Analysis of tourist satisfaction in realising returns and recommending rural tourism destinations in Jambi province

Gampo Haryono[1*)], Elex Sarmigi[2], Ferry Siswadhi[1]
[1] Sekolah Tinggi Ilmu Ekonomi Sakti Alam Kerinci, Indonesia
[2] Institut Agama Islam Negeri Kerinci, Indonesia

Article Info

ABSTRACT

The province of Jambi has significant potential in developing rural tourism, with various unique destinations rich in culture and natural beauty that attract visitors. However, the challenge lies in maintaining and increasing tourist visits and encouraging them to recommend these destinations to others. This study aims to analyze the factors influencing tourist satisfaction in realizing repeat visits and recommending rural tourism destinations in Jambi Province. This research employs a survey method by collecting data through questionnaires distributed to 180 tourists who have visited rural tourism destinations in Jambi. The collected data is analyzed using multiple regression analysis techniques with the help of SmartPLS to determine the impact of independent variables on the dependent variable. The results show that the destination image does not significantly influence tourists' intentions to recommend the destination to others but can enhance tourist satisfaction. In contrast, the perceived value by tourists positively impacts the intention to recommend but does not affect satisfaction or repeat visits. The uniqueness of the destination can improve satisfaction and attract repeat visits, although it does not directly influence recommendations. Tourist satisfaction itself does not significantly impact recommendations, and repeat visits do not affect the intention to recommend the destination. The implication of this study is that rural tourism destination managers in Jambi Province need to focus on creating unique experiences and enhancing the perceived value for tourists to improve the appeal and sustainability of the destination.

Corresponding Author:

Gampo Haryono,
Sekolah Tinggi Ilmu Ekonomi Sakti Alam Kerinci
Email: gampo.haryono1@gmail.com

Introduction

Tourism plays a crucial role in local and national economic development, serving as a primary driver of economic growth, job creation, and income enhancement for communities. The significance of tourism for the local economy is evident through its contributions to increasing regional revenue, supporting small and medium-sized enterprises (SMEs), and promoting the preservation of culture and the environment (Lukito, 2022; Sulistyadi et al., 2019). Rural tourism has significant potential to boost the local economy. Rural tourism involves activities that engage the local community, natural beauty, and local arts and cultural activities (Nagaraju & Chandrashekara, 2014; Souca, 2020). With an increase in tourist visits, villages can leverage their cultural uniqueness, natural beauty, and local products to attract visitors. This not only provides opportunities for the community to start new businesses such as homestays, handicrafts, and local cuisine but also creates jobs,

both directly and indirectly, and enhances income that can be used to improve infrastructure and public services in the area (Prabowo et al., 2016; Utami et al., 2022).

Jambi Province, located in the central part of Sumatra Island, Indonesia, is known for its abundant natural and cultural wealth, making it a potential tourism destination. The natural beauty of Jambi includes mountains, tropical rainforests, and captivating rivers, all of which offer a unique and authentic rural tourism experience. In 2021, Jambi Province recorded approximately 1,372,991 domestic tourist visits. However, in 2022, this number significantly surged to 2,309,503 tourists (Ahmadi, 2023). This increase represents a valuable opportunity for the development of the tourism sector in Jambi Province.

The potential for rural tourism in Jambi encompasses a range of activities such as ecotourism, agro-tourism, and cultural tourism, attracting both domestic and international visitors. Popular rural tourism destinations in Jambi include Muaro Jambi Village, which is renowned for its ancient temple complex from the Srivijaya Kingdom; Rantau Panjang Village, offering picturesque natural landscapes and well-preserved local traditions; and Kerinci Village, known for the stunning beauty of Kerinci Lake and Mount Kerinci, the highest peak in Sumatra. These destinations not only provide breathtaking views but also offer tourists the chance to experience authentic rural life and engage with local communities (Yacob et al., 2021).

Tourist satisfaction is a key indicator of success in the tourism industry, reflecting how well a destination meets or exceeds visitor expectations (Kurniawan et al., 2024); (Della Corte et al., 2015). This satisfaction not only determines the individual tourist's experience but also directly impacts the reputation and sustainability of the destination. Satisfied tourists are likely to become loyal, meaning they may revisit the destination in the future. Additionally, they act as indirect marketers by providing positive recommendations to family, friends, and through online reviews, which can attract more visitors. Conversely, dissatisfaction can lead to negative reviews that damage the destination's image and reduce visitor numbers. Therefore, ensuring tourist satisfaction through quality service, adequate facilities, and memorable experiences is crucial for maintaining and enhancing a destination's appeal.

Previous studies have highlighted the strong relationship between the quality of the tourism experience and the success of a destination. Research by (Oktarina, 2024; Yasa & Dewi, 2023) found that good infrastructure, the friendliness of local residents, and the diversity of cultural attractions significantly enhance tourist satisfaction in rural areas. Additionally, studies by (Chan, 2023; Kimmel et al., 2015) emphasize the importance of sustainable environmental management and the preservation of local culture in maintaining the long-term appeal of rural destinations. These findings indicate that efforts to improve tourist satisfaction can enhance visitor loyalty and the competitive edge of rural tourism destinations.

Opportunities to enhance the appeal of rural tourism destinations can be leveraged by optimizing key factors such as destination image, perceived value, and destination uniqueness. Strengthening the destination image through effective promotion and positive experiences can create a strong impression in tourists' minds. Improving perceived value by providing high-quality services and valuable experiences encourages tourists to view their visit as worthwhile and worthy of repetition. The uniqueness of the destination also serves as a distinctive attraction, differentiating rural tourism sites from others and creating unforgettable experiences. High tourist satisfaction can reinforce loyalty and encourage repeat visits, which in turn increases the likelihood of recommending the destination to others.

The novelty of this research lies in the exploration of variables such as perceived value, destination scenery, and destination uniqueness as independent variables. The aim of this study is to analyze tourist satisfaction with rural tourism destinations in Jambi and provide concrete recommendations for improving the quality and appeal of these destinations. Through this analysis, the research hopes to identify key factors affecting tourist satisfaction and pinpoint areas needing improvement. The expected benefits of this research include providing strategic guidance for local governments in formulating more effective tourism development policies, offering insights for tourism managers to enhance services and facilities, and empowering local communities through increased economic opportunities and preservation of local culture. Thus, the findings of this research are anticipated to support sustainable tourism development, improve community welfare, and strengthen the appeal of rural tourism in Jambi.

Method

This study employs a quantitative approach with a survey design to analyze tourist satisfaction with rural tourism destinations in Jambi Province. Data is collected through a questionnaire designed to measure various aspects of tourist satisfaction, including service quality, facilities, natural beauty, cultural uniqueness, and overall tourism experience. The respondents are tourists who have visited several rural tourism destinations in Jambi

within the last six months. The sampling technique used is purposive sampling, allowing the researcher to select respondents who are relevant and have direct experience with the studied destinations. The required sample size for this study is calculated as five times the number of questionnaire indicators (Denis, 2018). With 36 indicators on the questionnaire, the sample size needed is 36 x 5 = 180.

The collected data will be analyzed using linear regression techniques with SmartPLS to examine the relationships between variables affecting tourist satisfaction, intention to revisit, and recommendations to others. SmartPLS is highly effective for structural model analysis with multiple independent and dependent variables. This method allows researchers to model complex relationships between variables and identify key factors influencing tourist satisfaction, revisit intentions, and destination recommendations. To test the reliability and validity of the research instruments, Cronbach's Alpha will be used. The results of this analysis are expected to provide deep insights into the key factors affecting tourist satisfaction and how these factors can enhance revisit intentions and recommendations for rural tourism destinations in Jambi.

Results and Discussions

Result
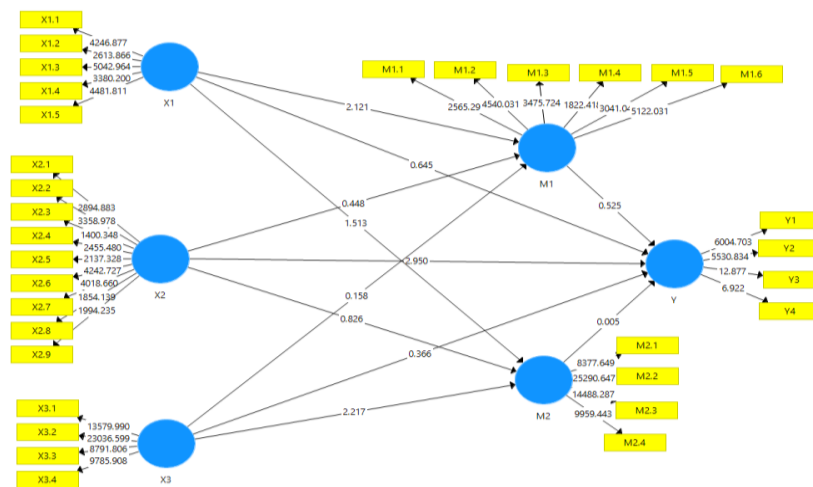
Figure 1. Research Path Analysis Model

The picture above shows that the indicator that contributes the most to a variable is the indicator that contributes the greatest value. It can be seen that in the X1 variable where the most dominant indicator contributing is the third indicator of 5042,964. As for the X2 variable, the sixth indicator is 4242,727, while for the X3 variable, the indicator that contributes the most is the fourth indicator, 9785,908. For the mediation variable, wherein the Mediation variable 1, the indicator with the most significant influence is the sixth indicator of 5122,031, while the mediation variable is the 2nd most significant contributing indicator, namely the fourth indicator of 9959,443. Meanwhile, for the Y variable, the indicator that contributed the most value was the first indicator of 6004,703.

Table 1. Hypothesis Test Results

	T Statistic	P Values	Description
Destination Image -> Recommend to Other	0.645	0.519	No Significant Effect
Perceived Value -> Recommend to Other	2.950	0.003	Positive and significant effect
Destination Uniqueness -> Recommend to Other	0.366	0.714	No Significant Effect
Destination Image -> Tourist Satisfaction	2.121	0.034	Positive and significant effect
Perceived Value -> Tourist Satisfaction	0.448	0.654	No Significant Effect
Destination Uniqueness -> Tourist Satisfaction	0.158	0.874	No Significant Effect
Destination Image -> Return Visit	1.513	0.131	No Significant Effect
Perceived Value -> Return Visit	0.826	0.409	No Significant Effect
Destination Uniqueness -> Return Visit	2.217	0.027	Positive and significant effect
Tourist Satisfaction -> Recommend To Other	0.525	0.600	No Significant Effect
Return Visit -> Recommend To Other	0.005	0.996	No Significant Effect

The Effect of Destination Image (X1) on Recommending To Others (Y)

From Table 1 above, the P Values obtained are 0.519. The value is more significant than 0.05. It means that hypothesis 1 is rejected. It means that the Destination Image (X1) does not affect recommending to Others (Y).

Influence of Perceived Value (X2) on Recommending To Others (Y)

Obtained P Values of 0.003, where the value is smaller than alpha 0.05. It means that tourists' perceived value (X2) will impact recommendations to other (Y) destinations in Jambi Province.

The Effect of Destination Uniqueness (X3) on Recommending To Others (Y)

The P Values obtained for the relationship between the uniqueness of the Destination (X3) and recommending it to others (Y) is 0.714. It means that the independent variable is not able to predict or have an impact on the dependent variable.

The Effect of Destination Image (X1) on Tourist Satisfaction (M1)

From Table 3 above, it can be concluded that Destination Image (X1) can provide Satisfaction for tourists (M1). It is evident from the P Values obtained at 0.034. Where this value is smaller than alpha 0.05.

The Effect of Perceived Value (X2) on Tourist Satisfaction (M1)

The significance value obtained is 0.654, which is higher than alpha 0.05. It means that the perceived value (X2) by tourists cannot provide Satisfaction to tourists (M1) who visit tourist attractions in Jambi Province.

The Effect of Destination Uniqueness (X3) on Tourist Satisfaction (M1)

Obtained P Values for the relationship between Uniqueness of Destinations (X3) and Tourist Satisfaction (Y) of 0.874. This value is far above 0.05. The meaning is that the independent variable cannot predict Tourist Satisfaction (M1).

Effect of Destination Image (X1) on Return Visits (M2)

From Table 3 above, it can be concluded that the Destination Image (X1) does not guarantee that tourists will visit again (Y) because the P Values value is 0.131, where the value is greater than alpha 0.05.

Effect of Perceived Value (X2) on Return Visits (M2)

The P Value obtained for the relationship between Perceived Value (X2) and Return Visits (M2) is 0.409, where the value is greater than alpha 0.05. It means that the perceived value does not impact tourists in revisiting tourist destinations in Jambi Province.

The Effect of Destination Uniqueness (X3) on Return Visits (M2)

Table 1 above shows that the significance value obtained for the relationship between Destination Uniqueness (X3) and Return Visits (M2) is 0.027. This value is smaller than alpha 0.05. It means that the hypothesis is accepted, and it can be concluded that the uniqueness of tourist attractions can attract tourists to visit again for tourist destinations in Jambi Province.

The Effect of Tourist Satisfaction (M1) on Recommending To Others (Y)

The results showed that the P-Value was 0.600, where the value was more significant than the alpha of 0.05. Then the hypothesis is rejected, meaning that Tourist Satisfaction (M1) does not impact Recommending To Others (Y) tourist destinations in Jambi Province.

The Effect of Return Visits (M2) on Recommending To Others (Y)

The results of hypothesis testing in table 3 above show that the return visit variable (M2) has no effect on the Recommend to Others variable (Y). It is because the obtained P values of 0.996, where the value is more significant than alpha 0.05.

The Effect of Destination Image (X1) on Recommending To Others (Y)

The test results indicate that destination image does not significantly influence the recommendation of rural tourism destinations in Jambi Province. This finding contrasts with the results of studies by (Khotimah et al., 2023); (Kadi et al., 2021). Although destination image is often considered a crucial factor in attracting tourists and encouraging recommendations, this research suggests that destination image does not have a significant impact on tourists' decisions to recommend rural tourism destinations. This may be due to other factors that are more dominant in influencing tourists' decisions, such as personal experiences, the quality of services received, and social interactions during the visit. Tourists might be more influenced by the direct experiences they have rather than the general perception or image created through promotion and marketing.

Additionally, rural tourism destinations in Jambi Province may face challenges in establishing a strong and consistent destination image. Many rural destinations lack targeted marketing strategies or adequate infrastructure to support effective promotion. As a result, the existing destination image may not be prominent

or distinctive enough to influence tourists in recommending the place to others. When the destination image is unclear or unappealing, tourists are likely to rely on their actual experiences when making recommendations.

Cultural and social factors may also play a role in diminishing the influence of destination image. In Jambi Province, recommendations are often based on social relationships and trust between individuals rather than general perceptions of a destination. Tourists may place greater trust in recommendations from friends or family who have visited the location rather than information obtained from media or promotional efforts. Therefore, while destination image is important, its impact on recommendations can be overshadowed by more personal and relational factors in the context of rural tourism in Jambi Province.

Influence of Perceived Value (X2) on Recommending To Others (Y)

The results of the analysis indicate that perceived value has a positive effect on recommending tourist villages in Jambi Province. This finding is supported by the results of a study from (Prayag et al., 2017). Perceived value is a crucial factor that positively influences the recommendation of a tourism destination. When tourists feel that they receive an experience that matches or exceeds the value of their expenditure, they are more likely to feel satisfied and eager to share their experience with others. This perceived value can encompass various aspects, such as natural beauty, service quality, available facilities, and unique experiences that cannot be found elsewhere. When all these elements meet or surpass tourists' expectations, they are inclined to provide positive recommendations to friends, family, or through social media platforms.Perceived value also reflects the balance between the costs incurred and the benefits received.

Tourists who feel that they receive more value for the money they spend are more likely to recommend the destination. For example, if a tourism destination offers an affordable tour package but provides a rich and satisfying experience, tourists will perceive the destination as offering high value. This sense of satisfaction encourages them to promote the destination, both verbally and through online reviews, which in turn helps increase the destination's popularity and visitation.Additionally, perceived value is often related to the emotional and psychological aspects of the travel experience. Tourists who feel an emotional connection to a destination, feel valued, and have a pleasurable experience will have positive memories that drive them to recommend the place. Aspects such as local hospitality, cultural authenticity, and personalized service can significantly enhance perceived value. When tourists feel they receive special treatment and have a valuable experience, they are more likely to recommend the destination to others, thereby helping to boost the visibility and reputation of the tourism destination overall.

The Effect of Destination Uniqueness (X3) on Recommending To Others (Y)

The test results show that destination uniqueness does not have a significant effect on recommending tourist villages in Jambi Province. This result contradicts the findings from (Marques et al., 2021). The uniqueness of a destination is often considered a key attraction that can encourage tourists to recommend the place to others. However, in the context of rural tourism villages in Jambi Province, the uniqueness of a destination may not always significantly influence tourists' decisions to make recommendations. Several factors may contribute to this, including limited awareness or understanding of what makes the destination unique. Tourists might not be adequately informed about the distinctive aspects of the destination or may not view uniqueness as a primary factor affecting their satisfaction.

Additionally, even if a destination has unique elements, if other aspects such as service quality, facilities, and accessibility are inadequate, the uniqueness alone may not be sufficient to impress tourists. In the case of rural tourism villages in Jambi, natural or cultural uniqueness may be less appreciated if tourists encounter difficulties with transportation, accommodation, or other services. Tourists tend to evaluate their experience holistically, and if basic aspects of their visit do not meet expectations, the destination's uniqueness may not be enough to prompt them to recommend it. Social and relational factors can also play a significant role in influencing tourists' recommendation decisions. In Jambi Province, recommendations may be more influenced by personal experiences and social connections rather than the destination's uniqueness itself. For instance, positive interactions with local residents or exceptional service experiences might have a greater impact on a tourist's decision to recommend the destination than its unique features. Therefore, while the uniqueness of a destination is important, in the context of rural tourism villages in Jambi, other more personal and relational factors may have a more significant impact on tourists' recommendations.

The Effect of Destination Image (X1) on Tourist Satisfaction (M1)

The results showed that destination image has a positive and significant effect on tourist satisfaction in tourist villages in Jambi Province. These results are supported by a study from (Arpan, 2023; Hanif et al., 2016; Muis et al., 2020). A positive image of a destination encompasses various aspects such as natural beauty, local hospitality, adequate facilities, and safety. When tourists have a positive perception before visiting a destination, they tend to arrive with high expectations and are ready to enjoy a pleasant experience. This contributes to their

satisfaction during the visit because the destination meets or even exceeds their expectations based on the pre-formed image. Moreover, a strong destination image can enhance tourists' trust and comfort. When tourists have a good image of a rural tourism village in Jambi Province, they feel safer and more confident in choosing it as their vacation destination. This sense of trust is crucial in creating a positive experience because tourists are more likely to enjoy their visit when they feel safe and assured about their choice. Adequate facilities, friendly service, and appealing attractions, all reflected in a positive destination image, can further strengthen tourist satisfaction.

A positive destination image also influences tourists' expectations and attitudes during their visit. Tourists who arrive with high expectations based on a good image are more likely to be open and appreciative of the various experiences they encounter. They are more likely to value the unique aspects of the rural tourism village, engage in local activities, and enjoy interactions with local residents. The satisfaction derived from these experiences not only enhances positive memories but also strengthens their intention to recommend the destination to others. Thus, a positive destination image significantly contributes to tourist satisfaction in rural tourism villages in Jambi Province.

The Effect of Perceived Value (X2) on Tourist Satisfaction (M1)

The results showed that perceived value did not affect tourist satisfaction of tourist villages in Jambi Province. These results are in line with the findings (Sinatrya et al., 2022). But contrary to research by (Andreas & Tunjungsari, 2019). Perceived value is a crucial concept in the tourism industry, but in the context of rural tourism villages in Jambi Province, research indicates that perceived value does not always have a significant impact on tourist satisfaction. This can occur because perceived value is highly subjective and depends on various individual factors, such as personal expectations, cultural background, and previous experiences. Tourists may have different standards or expectations regarding what they consider as good value, so even if they perceive high value, this does not always translate into high satisfaction levels.

Additionally, other factors such as service quality, social interactions, and emotional experiences may be more dominant in influencing tourist satisfaction in rural tourism villages in Jambi Province. Tourists might place higher value on personal experiences, such as the friendliness of local residents, cultural authenticity, and natural beauty, rather than the economic value derived from their visit. For example, even if the entrance fees or accommodation costs are considered affordable and provide good value, if the service provided is unsatisfactory or interactions with local residents are unpleasant, tourist satisfaction may still be low. Emotional and psychological aspects of travel often have a greater influence on satisfaction than perceived material value. Tourists who have positive experiences, feel welcomed, and encounter memorable moments tend to feel more satisfied, regardless of the economic value they receive. In the context of rural tourism villages in Jambi Province, cultural uniqueness, natural beauty, and positive social interactions can provide a rich and fulfilling experience for tourists, even if the perceived material value is not particularly high. Therefore, while perceived value is important, other factors that are more emotional and relational may have a greater impact on tourist satisfaction.

The Effect of Destination Uniqueness (X3) on Tourist Satisfaction (M1)

Based on the test results, the findings show that destination uniqueness has no effect on tourist satisfaction of tourist villages in Jambi Province. The results of this study are not in line with research conducted by (Alvianna et al., 2023). Destination uniqueness is often considered a major attraction that can enhance tourist satisfaction. However, in the context of rural tourism destinations in Jambi Province, this uniqueness does not always have a significant impact on tourist satisfaction. This may occur because tourists may focus more on other aspects of their experience, such as service quality, available facilities, and interactions with local residents. Natural or cultural uniqueness alone may not be sufficient to make tourists feel satisfied if the basic elements of their visit do not meet expectations.

Moreover, even if a destination has unique elements, if these elements are not effectively communicated or interpreted, tourists may not fully appreciate or understand them. Without proper introduction and an immersive experience, the uniqueness of the destination will not have a significant impact on tourist satisfaction. Tourist satisfaction is often more complex and influenced by various aspects beyond destination uniqueness. Emotional experiences, comfort, friendliness, and a sense of safety often have a greater impact on overall satisfaction. Tourists who feel welcomed, well-treated, and comfortable during their visit are likely to be more satisfied, even if the uniqueness of the destination is not prominently highlighted. Therefore, in the context of rural tourism in Jambi Province, tourist satisfaction is more influenced by the destination image rather than relying solely on the uniqueness of the destination.

Effect of Destination Image (X1) on Return Visits (M2)

The results showed that destination image had no significant effect on return visits to tourist villages in Jambi Province. This finding is in line with the results of research conducted by (Suhud & Febrilia, 2022). However, contrary to the study results from (Rahmat & Harjadi, 2023); (Sadeli & Destiana, 2019). Although destination image is often considered a crucial factor in attracting tourists and encouraging repeat visits, research on rural tourism destinations in Jambi Province shows that destination image does not have a significant impact on tourists' decisions to revisit the destination. This may be due to the fact that the decision to revisit is more influenced by the actual experiences tourists have had rather than the general image or perceptions formed beforehand. Tourists tend to evaluate their experience based on personal interactions, service quality, and the memories they take home, rather than solely relying on the destination's image.

Furthermore, while a positive destination image can attract first-time visitors, other factors such as accessibility, infrastructure quality, and consistent service play a more critical role in the decision to return. If a rural tourism destination in Jambi Province has a positive image but fails to meet tourists' expectations in terms of comfort, facilities, or services during their initial visit, they may not be interested in returning. For example, difficulties with transportation, lack of adequate facilities, or inconsistent service can diminish tourists' intention to revisit, regardless of the destination's positive image. Another factor that can affect the decision to revisit is the variety of experiences and offerings provided by the destination. Tourists seeking new and different experiences may feel that the rural tourism destinations in Jambi Province do not offer enough variety for repeat visits, despite the positive destination image. They might be more interested in exploring new destinations that offer unique and different experiences. Therefore, to enhance repeat visits, rural tourism destinations in Jambi Province need to focus not only on building a positive image but also on improving the quality of the tourist experience, enhancing infrastructure, and offering a variety of activities that can attract tourists to return.

Effect of Perceived Value (X2) on Return Visits (M2)

The results showed that perceived value had no effect on return visits to tourist villages in Jambi province. This result contradicts the study of (Anggraeni et al., 2022; Chotimah & Wahyudi, 2017; Saragih et al., 2022). Perceived value of tourists is often considered a key factor in determining whether tourists will revisit a destination. However, in the context of rural tourism destinations in Jambi Province, research shows that perceived value does not have a significant impact on tourists' decisions to return. One major reason is that while tourists may feel they received good value for their money, this is not always sufficient to motivate them to return. Other factors such as the novelty of the experience, the desire to explore new places, or constraints of time and cost often play a more dominant role in influencing the decision to revisit.

Additionally, perceived value is generally more related to short-term satisfaction rather than long-term commitment to return. Tourists may be satisfied with their visit and consider the destination to offer good value, but this does not always translate into an intention to return. Satisfaction derived from perceived value can be influenced by various situational factors that may not be consistent in subsequent visits, such as changes in price, service quality, or environmental conditions. If tourists are not confident they will receive the same or better value on a repeat visit, they may opt to visit other destinations. Emotional and psychological factors also play a crucial role in the decision to revisit, often more so than just perceived value. Deep experiences, memorable moments, and emotional attachment to the destination can have a greater impact on the intention to return. In the rural tourism destinations of Jambi Province, tourists may be more influenced by social interactions, cultural authenticity, and unique experiences they encounter rather than the economic value they perceive. Therefore, while perceived value is important in creating a positive experience, other more emotional and relational factors may have a more significant influence on tourists' decisions to revisit.

The Effect of Destination Uniqueness (X3) on Return Visits (M2)

The results showed that destination uniqueness had a significant positive effect on return visits to tourist villages in Jambi Province. These results are in line with research conducted by (Munawar et al., 2021). Destination uniqueness has a significant positive impact on tourists' decisions to revisit rural tourism destinations in Jambi Province. This uniqueness can manifest in distinctive natural beauty, authentic local culture, unique traditions, or attractions that cannot be found elsewhere. When tourists experience something truly different and captivating, they are likely to be impressed and create lasting memories. This unique experience encourages them to return, either to relive the same enjoyment or to discover more aspects of the uniqueness they may not have fully explored.

Additionally, destination uniqueness often fosters a strong emotional attachment to the place. Tourists who feel this attachment are more likely to develop a personal connection with the destination, which can strengthen their intention to revisit. For example, participating in local cultural festivals, interacting with local residents, or enjoying exclusive natural beauty provides experiences that are not only enjoyable but also meaningful. This

emotional connection acts as a strong motivation for tourists to return, as they seek to relive the positive feelings and valuable memories they have created.

Finally, destination uniqueness can enhance the perceived value of the destination for tourists. Tourists are likely to view a unique destination as offering higher value compared to more common or conventional destinations. This uniqueness provides an additional reason for tourists to return, as they feel their visit offered high-value experiences that cannot be obtained elsewhere. In the context of rural tourism destinations in Jambi Province, this uniqueness could include cultural diversity, breathtaking natural scenery, or exclusive tourist activities, all of which contribute to tourists' desire to return and explore further.

The Effect of Tourist Satisfaction (M1) on Recommending To Others (Y)
The results showed that tourist satisfaction had no significant effect on recommending tourist villages in Jambi Province. These results contradict the findings of the study (Čaušević, 2020). Tourist satisfaction is often considered a key factor in motivating them to recommend a destination to others. However, in the context of rural tourism destinations in Jambi Province, research shows that tourist satisfaction does not always significantly influence their intention to recommend the destination. One main reason is that satisfaction alone may not be sufficient to motivate tourists to proactively recommend a destination. Tourists might feel content with their experience, but if they are not emotionally inspired or driven, they may not share their experience with others.

Additionally, factors such as the tourist's personality, information-sharing habits, and social network also play an important role in the decision to recommend a destination. Some tourists may not be accustomed to or comfortable with recommending places they visit, even if they are satisfied. They might prefer to keep their experiences as personal memories without feeling the need to influence others' choices. Furthermore, if the tourist's social network does not support or show interest in the type of destination they visited, their personal satisfaction may not translate into recommendations. Finally, while satisfaction is important, other factors may more directly influence a tourist's recommendation, such as destination uniqueness, outstanding experiences, and strong memorable moments. Tourists are more likely to recommend destinations that offer unique and different experiences not found elsewhere. If the rural tourism destinations in Jambi Province only provide satisfactory experiences without truly standout and captivating elements, tourists may not feel motivated to recommend them to others. Therefore, to improve recommendation rates, rural tourism destinations need to focus not only on satisfaction but also on creating truly unique and impressive experiences.

The Effect of Return Visits (M2) on Recommending To Others (Y)

The results showed that return visits had no effect on recommending tourist villages in Jambi Province. The results of this study are not in line with the findings of (Kaur & Kaur, 2020). Return visits are often considered a strong indicator of tourist satisfaction and their potential to recommend the destination to others. However, in the context of rural tourism destinations in Jambi Province, research indicates that return visits do not always significantly impact tourists' intention to recommend the destination. One main reason is that even though tourists may enjoy their return visits, this enjoyment does not always translate into a motivation to share their experience with others. Some tourists might view their return visits as a personally satisfying experience but do not feel the need to influence others' choices.

Moreover, personal and social factors also play a crucial role in the decision to recommend a destination. Tourists who frequently return may prefer to enjoy their experience individually or with a small group without feeling the need to recommend it widely. Their social networks may not always support or be interested in the type of destination they visit, so despite their return visits, they may not be active in making recommendations. Personal preferences and social dynamics can affect their intention to recommend the destination, regardless of the frequency of their visits. Finally, while return visits reflect satisfaction and comfort with the destination, recommendations are often influenced by other factors such as the uniqueness of the experience and strong emotional impressions. Tourists may return to rural tourism destinations in Jambi Province because they feel comfortable and enjoy the atmosphere, but to recommend it, they might need a more outstanding and extraordinary experience. Truly unique and impressive experiences are more likely to motivate tourists to share their stories and recommend the destination to others. Therefore, while return visits are important, rural tourism destinations in Jambi Province need to focus on creating exceptional and memorable experiences to enhance tourists' recommendation rates.

Conclusions

The study concludes that various factors exert different influences on tourist satisfaction, return visits, and recommendations for rural tourism destinations in Jambi Province. Specifically, the research finds that Destination Image (X1) does not significantly affect tourists' intention to recommend the destination, although it can enhance overall satisfaction. Perceived Value (X2) has an impact on the likelihood of recommending the destination but does not influence satisfaction or the likelihood of return visits. Similarly, Destination Uniqueness (X3) does not affect recommendations but can improve satisfaction and encourage return visits. Additionally, Tourist Satisfaction (M1) and Return Visits (M2) do not significantly impact the intention to recommend the destination. Therefore, to boost return visits and recommendations, tourism managers in Jambi Province should focus on creating unique experiences and enhancing the perceived value of their offerings.

Refferences

Ahmadi, A. (2023). Daerah di Jambi yang Paling Banyak Dikunjungi Wisatawan Lokal, Muaro Jambi Justru Urutan 7. https://www.jambione.com/megapolitan/1362958636/daerah-di-jambi-yang-paling-banyak-dikunjungi-wisatawan-lokal-muaro-jambi-justru-urutan-7

Alvianna, S., Hermawan, H., Hidayatullah, S., & Aristanto, E. (2023). The Role Of Tourist Satisfaction In The Relationship Of Destination Image To The Loyalty Of Tourists Visiting Coban Rondo Waterfall Tour. Media Wisata, 21(1).

Andreas, A., & Tunjungsari, H. K. (2019). Pengaruh citra destinasi dan perceived value terhadap loyalitas wisatawan melalui kepuasan wisatawan. Jurnal Manajerial Dan Kewirausahaan, 1(1).

Anggraeni, R., Rizan, M., & Saidani, B. (2022). Pengaruh Perceived Value dan Promotion terhadap Revisit Intention dengan Kepuasan sebagai Intervening. Jurnal Bisnis, Manajemen, Dan Keuangan, 3(1), 128–139.

Arpan, Y. (2023). Pengaruh Destination Image, Social Media Marketing dan Daya Tarik, terhadap Kepuasan Wisatawan Melalui Keputusan Berkunjung (Studi pada Kebun Raya Liwa, Lampung Barat). Ekonomis: Journal of Economics and Business, 7(1), 561–569.

Čaušević, A. (2020). Tourists'satisfaction, Recommendation And Revisiting Sarajevo. Zbornik Radova-Sarajevo Business and Economics Review (SBER), 38, 151–166.

Chan, J. K. L. (2023). Sustainable rural tourism practices from the local tourism stakeholders' perspectives. Global Business & Finance Review, 28(3), 136.

Chotimah, S., & Wahyudi, H. D. (2017). Pengaruh Perceived Value Terhadap Revisit Intention: Mediasi Customer Satisfaction Pada Pengunjung Jawa Timur Park I Batu. Sumber, 4, 145–328.

Della Corte, V., Sciarelli, M., Cascella, C., & Del Gaudio, G. (2015). Customer satisfaction in tourist destination: The case of tourism offer in the city of Naples. Journal of Investment and Management, 4(1–1), 39–50.

Hanif, A., Kusumawati, A., & Mawardi, M. K. (2016). Pengaruh citra destinasi terhadap kepuasan wisatawan serta dampaknya terhadap loyalitas wisatawan (Studi pada wisatawan nusantara yang berkunjung ke Kota Batu). Brawijaya University.

Kadi, D. C. A., Purwanto, H., & Vonseica, B. R. (2021). Pengaruh destination image terhadap revisit intention dan intention to recommend melalui satisfaction sebagai variabel intervening. MBR (Management and Business Review), 5(2), 176–187.

Kaur, S., & Kaur, M. (2020). Behavioral intentions of heritage tourists: Influential variables on recommendations to visit. Journal of Heritage Tourism, 15(5), 511–532.

Khotimah, N. K., Mustikowati, R. I., & Nurfarida, I. N. (2023). Citra Destinasi terhadap Kepuasan Pengunjung dan Niat Rekomendasi. Jurnal Manajemen Dan Keuangan, 12(1), 164–177.

Kimmel, C., Perlstein, A., Mortimer, M. J., Zhou, D., & Robertson, D. P. (2015). Sustainability of tourism as development strategy for cultural-Landscapes in China: case study of Ping'An village. Journal of Rural and Community Development, 10(2).

Kurniawan, R., Fajariana, D. E., & Pahrijal, R. (2024). Pengaruh Aktivitas Wisata Alam, Pelayanan, dan Harga Paket Wisata terhadap Kepuasan Wisatawan di Jawa Timur. Jurnal Multidisiplin West Science, 3(07), 1010–1022.

Lukito, L. E. (2022). Kontribusi Industri Pariwisata Terhadap Pembangunan Indek Manusia.

Marques, C., da Silva, R. V., & Antova, S. (2021). Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations? Tourism Management, 85, 104293.

Muis, M. R., Gultom, D. K., Jufrizen, J., & Azhar, M. E. (2020). Model Elektronik Word of Mouth: Citra Destinasi, Kepuasan dan Loyalitas Wisatawan. Jurnal Ilmiah Manajemen Dan Bisnis, 21(1), 1–19.

Munawar, F., Munawar, R., & Tarmidi, D. (2021). The impact of perceived coolness, destination uniqueness and tourist experience on revisit intention: A geographical study on cultural tourism in Indonesia. Rigeo, 11(1), 400–411.

Nagaraju, L. G., & Chandrashekara, B. (2014). Rural tourism and rural development in India. International Journal of Interdisciplinary and Multidisciplinary Studies, 1(6), 42–48.

Oktarina, L. D. (2024). Analisis Pengembangan Destinasi Wisata di Desa Pematang Jering Kabupaten Muaro Jambi. JOURNAL-RCD (Rural Community Development): Jurnal Pengabdian Masyarakat, 1(1).

Prabowo, S. E., Hamid, D., & Prasetya, A. (2016). Analisis partisipasi masyarakat dalam pengembangan desa wisata (studi pada Desa Pujonkidul Kecamatan Pujon Kabupaten Malang). Jurnal Administrasi Bisnis (JAB), 33(2).

Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. Journal of Travel Research, 56(1), 41–54.

Rahmat, P. S., & Harjadi, D. (2023). The Effect Of Experience Quality On Return Visit Interest Through Perception Of Value, Destination Image And Satisfaction: Pengaruh Experience Quality Terhadap Minat Kunjung Ulang Melalui Persepsi Nilai, Citra Destinasi Dan Kepuasan. Entrepreneur: Jurnal Bisnis Manajemen Dan Kewirausahaan, 4(03), 50–68.

Sadeli, S., & Destiana, A. (2019). Pengaruh Destination Image Dan Tourist Atraction Terhadap Tourist Satisfaction Dan Post Visit Behavioral Intention. Journal of Tourism and Creativity, 3(2), 131–150.

Saragih, M. G., Aditi, B., & Suyar, A. S. (2022). Perceived value, kepuasan dan revisit intention wisatawan pada lokasi wisata. Journal of Business and Economics Research (JBE), 3(2), 253–258.

Sinatrya, B. Y., Ermawati, D., Ulfa, D. C., Dzikirullah, A., Haq, A. S., & Wulandari, F. (2022). Peran Citra Destinasi Dan Perceived Value Terhadap Kepuasan Dan Loyalitas Halal Friendly Destination. Jurnal Ilmiah Ekonomi Islam, 8(3), 2672–2685.

Souca, M. L. (2020). Revitalizing rural tourism through creative tourism: The role and importance of the local community. Marketing–from Information to Decision Journal, 2(2), 43–50.

Suhud, U., & Febrilia, I. (2022). Pengaruh electronic word of mouth, destination image, attitude toward destination dan destination trust terhadap visit intention: studi pada generasi z di Jabodetabek. Jurnal Bisnis, Manajemen, Dan Keuangan, 3(2), 518–536.

Sulistyadi, Y., Eddyono, F., & Entas, D. (2019). Pariwisata berkelanjutan dalam perspektif pariwisata budaya di Taman Hutan Raya Banten. Uwais Inspirasi Indonesia.

Utami, V. Y., Yusuf, S. Y. M., & Mashuri, J. (2022). Penerapan Community Based Tourism Dalam Pengembangan Pariwisata Berkelanjutan Sebagai Upaya Pemberdayaan Sosial Ekonomi Masyarakat. JCOMENT (Journal of Community Empowerment), 3(3), 219–226.

Yacob, S., Qomariyah, N., Marzal, J., & Maulana, A. (2021). Strategi Pemasaran Desa Wisata. WIDA Publishing.

Yasa, I. M. B., & Dewi, N. D. U. (2023). Analisis Loyalitas Wisatawan Di Desa Wisata Penglipuran Melalui Community Based Tourism Dan Kepuasan. Jurnal Ilmiah Global Education, 4(4), 1986–1992.