are fundamental to

understanding consumption-related evaluations (Eroglu et al., 2006). These two values show overall consumption activities representing a comprehensive value picture. Utilitarian value is defined as an overall assessment of functional benefits and tradeoffs. Tourists with utilitarian values are described as more efficient and rational (Babin et al., 1994 in Tyrväinen et al., 2020). Utilitarian values incorporate more cognitive aspects of attitudes, such as value for money (Zeithaml, 1988) convenience considerations, and time savings (Teo, 2001). However, researchers argue that value must consider more than just functional utility (Homer, 2008).

Besides that, the initial concept of hedonic value was derived from hedonic consumption theory (Hollebeek et al., 2022). Hedonic consumption is behavior that refers to the experience of pleasure or is pleasure-oriented. Hedonic value is a value that is not goal-oriented (Sweeney & Soutar, 2001). When compared with utilitarian value, hedonic value is more subjective and results from emotions of pleasure rather than task completion (Holbrook & Batra, 1987 in Schindler et al., 2017). On the other hand, utilitarian value is relative to hedonic value. Previous research has applied hedonic and utilitarian scales to measure attitudes. According to (de Oliveira Santini et al., 2018), utilitarian value consists of effective, useful, necessary, and practical dimensions, while hedonic value consists of fun, exciting, evocative, and nice. These results verify that utilitarian and hedonic values influence preference (Vieira et al., 2018). Thus, the hypothesis formulated is:

H₃: utilitarian value influences preference

H₄: hedonic value influences preference

Fishbein & Stasson (1990) stated that intention is motivation. Intents may not be triggered when preferences are not presented. In addition, (Bagozzi, 1992 in Tsai & Bagozzi, 2014) argued that preferences differ from intentions and even stated that intentions cannot be activated without a preference. According to (Sääksjärvi & Samiee, 2011), preference can be measured using the dimensions of visits, overall preference, likelihood of visits, and certainty. In several studies, preference is important in future visit intentions (Mathwick et al., 2001; Su & Huang, 2018). Behavioral intention refers to a tourist's likelihood of a particular behavior (Fishbein & Ajzen, 1975). Thus, this research defines revisit intention as a subjective assessment of the possibility of tourists revisiting a destination. Revisit intention can be measured by the possibility of realizing the targeted revisit behavior. According to (Lin, 2013), Revisit intention consists of the intention to revisit and recommend.

In the theory of reasoned action, behavioral intentions are determined by attitudes towards behavior and subjective norms (Ajzen, 2020), whereas in the theory of planned behavior, behavioral intentions are influenced by perceived behavioral control (La Barbera & Ajzen, 2021). This research assumes that tourist preferences will influence revisit intention. Therefore, this research adopts the (Sääksjärvi & Samiee, 2011) to predict the relationship between preference and revisit intention. This assumption is supported by research by (Rahman & Fattah, 2014) which explored the relationship between tourist preferences and intention to patronize restaurants for groceries in Malaysia. The research results of (Rahman & Fattah, 2014) show that tourist preferences influence tourists' intentions in choosing a particular restaurant. In addition, tourism literature has stated that destination preference will impact tourists' return travel decisions (Su & Huang, 2019). Thus, the hypothesis formulated is:

H₅: preference influences revisit intention.

Method

This research uses a survey method with a quantitative approach. Quantitative approaches numerically measure a set of predetermined attributes. This quantitative research involves inferentiality using scale levels (Uysal & Altin, 2017). The following is the operationalization of the variables used in the research (Table 1).

The population in this study were tourists in the destinations Bandung, Yogyakarta and Bali. The sample size was determined using the following estimated parameters :

$$\begin{aligned} \text{Estimated Parameter} &= \text{jumlah indikator} \times 2 + \text{jumlah error variabel } y + \text{jumlah arah panah struktural} \\ &= (27 \times 2) + 4 + 5 \\ &= 63 \end{aligned}$$

According to Hair et al. (2019) a representative sample size is 100 to 200 respondents with a minimum good sample of five times and a maximum of ten times the number of indicators. The number of estimated parameters is 63, so the minimum sample size is five times the estimated parameters, or $5 \times 63 = 315$ respondents. This research used a non-probability sampling technique with purposive sampling to determine the sample. The criteria for determining the research sample are: 1. Tourists to the destinations Bandung, Yogyakarta, and Bali who have visited at least the last six months; 2. Make at least one tourist visit; and 3. Willing to be a respondent.

The bipolar adjective scale is a development of the semantic differential scale used in this research. Research data was collected by distributing closed questionnaires to respondents. Closed questionnaires are made in the form of statements that have alternative answer choices. Respondents were asked to respond to each statement on a scale of 1-10. The even scale range aims to ensure that respondents will not tend to choose neutral or middle numbers. A rating of 1-5 means disagrees, and conversely, 6-10 means agree.

Table 1. Operationalization of Research Variables

Variable	Dimensions	Indicator	Information
Destination Image (Baloglu, 2000)	Affective Image	The destination has an exotic atmosphere	DI1
		Destinations create relaxation	DI2
		The destination has beautiful views	DI3
		The destination has a good climate	DI4
		Destination recommendations	DI5
	Cognitive Image	Availability of destination travel information	DI6
		Personal safety guaranteed	DI7
		Availability of good restaurants	DI8
		Suitable accommodation	DI9
		Friendliness	DI10
		The destination has a unique architecture	DI11
Utilitarian Value (Santini et al., 2018)	Effective	Visiting this destination is effective	UV1
	Useful	Visiting this destination is useful	UV2
	Necessary	Visiting this destination is necessary	UV3
	Practical	Visiting this destination is practical	UV4
	Fun	Visiting this destination is fun	HV1
Hedonic Value (Santini et al., 2018)	Exciting	Visiting this destination is an interesting thing	HV2
	Evocative	Destinations can arouse tourists	HV3
	Nice	This destination is good	HV4
	Visits	Frequency of destination visits	P1
Preferences (Sääksjärvi & Samice, 2011)	Overall Preference	The likeness of this destination is more than that of other destinations	P2
	Likelihood of Visits	Possibility of visiting the destination	P3
	Certainly of Visits	Certainty of visiting the destination	P4
Revisit Intention (Lin, 2013)	Intention to Revisit	Return visit	RI1
		Possible to become the next destination	RI2
	Intention to Recommend	Recommend destinations to friends/relatives	RI3
		Recommend destinations to people looking for advice	RI4

Source: Prepared by authors, 2023

This research uses Structural Equation Modeling (SEM) analysis techniques to visualize the relationship between variables. SEM is a development of multiple equation models derived from the principles of econometrics, psychology, and sociology (Hair et al., 2019). SEM is a general statistical modeling technique widely used in behavioral science. SEM was chosen because it follows the research objective, namely testing the relationship between variables in the model. This research uses AMOS 22 software to test the proposed model and hypotheses. The following model is used in the research to explain the flow of the concept of interconnectedness:

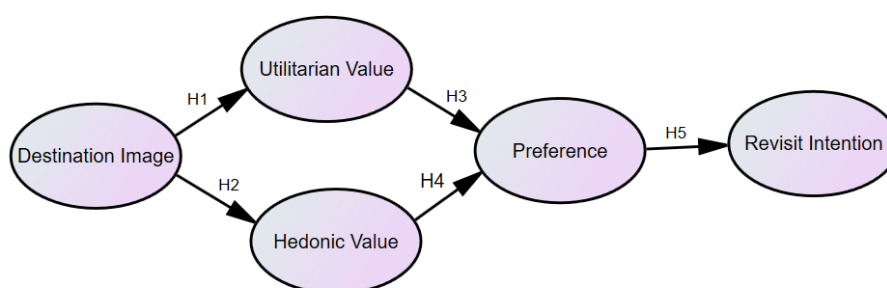


Figure 1. Research Model

Source: Prepared by authors, 2023

Results and Discussions

The respondents obtained in this research were 333 tourists, with characteristics divided into several criteria groupings, namely based on gender, age, favorite destinations frequently visited, and intensity of visiting the same destination. The following are details of the characteristics of the respondents selected in the research:

Table 2. Characteristics of Respondents

Characteristics	Attribute	Frequency	%
Gender	Man	135	40.54
	Woman	198	59.46
Age	18-25	87	26.13
	26-35	144	43.24
	36-45	93	27.93
	>46	9	2.70
	West Java	205	61.56
Domicile	Central Java	52	15.62
	East Java	69	20.72
	Outside Java	7	2.10
	Bandung	88	26.43
Favorite destination	Yogyakarta	175	52.55
	Bali	70	21.02
	One time in 1 year	144	43.24
Visit intensity	Two times in 1 year	158	47.45
	More than two times in 1 year	31	9.31

Source: Prepared by authors, 2023

Table 3. Confirmatory Factor Analysis of Exogenous and Endogenous Variables

			Estimate	S.E	C.R.	P	Label
DI11	<---	IN	1,000				
DI10	<---	IN	1,024	,085	12,047	***	par_1
DI9	<---	IN	1,007	,086	11,715	***	par_2
DI8	<---	IN	1,046	,089	11,775	***	par_3
DI7	<---	IN	1,019	,090	11,266	***	par_4
DI6	<---	IN	1,172	,091	12,846	***	par_5
DI5	<---	IN	1,178	,094	12,571	***	par_6
DI4	<---	IN	1,110	,090	12,280	***	par_7
DI3	<---	IN	,921	,079	11,612	***	par_8
DI2	<---	IN	,976	,083	11,730	***	par_9
DI1	<---	IN	1,004	,085	11,769	***	par_10
UV1	<---	UV	1,000				
UV2	<---	UV	1,236	,145	8,519	***	par_11
UV3	<---	UV	1,263	,146	8,642	***	par_12
UV4	<---	UV	1,379	,155	8,868	***	par_13
HV4	<---	H.V	1,000				
HV3	<---	H.V	1,248	,128	9,739	***	par_14
HV2	<---	H.V	1,084	,116	9,360	***	par_15
HV1	<---	H.V	1,438	,132	10,874	***	par_16
P1	<---	P	1,000				
P2	<---	P	,852	,085	10,056	***	par_17
P3	<---	P	,919	,086	10,710	***	par_18
P4	<---	P	1,013	,089	11,397	***	par_19
RI1	<---	R.I	1,000				
RI2	<---	R.I	1,128	,163	6,912	***	par_20
RI3	<---	R.I	1,159	,167	6,931	***	par_21
RI4	<---	R.I	1,146	,167	6,861	***	par_22

Source: Amos Calculation Results, 2023

A descriptive statistical analysis of variables was conducted to determine respondents' responses to tourists in the Bandung, Yogyakarta, and Bali destinations. The sample size for this research was 333 respondents who were suitable for processing and following the requirements required in the research. As an antecedent variable, the destination image is defined as *the beliefs, ideas, and impressions tourists have of a destination* (Martins, 2015). Respondents' responses regarding destination image indicators were considered very good. However, the question "availability of destination travel information" (DI6) has a score with good classification. The utilitarian value is an overall assessment of functional benefits and tradeoffs. Consumers with utilitarian values are described as more efficient and rational (Babin et al., 1994 in Tyrväinen et al., 2020). Respondents' responses regarding these utilitarian value indicators were considered good. Hedonic value is a value that is more subjective and results from emotions of pleasure rather than task completion. Respondents' responses regarding these hedonic value indicators were also considered good. Preference is the key to studying tourist choice behavior (Ebrahim et al., 2016). Destination preference is a relative preference for choosing and revisiting a destination. Respondents' responses regarding preference indicators were also considered good. Consequently, revisit intention is defined as a subjective assessment of the possibility of tourists revisiting a destination. Respondents' responses regarding revisit intention indicators were considered good.

In addition, to test the conceptual model, this study adopted a two-step analysis. The first step is to conduct a confirmatory factor analysis (CFA) to verify the measurement model. Then, the second step is to test the relationship between the proposed variables. CFA is a multivariate method used to analyze variables that are thought to be of interest to each other. CFA is used to confirm that all indicators group themselves into factors related to how the researcher has linked the indicators to latent variables (unidimensionality). CFA models in SEM are used to assess the role of measurement error in the model, validate multifactorial models, and determine group effects on factors. The CFA test was carried out on exogenous variables and endogenous variables. The results of the analysis can be seen in the following Table 3.

The goodness of fit performance evaluation analysis determines the structural relationship between the variables studied. The structural relationships between variables can be tested for suitability using the goodness of fit index. The results of the analysis can be seen in the following image:

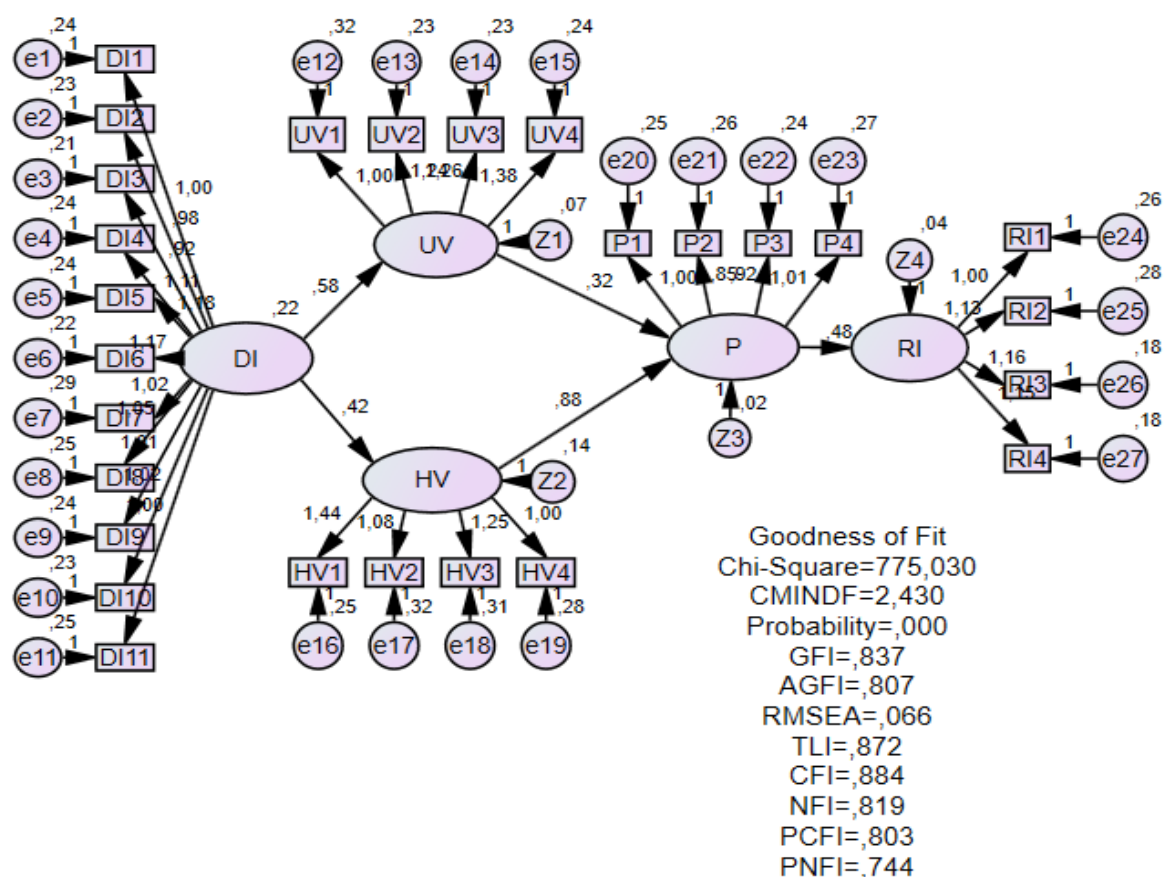


Figure 2. Full Model SEM Test Results

Source: Amos Calculation Results, 2023

From the Figure 2, the Goodness of Fit value of the full SEM model can be seen in the following Table 3.

Table 3. SEM Full Model Goodness of Fit Test

Goodness of Index	Cut-Off Value	Results Model	Information
Chi-Square	Expected Small	775,030	
RMSEA	≤0.08	0.066	Fit
GFI	≥0.90	0.837	Marginal Fit
AGFI	≥0.90	0.807	Marginal Fit
CMIN/DF	≤2.0	2,430	Marginal Fit
TLI	≥0.95	0.872	Marginal Fit
CFI	≥0.95	0.884	Marginal Fit

Source: Amos Calculation Results, 2023

The model tested is considered good if the chi-square value is low. The smaller the χ^2 value, the better the model, and it is accepted based on probability with a cut-off value of $p > 0.05$. Based on the calculation results, a chi-square value of 775.030 was obtained, so the model tested was said to be good. The AGFI value is 0.807, the CMIN/DF value is 2.430, the TLI value is 0.872, and the CFI is 0.884, so it can be said that the AGFI, CMIN/DF, TLI, and CFI values are in the marginal fit category. The RMSEA value shows the goodness-of-fit that can be expected when the model is estimated in the population. An RMSEA value that is less than or equal to 0.08 indicates that the model fits the data based on the degrees of freedom in the model. Based on the calculation results, the RMSEA value is 0.066, so the model can be accepted. The fit RMSEA value is smaller than 0.08. From the various suitability indices, it can be concluded that the measurement model for the proposed construct has good suitability. Thus, the entire research model involves the interaction of the destination image variables, utilitarian value, hedonic value, preference, and revisit intention, which is acceptable and can be analyzed further.

Table 4. Validity, Construct Reliability, and Variance Extracted

Variables	Information	If	error	r	ve
Destination Image (Baloglu, 2000)	DI1	0.696	0.304	0.949	0.903
	DI2	0.691	0.309		
	DI3	0.687	0.313		
	DI4	0.729	0.271		
	DI5	0.749	0.251		
	DI6	0.764	0.236		
	DI7	0.668	0.332		
	DI8	0.699	0.301		
	DI9	0.697	0.303		
	DI10	0.708	0.292		
	DI11	0.688	0.312		
Utilitarian Value (Santini et al., 2018)	UV1	0.557	0.443	0.846	0.717
	UV2	0.699	0.301		
	UV3	0.705	0.295		
	UV4	0.727	0.273		
Hedonic Value (Santini et al., 2018)	HV1	0.776	0.224	0.851	0.728
	HV2	0.628	0.372		
	HV3	0.686	0.314		
	HV4	0.624	0.376		
Preferences (Sääksjärvi & Samice, 2011)	P1	0.673	0.327	0.825	0.665
	P2	0.604	0.396		
	P3	0.646	0.354		
	P4	0.664	0.336		
Revisit Intention (Lin, 2013)	RI1	0.505	0.495	0.761	0.519
	RI2	0.542	0.458		
	RI3	0.640	0.360		
	RI4	0.627	0.373		

Source: Amos Calculation Results, 2023

The validity test measures whether a questionnaire is valid or not. A questionnaire is valid if the statements reveal something that will be measured. The measure construct validity can be seen from the loading factor value

in the standardized direct effects table. In addition, convergent validity can be used to determine each measurement estimated to measure the dimensions of the concept being tested validly and has a direct relationship or direct effect. The minimum number of loading factors is ≥ 0.4 , or ideally ≥ 0.7 (Hair et al., 2019). The following is a table of validity, construct reliability, and variance extracted (Table 4).

Table 4 shows that all measurements produce appropriate loading factor values so that all measurements are declared valid. Test reliability with the construct reliability test, namely testing the reliability and consistency of the data. The reliability coefficient ranges between 0 – 1. Thus, the higher the coefficient (closer to 1), the more reliable the measuring instrument. Construct reliability is good if the construct reliability value is > 0.7 and the variance extracted value is > 0.5 . Based on the results of data processing, it can be seen that construct reliability for the destination image variable is 0.949, utilitarian value is 0.846, hedonic value is 0.851, preference is 0.825, and revisit intention is 0.761. Therefore, it can be concluded that the construct reliability in this study is good because it is greater than 0.7. This result means that the indicators used are reliable and relatively capable of explaining the latent variables they form. Based on the data processing results, it can be seen that the variance extracted in the destination image variable is 0.903, the utilitarian value is 0.717, the hedonic value is 0.728, the preference is 0.665, and the revisit intention is 0.519. Therefore, it can be concluded that the questionnaire used in this research was declared reliable.

Hypothesis testing is carried out to determine whether or not the independent variable affects the dependent variable. The hypothesis is accepted if the probability (P) value is < 0.05 . The following are the results of hypothesis testing in the research:

Table 5. Coefficient Significance Test

			Estimate	C.R.	P	Information
UV	<---	IN	,578	7,503	***	Accepted
H.V	<---	IN	,419	6,328	***	Accepted
P	<---	U.V.	,321	3,751	***	Accepted
P	<---	H.V	,883	8,219	***	Accepted
R.I	<---	P	,480	6,787	***	Accepted

Source: Amos Calculation Results, 2023

Next, the following is the influence of exogenous variables on endogenous variables:

Table 6. Effect of Variables

			Estimate
UV	<---	IN	,578
H.V	<---	IN	,419
P	<---	U.V.	,321
P	<---	H.V	,883
R.I	<---	P	,480

Source: Amos Calculation Results, 2023

Based on Table 5, it can be concluded that destination image influences utilitarian value, namely 0.578. Destination image influences hedonic value, namely 0.419, utilitarian value influences preferences of 0.312, hedonic value influences preferences r is 0.883, and preference influences revisit intention of 0.480.

The destination image for tourists in Bandung, Yogyakarta, and Bali is very good. Thus, the destination image can create an exotic atmosphere, relaxation, beautiful views, good climate, recommendations, availability of travel information, personal security, restaurants, accommodation, friendliness, and unique architecture. Utilitarian value is stated to be good. It can be interpreted that the utilitarian value tourists feel towards this tourist destination is effective, useful, necessary, and practical. Hedonic value is also stated to be good. It can be interpreted that the hedonic value tourists feel towards tourist destinations is pleasant, interesting, arousing, and good. Next, the preference is declared good. This situation means that tourists have the frequency of visiting a destination, liking this destination over other destinations, the possibility of visiting the destination, and the certainty of visiting the destination. Apart from that, revisit intention was stated to be good. Tourists return to a possible destination for the next destination, recommend the destination to friends/relatives, and recommend the destination to people looking for advice.

In addition, there is a positive influence on the estimated relationship parameters between destination image and utilitarian value. These findings support hypothesis 1. Thus, if the destinations Bandung, Yogyakarta, and

Bali can create a good destination image, the tourist utilitarian value will increase. The results of this study are in accordance with the research of (Allameh et al., 2015; Jin et al., 2013), who reported the relationship between destination image and perceived value such as utilitarian value. Apart from that, there is a positive relationship between destination image and hedonic value. This finding supports hypothesis 2. Thus, if the destinations Bandung, Yogyakarta, and Bali can create a good destination image, the level of tourist hedonic value will increase. The results of this study are in accordance with the research of (Allameh et al., 2015; Jin et al., 2013), who reported the relationship between destination image and hedonic value.

There is a positive relationship based on the estimated parameters of the relationship between utilitarian value and preference. This finding supports hypothesis 3. Thus, the utilitarian value obtained by tourists from Bandung, Yogyakarta, and Bali will increase preference. This result is in accordance with research by Carpenter & Moore (2009), which verifies that utilitarian value influences preference. In addition, based on the estimated parameters of the relationship between hedonic value and preference, there is a positive relationship. These findings support hypothesis 4. So, if hedonic value is obtained by tourists from the destinations Bandung, Yogyakarta, and Bali, it will increase tourist preferences. The results of this research also follow research by Carpenter & Moore (2009) which states that hedonic value influences preference. A positive relationship was obtained based on the estimated parameters of the relationship between preference toward revisit intention. This finding supports hypothesis 5. So, tourists' preference for Bandung, Yogyakarta, and Bali will increase revisit intention. The results of this research are in accordance with research by (Sääksjärvi & Samiee, 2011), (Rahman & Fattah, 2014), and (Su & Huang, 2019) which shows that preferences influence revisit intention.

This research provides valuable research results and findings regarding the relationship between destination image and tourists' utilitarian needs and preferences. Furthermore, this study shows that destination image, preference, and tourists' utilitarian needs have a direct and positive effect on each other. Bandung, Yogyakarta, and Bali emerged as favorable tourist destinations with strong emotional sides. In addition, respondents considered Bandung, Yogyakarta, and Bali as destinations to revisit. Bandung, Yogyakarta, and Bali are portrayed as high-quality tourist destinations that meet the utilitarian needs of tourists and offer fun, interesting, evocative, and enjoyable experiences. The positive responses reflect the fact that tourists find that their brand image and tourists' utilitarian needs in Bandung, Yogyakarta, and Bali are met.

Conclusions

The results of this research provide theoretical and practical contributions to the tourism literature. Theoretically, it can be concluded that destination image influences utilitarian and hedonic value. Utilitarian and hedonic values influence preferences. Preference then influences revisit intention. The results of this research deepen the understanding of revisit intention. Apart from that, practically, this research helps destination service providers to understand destination image, which plays an important role in forming revisit intention through utilitarian value, hedonic value, and preference. This research suggests that marketers should develop effective strategies to enhance the image by spreading positive aspects of the destination to actual and potential tourists. In addition, the intention to visit again becomes stronger with the information available through various sources such as destination brochures, destination websites, friends and relatives, newspapers and magazines, travel guidebooks from several parties such as the Ministry of Tourism, hotels, resorts, airports, operators tours, and travel agents.

This study has several limitations. This research was conducted on destinations in Bandung, Yogyakarta, and Bali with limited geographical coverage. This research is also cross-sectional. Thus, further research is required to carry out more in-depth investigations. Because the tourism industry changes every day, this research can also be influenced by external factors beyond the control that influence tourists' perceptions and behavior, so the research results may not fully describe revisit intention. In addition, destination image research on revisit intention can experience subjectivity problems. Therefore, future research can investigate revisit intention in more depth and examine external factors and other factors that may affect the subjectivity of tourists. In addition, it is recommended that other antecedents shown in other service industries be investigated.

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