

Destination Image Mediates the Influence of Experience Quality on Revisit Intention to Goa Boki Moruru

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ABSTRACT

The purpose of this study is to investigate the direct and indirect effects of experience quality on the intention to revisit, as well as the role of the destination's image as a mediating variable. The sample for this quantitative study consists of 112 domestic travelers who have made more than two trips to Goa Boki Moruru. A questionnaire that combined purposive and incidental sampling methods was used to gather data. Smart Partial Least Square (Smart PLS) version 4.0 is the data analysis technique that is employed. The study's findings show that: (1) experience quality has no bearing on the intention to return; (2) experience quality positively affects the destination's image; (3) the destination's image positively affects the intention to return; and (4) the image of the destination completely mediates the relationship between experience quality and the intention to return.

Keywords: Experience Quality, Image of Destination, Intention to Revisit.

JEL Classification: For papers in the economics field only.

INTRODUCTION

The primary driver of the growth of the tourism and culture industries is Indonesia's rich natural and cultural resources. This is demonstrated by the growing role that the tourism and cultural industries play in the expansion of the national economy. According to data from the Central Statistics Agency (BPS), the tourism industry contributed over 36.5% of the nation's foreign exchange earnings between 2015 and 2018. This graph demonstrates the tourist and culture industries' enormous potential to propel Indonesia's economic development (Arifin et al., 2020). By fostering company growth and creating jobs, the tourist sector plays a significant part in boosting the economy. Tourism actors actively pay attention to marketing strategies to promote products and services in their destinations (Dita & Zaini, 2022). According to Lastianur (2013), the tourist sector is still growing into a major industry that can propel economic expansion by raising living standards, creating jobs, and raising incomes, as well as a domino effect that stimulates other productive sectors such as the handicraft and souvenir industry, accommodation and hotels, culinary tourism, transportation services, tour guide services, and various other production sectors. In this modern era, humans have a need for entertainment and pleasure that is an inseparable part of individual life. Repetitive daily routines can increase stress and boredom levels. Therefore, activities are needed that can relieve a person's physical and mental tension.

Nature tourism is a recreational and tourism activity that utilizes the beauty of nature, both natural and cultivated, the aim is to provide physical and spiritual freshness for tourists, increase knowledge and experience, and foster a sense of love and inspiration for nature (Anugrah, 2023). Intention is the driving force that moves someone to do something, such as visiting a tourist attraction (Zarrad & Debabi, 2015). The more strongly someone is motivated to visit a place and the more favorably they think of it, the more likely they are to do so (Kotler & Keller, 2022). Tourists' inclination to return to a place they have already visited is the reason behind their intention to return (Abubakar et al., 2017). This intention is based on the experience they felt while in the place, which then formed an impression and influenced their behavior and decision to return (Whang et al., 2016). Consumers are more likely to visit tourist attractions that they learn from trusted sources and give positive reviews (Gruen et al., 2006).

Sagea Kiya Village is one of the villages that has tourism potential, namely the natural tourism of Goa Boki Moruru, which if managed properly and correctly will become an interesting tourist destination to visit. The Goa Boki Moruru tourist attraction needs to be studied in depth to be developed in the future. Goa Boki Moruru in Central Halmahera, North Maluku, offers a combination of stunning natural tourism with strong cultural tourism. Visitors can enjoy the stunning panorama of Karst hills and mountains, as well as learn the local wisdom of the Kiya community in preserving the natural environment around the cave. Goa Boki Moruru can be accessed by land or river from Sagea Village in Weda Utara District. Boki Moruru Cave is an ideal tourist destination for nature and culture lovers who want to experience a unique and memorable tourism experience (Gani, 2018).

Table 1. Number of Tourist Visits to Boki Moruru Cave in 2019-2023

No	Year	Domestic Tourists (people)
1	2019	95 People
2	2020	728 People
3	2021	15.725 People
4	2022	56.628 People
5	2023	41.923 People

Source: Central Halmahera Tourism Office (2024)

Based on data from the Central Halmahera Tourism Office in 2024 in Table 1, the number of domestic tourists visiting Sagea Village in North Weda District, namely Goa Boki Moruru, in the last 5 years has increased clearly from 2019-2022. In 2019, the number of domestic tourists reached 95 people. This number then increased to 728 people in 2020, 15,725 people in 2021, and 56,628 people in 2022. However, in 2023, the number of domestic tourists decreased to 41,923 people, according to information from local tourist guards, this decrease was caused by flooding due to continuous rain, which made the water cloudy. Therefore, the tourism manager temporarily closed the Goa Boki Moruru tourist area. In the context of the research, this research is motivated by previous research which can be seen from the gap or difference in research results (research gap). According to research by Nurazizah & Marhanah (2020), travel experiences positively impact tourists' intentions to return to Yogyakarta. According to other related research by Pradyka (2018), visitors are more likely to return to Kampung Glintung Go Green in Malang City if they had a better experience. It differs, therefore, from Idris (2023) study, which found that behavioral intention at the Maitara Island tourist destination is unaffected by experience quality. Therefore, to fill the gap between the results of the study, destination image was chosen as a mediating variable. The quality of experience also has a close relationship with destination image, because good or bad experiences can directly affect visitors' perceptions of tourist destinations (Pradyka, 2018). According to a previous study by Mansfeld (1992), destination image will influence visitors in the process of choosing a destination, as an evaluation of future trips. Additionally, behavioral intentions like destination choice and intention to travel are closely related to destination image (Beerli & Martín, 2004). Furthermore, according to Phelps (1986), a destination's image is its overall impression or perception, and it is a crucial part of a marketer's competitive strategy.

The destination image built by the Goa Boki Moruru destination not only distinguishes the tourist destination from other tourist destinations, but also makes it easier for consumers to remember and choose to visit. Positive experience quality will form a positive image in the minds of visitors. Therefore, the perception of experience quality directly affects the perception of image (Aydin & Ozer, 2005). Consequently, the perceived image has a significant role in determining the quality of the experience when traveling to a place (Jin et al., 2013). The quality of experience and destination image are aspects that need to be considered by the Goa Boki Moruru destination so that it continues to develop and become the main choice as a tourist destination. Visitors will be more inclined to return to the same location in the future as a result.

The researcher is interested in carrying out this study with the title "Destination Image Mediates the Influence of Experience Quality on the Intention to Revisit Goa Boki Moruru" because of the background information provided above.

LITERATURE REVIEW

Intention to visit again

Theory of Reasoned Action (TRA) introduced by Fishbein & Ajzen (1980), and updated or better known as the theory of planned behavior by Ajzen (1991). This theory was initiated by Ajzen (1991), which emphasizes the rationality of human behavior and is based on the belief that target behavior is controlled by individual awareness or intention. The Theory of Planned Behavior (TPB) aims to predict individual behavior more specifically by using available information and considering the consequences of previous actions will follow a behavior or not. Shim et al. (2001) have applied the theory of planned behavior to forecast and explain behavioral desires and actual conduct in marketing.

The willingness of tourists to return is referred to as revisit intention (Zhang et al. 2017). When travelers actively evaluate or assess a destination after their visit, develop loyalty, and are willing to return multiple times in the future or recommend and

share the destination means with the intention of doing so, they are said to have revisit intention, which is derived from behavioral intentions from the perspective of vacation and recreation (Firi et al., 2024). Believing that repeat visits occur because of tourist satisfaction, which is very important for a destination's marketing strategy.

Destination Image

According to Kozak et al. (2007), the perception of a location is crucial in determining its travel behavior, intention to return, and intention to spread the word about it. Destination image reflects how the public views a tourist destination, including their overall image, thoughts, beliefs, feelings and perceptions, this represents the general impression of tourists towards the destination (Coshall, 2000). According to Afshardoost & Eshaghi (2020), Destination image can be interpreted as an individual's perceptual or behavioral reaction to a destination. Strong beliefs about the facilities, accessibility or environment of a destination can have a positive influence on destination satisfaction or even further the intention to revisit (Tasci et al., 2007).

Experience Quality

Experience quality is a major factor determining the success of tourism management. Experience quality is an important study in the field of consumer behavior, given the shift in thinking from a service-based economy to an experience-based economy, thus encouraging business institutions to better understand consumer or customer experiences (Lemke et al., 2011). Wu & Li (2014) clarify that the psychological effects of tourists' involvement in tourism-related activities are linked to the quality of the experience.

Moon & Han (2019), argue that the quality of experience as an interaction between tourists and the landscape at a destination, the landscape in question is not only the interaction of the social and cultural environment but also the nature in the form of geography of a destination, which means that a view that provides a lot of information about people who receive this information simultaneously through various senses and situations.

Pareigis et al. (2011), shows that the quality of experience consists of the tourism process, other tourists, the physical environment, personal contact, the provider process and the wider environment. The broader environmental dimension or external environment, is meant to be an environment that is not under the control of the service provider that has an impact on the experience, which includes weather and natural scenery or referred to as natural services.

Hypothesis Development

The Effect of Experience Quality on Revisit Intention

Consumer experience, according to Altunel & Erkut (2015), has been conceived as a psychological construct, namely a comprehensive and subjective reaction that arises from a customer's interaction with a service provider and may involve the customer's cognitive elements.

Previous research by Bakhri & Hidayat (2018) also showed that the quality of postgraduate students' experiences in visiting museums in Yogyakarta had a positive influence on their intention to revisit. This study found that a positive experience in a museum can increase perceived value, knowledge of museum products, visit satisfaction, and the desire to revisit. In a similar vein, Haji research from 2021 on Dodola Island in Morotai Island Regency, North Maluku, demonstrated that the caliber of the visitor experience positively affects behavioral intentions.

However, in contrast to research conducted by Idris (2023) at the Maitara Island Tourist Destination, North Maluku, it showed that the quality of tourist experience is not always a determining factor in revisit intentions. Although experience quality can affect tourists' perceived value and satisfaction, this study found that it did not directly affect

behavioral intention. Similarly, research by Sun et al. (2017) in Xijiang Miao Village, Guizhou, China, this study focused on cultural tourism which showed that excessive tourism commercialization can have a negative impact on tourists' experience quality and revisit intention in ethnic minority villages. This study highlights that commercialization can reduce the authenticity of the culture and environment that are the main attractions of the village, thereby reducing tourists' value and satisfaction.

H1: Experience Quality Affects Revisit Intention

The Influence of Experience Quality on Destination Image

Suhartanto et al. (2020), assert that visitors' positive perceptions of a site can be enhanced by the caliber of positive and enjoyable experiences they have while there. High-quality experiences such as interesting activities, a pleasant environment, satisfying service, and active involvement in destination activities can create a good impression on tourists. As a result, travelers may be more likely to have a favorable opinion of the place they visit.

Previous studies support Chen & Chen (2010) research, which indicated that the quality of visitor experiences significantly and favorably affects the perception of a place. Research conducted by Chen & Tsai (2007) shows that the quality of positive tourism experiences can form a good destination image. Additional studies by Prayag & Ryan (2012) also demonstrate how crucial experience quality is to creating a favorable perception of a place. The same study by Wu et al. (2018) demonstrates that the destination's image is positively impacted by experience quality. The quality of the physical environment is the most significant factor determining the perception of a location, according to research done at Janfusan Fancyworld Taiwan. Thus, these are the findings of this study's hypothesis.

H2: Experience Quality Has a Positive Influence on Destination Image

The Influence of Destination Image on Revisit Intention

Tourism studies have placed a lot of emphasis on tourism destination image (Chen & Tsai, 2007). Because visitors' impressions shape a location's "legacy image," a study by Poria et al. (2004) has highlighted the importance of destination image to the tourism industry. Travelers' future behavioral intentions may be influenced by their assessments of the destination's features (Piramanayagam et al., 2020). Future traveler behavior intentions will be more positive as the destination's image improves. According to Zhang *et al.* (2014), travelers who have a positive perception of the place are more inclined to return there when they give it high marks for qualities.

Research conducted by Utama & Giantara (2021) that a positive destination image is formed from clear, educational information, fast, consistent responses, and positive assessments of tourists, which will ultimately increase their intention to return to the Edelweis Bali Park tourist attraction, this can be achieved through good E-WOM, social media, management efforts, and tourist involvement. This contrasts with Rohmania (2022) research, which found no significant and positive relationship between tourists' intention to return and their perception of the place at Gemah Beach in Tulungagung Regency. This indicates that visitors' intention to return has not been influenced by the perception of Gemah Beach as a destination. The image of a tourist site has a favorable and considerable influence on the intention to return, according to research done by Noerhanifati (2020) at the Gunung Torong Hot Springs Tourist Attraction, Pandeglang Regency. According to this study, visitors' willingness to return to a tourist site can be boosted by a positive perception of the place. Similar findings were made by Hidayat et al. (2017) in Telaga Tambing, Poso Regency, Central Sulawesi, which demonstrated that travelers' intentions to return are positively impacted by the destination's image. According to this study, tourists' desire to return can be boosted by a favorable perception of the place, which is shaped by elements including the environment, tourist attractions, and experience quality.

H3: Destination Image Influences Return Intention

Destination Image Mediates the Effect of Experience Quality on Revisit Intention

According to Assaker et al. (2011), travelers' inclination to return is significantly influenced by their level of satisfaction during their trip. Additionally, this intention is influenced by the destination's image. Positive travel experiences can help travelers develop a favorable perception of the place. In turn, this favorable perception may inspire travelers to return and refer others to the location.

The quality of the experience is crucial in creating a favorable perception of the site, which can eventually boost travelers' desire to return, according to a 2007 study by Chi & Qu. Other studies are also similar, conducted by Pradyka (2018) good experience quality will improve the destination image, which will ultimately be stronger in encouraging visitors' intention to revisit.

Experience quality is crucial in creating a favorable perception of a place, which might eventually boost travelers' desire to return, according to another research by Chen & Tsai (2007). Similar research was done at Janfusan Fancyworld Taiwan by Wu et al. (2018), which demonstrated that theme park image mediates the impact of experience quality on visitors' propensity to return. This study found that positive experience quality, especially physical environment quality, can improve theme park image, which in turn encourages visitors' intention to revisit.

H4: Destination Image Mediates the Influence of Experience Quality on Revisit Intention

RESEARCH METHOD

This study was conducted at the Goa Boki Moruru Nature Tourism in Sagea Village, Weda Utara District, one of the popular nature tourism destinations in Central Halmahera, from August to November 2024 for research. The population in this study used domestic tourists who had visited Goa Boki Moruru in Sagea Village, Central Halmahera Regency. Respondents who were sampled in this study must meet the desired criteria, namely tourists who are at least 18 years old and have visited Goa Boki Moruru in Sagea Village more than twice. In addition, the population in the study is unknown, so the Hair et al., (2018) formula is used, assuming n (indicator) $\times 5$ to $n \times 10$. Therefore, domestic visitors to the Goa Boki Moruru Nature Tourism Destination served as the study's respondents. Thus, 112 respondents made up the study's sample (number of indicators (14) \times observations (8)).

The researcher distributed questionnaires to respondents as a method of gathering data. In addition, participants were requested to rate their level of agreement with the assertions. This study employs the path modeling method with Partial Least Square (PLS) as a statistical test tool to test the hypothesis that the destination image mediates the influence of experience quality on the intention to revisit Goa Boki Moruru. This study looks at the relationship between independent, mediating, and dependent variables.

RESULTS

Respondent Characteristics

This study used a direct questionnaire distributed to 112 domestic tourist respondents who visited Goa Boki Moruru more than twice. The distribution and collection of questionnaires took 7 weeks. The characteristics of respondents by gender, it can be seen that women who are interested in revisiting Goa Boki Moruru number 61 people or (54.46%). And male respondents who are interested in revisiting Goa Boki Moruru are 51 people or (45.54%). This shows that women have a greater interest in visiting Goa Boki Moruru, especially because Goa Boki Moruru offers natural beauty that

triggers adrenaline. This interest is driven by unique experiences such as exploring caves, swimming in clear rivers, and taking beautiful photos while visiting Goa Boki Moruru to share on social media. In addition, women tend to tell others about their experiences, which encourages them to return. For more details, see Table 2 below.

Table 2 Respondent Characteristics by Gender

Characteristics	Description	Total	Percentage (%)
Gender	Female	61	54,46%
	Male	51	45,54%
	Total	112	100%

Source: Processed primary data (2024)

Respondent characteristics by age show that around 68 people (60.71%) aged 18-24 years old made a return visit to Goa Boki Moruru. Meanwhile, tourists aged 25-32 years reached 27 people (24.10%), followed by 13 people (11.60%) aged 33-40 years old, and 4 people (3.57%) aged >40 years. Thus, it can be explained that tourists aged 18-24 years tend to have a higher intention to return compared to the older age group. This shows that Goa Boki Moruru is very popular among young people. Another reason is the main attraction in the form of a pleasant atmosphere and various activities that can be done such as exploring the cave and swimming in the clear river water. This 18-24 age group also has a lot of free time compared to the older age group, who often have family responsibilities. For more details, see Table 3 below.

Tabel 3 Respondent Characteristics Based on Age

Characteristics	Description	Total	Percentage (%)
Age	18-24 y.o.	68	60,71%
	25-32 y.o.	27	24,10%
	33-40 y.o.	13	11,60%
	>40 y.o.	4	3,57%
	Total	112	100%

Source: Processed primary data (2024)

Respondent characteristics according to occupation, it can be seen that students numbered 50 people (44.64%), civil servants (PNS) as many as 6 people (5.35%), members of the TNI/Polri as many as 3 people (2.67%), self-employed numbered 27 people (24.10%), and respondents with other job categories reached 26 people (23.21%), so the researcher concluded that respondents with student status had a larger number, while respondents who worked as TNI/Polri showed the smallest number. This shows that students are generally in the age range of 18-24 years, which is the dominant age group in this study. The group of students aged 18-24 years tend to have a higher intention to explore new and challenging places, such as Goa Boki Moruru. They also have more freedom in managing their free time compared to other job groups, who often have job responsibilities. For more details, see Table 4 below.

Table 4 Respondent Characteristics Based on Occupation

Characteristics	Description	Total	Percentage (%)
Occupation	Student	50	44,64%
	Civil Servant	6	5,35%
	Indonesian National Armed Forces/ Indonesian National Police	3	2,67%
	Self-employed	27	24,10%

	Others	26	23,21%
	Total	112	100%

Source: Processed primary data (2024)

Respondent characteristics according to the respondent's education level, it can be seen that most respondents have a high school/equivalent educational background, with a total of 54 people (48.21%), followed by respondents who completed their undergraduate education as many as 48 people (42.85%), while respondents with junior high school/equivalent levels were recorded as many as 5 people (4.46%) and those with Diploma education also numbered 5 people (4.46%), while there were no respondents who had education at the Masters and Doctoral levels. Thus, it can be concluded that the majority of respondents have a minimum education at the high school/equivalent level. Most of them are in the age range of 18-24 years, who are generally still students. This means that they have more free time and tend to be more easily influenced by friends and family in choosing tourist destinations. If their friends or family have visited Goa Boki Moruru and given a positive experience, they will be more interested in visiting. For more details, see Table 5 below.

Table 5 Respondent Characteristics Based on Education Level

Characteristics	Description	Total	Percentage (%)
Education Level	Junior High School	5	4,46%
	Senior High School	54	48,21%
	Diploma	5	4,46%
	S1	48	42,85%
	Total	112	100%

Source: Processed primary data (2024)

Characteristics according to the number of visits to Goa Boki Moruru, it can be seen that the majority of tourists, namely 85 people (75.90%), have visited more than twice. On the other hand, as many as 27 people (24.10%) have visited twice. This shows that most respondents who have visited more than twice felt a strong positive experience during their previous visit. They found something interesting and special in Goa Boki Moruru, so they wanted to experience it again. Meanwhile, respondents who had only visited twice had not felt an experience that was captivating enough to encourage them to return, because they had not found something special or unique in Goa Boki Moruru.

Table 6 Respondent Characteristics Based on Number of Visits

Characteristics	Description	Total	Percentage (%)
Number of Visits	2 Times Visits	27	24,10%
	More Than 2 Times Visits	85	75,90%
	Total	112	100%

Source: Processed primary data (2024)

Convergent Validation Test

The initial validation results show that all indicators used to measure the variables, namely the quality of experience (X) and the variable, namely the Intention to Revisit (Y), have a high level of validity with an outer loading value of > 0.7 . This indicates that these indicators consistently and effectively measure the intended construct.

However, in the mediating variable, namely Destination Image (Z), there are several indicators that do not meet the validity standard because their values are < 0.7 . The indicators that do not meet these criteria are Z1, Z4, Z5 and Z11. This shows that these indicators are not accurate. In accordance with the rule of thumbs which sets a minimum limit for outer loading values > 0.7 , indicators that do not meet these criteria

must be deleted. Therefore, it is necessary to re-test the algorithm in order to obtain an outer loading output whose results meet the value of the rule of thumbs.

Table 7 indicates that the loading of the indicator factor on the research variable is more than 0.7, indicating that the validity test in Smart PLS with reflecting indicators is valid. Sarstedt & Liu (2024) states that for preliminary studies on the creation of measuring scales, a factor loading value of 0.5 to 0.60 is deemed adequate. The average variance extracted (AVE) value is another metric that can be used to assess convergent validity. Each construct's AVE value should ideally be higher than 0.5 (Sarstedt et al., 2022). Since the variables of quality of experience, destination image, and intention to return have values above the predetermined limit, which is higher than 0.5, it can be inferred from the table below that they satisfy these requirements. Table 7 below provides further information.

Tabel 7 Output Outer final loading X, Z, and Y

Item	Destination Image (Z)	Experience Quality (X)	Intention to Return (Y)
X.1.		0,718	
X.2.		0,759	
X.3.		0,817	
X.4.		0,872	
X.5.		0,776	
X.6.		0,829	
X.7.		0,778	
X.8.		0,737	
X.9.		0,719	
Y.1.			0,745
Y.2.			0,894
Y.3.			0,870
Y.4.			0,855
Y.5.			0,863
Y.6.			0,748
Z.2.	0,776		
Z.3.	0,758		
Z.6.	0,872		
Z.7.	0,740		
Z.8.	0,871		
Z.9.	0,856		
Z.10.	0,805		

Source: *Output SmartPLS 4.0*, (2024)

According to the loading factor value (rule of thumbs), which is > 0.5 , the AVE value for the variables of experience quality, destination image, and intention to return is higher. Refer to Table 8 below for further information.

Table 8 Average variance extracted (AVE) value

Variable	Rata-rata <i>Average variance extracted (AVE)</i>
Destination Image (Z)	0,660
Experience Quality (X)	0,608

Intention to Return (Y)	0,691
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Source: *Output SmartPLS 4.0, (2024)*

Reliability Test

According to Table 9, all variables are deemed reliable as their values are greater than 0.7. The destination image's Cronbach's alpha value is 0.913, the experience's quality is 0.919, and the intention to return is 0.910. This also happens in the Composite reliability value, where each variable's value is greater than 0.7. The destination image is 0.918, the experience quality is 0.927, and the intention to return is 0.919. Refer to Table 9 below for further information.

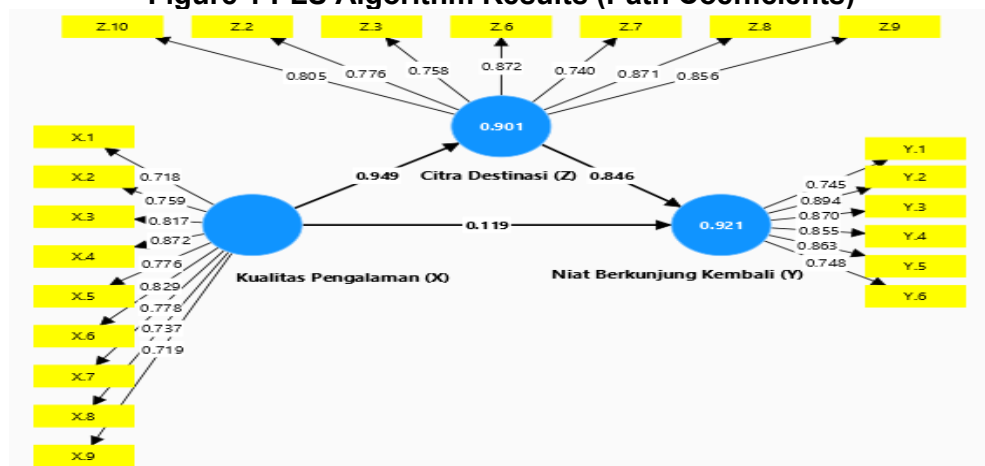
Table 9 Cronbach's Alpha and Composite Reliability Tests

Variable	Cronbach's alpha	Composite reliability
Destination Image (Z)	0,913	0,918
Experience Quality (X)	0,919	0,924
Intention to Return (Y)	0,910	0,919

Source: *Output SmartPLS 4.0, (2024)*

Structural Model Testing (Inner Model)

Figure 1 PLS Algorithm Results (Path Coefficients)

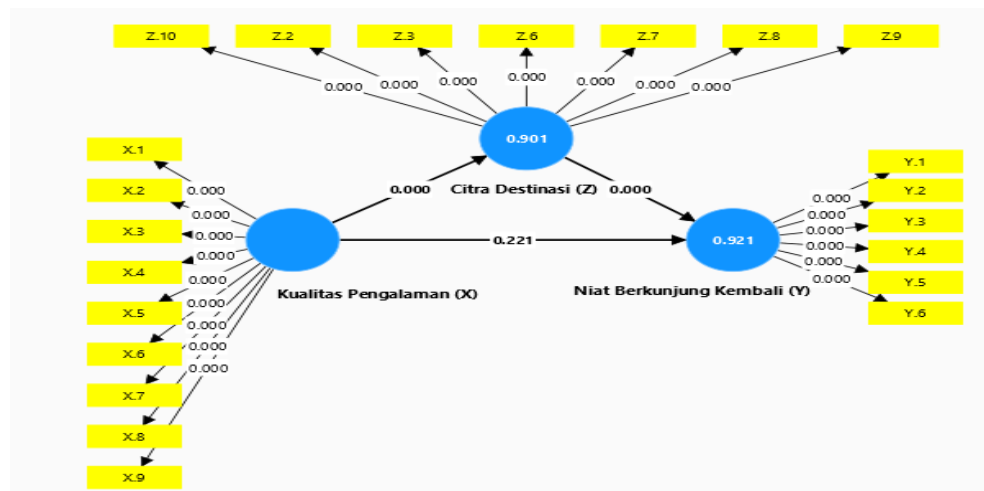


Source: *SmartPLS 4.0 Output. (2024)*

The inner model is conducted to analyze the relationship or influence between independent and dependent variables through hypothesis testing, which allows the formulation of the problem to be answered and the research objectives to be achieved. In PLS, the structural model is assessed using R-square to measure how well the model built explains the variation in the dependent variable. Additionally, the t-statistic and p-value can be used to assess the significance between variables. A structural model of the study created using the PLS Algorithm and PLS Bootstrapping procedures is shown below.

Based on Figure 1 showing the results of the PLS Algorithm and Figure 2 showing the results of the PLS Bootstrapping, it can be concluded that the validity and reliability tests show that the value of the loading path coefficient factor for each indicator for the variables of experience quality and revisit intention is > 0.7 .

Figure 2 PLS Bootstrapping Results (T Statistic)



Source: SmartPLS 4.0 Output. (2024)

The first step in evaluating the PLS structural model is to examine each dependent latent variable's R-Square value. The revisit intention variable (Y) has an R-Square value of 0.921, meaning that 92.1% of the influence on Y can be explained by the experience quality variable (X) and destination image (Z). While the R square value for the experience quality variable (X) on destination image (Z) is 0.901, meaning that the quality of experience (X) is able to explain its influence on the destination image (Z) by 90.1%. For more details, see Table 10 below.

Tabel 10 Nilai R Square Dan Adjusted R Square

Variable	R-square	R-square adjusted
Destination Image (Z)	0,901	0,900
Intention to Return (Y)	0,921	0,919

Source: Output SmartPLS 4.0, (2024)

Hypothesis Testing

The path coefficient value shows the level of significance in hypothesis testing can be seen in Table 11. The following is an explanation of the path coefficient results:

1. The test results show that the influence of quality of experience on intention to revisit is not influential with a T-statistic of $1.225 < 1.96$. Because $t_{count} > T_{table}$, and the P value $(0.221) > 0.05$, then H_0 is accepted and H_a is rejected. So, it is stated that quality of experience has no effect on intention to revisit Goa Boki Moruru.
2. The test results show that the influence of quality of experience on destination Image is positive with a T-statistic of $109.203 > 1.96$ because $t_{count} > T_{table}$, and the P value $(0.000) < 0.05$, then H_0 is accepted and H_a is rejected. So, it can be interpreted that quality of experience has a positive effect on destination image to Goa Boki Moruru.
3. The test results show that the influence of destination image on revisit intention is positive with a T-statistic of $8.838 > 1.96$ because $t_{count} > T_{table}$, and the P Value $(0.000) < 0.05$, then H_0 is rejected and H_a is accepted. So, it can be interpreted that destination image has a positive effect on the intention to revisit Goa Boki Moruru.

Table 11 Path Coefficient (Mean Stdev, T-Value)

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Quality of Experience (X) -> Intention to Revisit (Y)	0,119	0,126	0,098	1,225	0,221

Quality of Experience (X) -> Destination Image (Z)	0,949	0,951	0,009	109,203	0,000
Destination Image (Z) -> Intention to Revisit (Y)	0,846	0,840	0,096	8,838	0,000

Source: *Output SmartPLS 4.0*, (2024)

Mediation Effect Test

Table 12 Total Effect of the Influence of Independent Variables on Dependent

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Quality of Experience (X) -> Intention to Revisit (Y)	0,922	0,925	0,016	57,212	0,000
Quality of Experience (X) -> Destination Image (Z)	0,949	0,951	0,009	109,203	0,000
Destination Image (Z) -> Intention to Revisit (Y)	0,846	0,840	0,096	8,838	0,000

Source: *Output SmartPLS 4.0*, (2024)

The t-statistic value of 8.838 > 1.96 indicates that the destination image (Z) has a direct impact on the intention to return (Y), and the t-statistic value of 109.203 > 1.96 indicates that the quality of experience (X) on the destination image (Z) has a direct impact as well. Furthermore, with a t-statistic value of 56.212 > 1.96, the destination image (Z) mediates the indirect relationship between the quality of experience (X) and the intention to return (Y). Refer to Table 12 below for further information.

**Table 13 Indirect Effect Between Independent Variables
On Dependent Through Mediation**

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Quality of Experience (X) -> Destination Image (Z) -> Intention to Revisit (Y)	0,802	0,799	0,092	8,741	0,000

Source: *Output SmartPLS 4.0*, (2024)

The analysis's findings indicate that the independent variables have an indirect impact on the dependent through the mediation variable. With a t-statistic of 8.741, it can be explained if the destination image (Z) mediates the indirect relationship between the quality of experience variable (X) and the intention to return (Y). The hypothesis of the mediation effect (H4) is thus supported. Refer to Table 13 below for further information.

According to the analysis, the destination picture (Z) acts as a mediator between the intention to return (Y) and the quality of the experience (X). Therefore, with a note of full mediation, it may be said that the destination picture (Z) can mediate the quality of experience (X) on the intention to revisit (Y). Refer to Table 18 below for further information.

Table 18 VAF Value

Variable	Direct Effect	Indirect Effect	Total	VAF Value	Description
Quality of Experience (X) -> Destination Image (Z) -> Intention to Revisit (Y)	0,119	0,802	0,921	0,870	Full Mediated

Sumber: *Output SmartPLS 4.0*, (2024)

Discussion

The Influence of Experience Quality on Revisit Intention

In this study, the object of research was domestic tourists who had visited Goa Boki Moruru. One of the findings of the study was that experience quality did not affect revisit intention. This shows that even though tourists have a good experience with Goa Boki Moruru, it does not directly affect their level of intention to revisit.

This finding shows that experience quality is not the main factor influencing revisit intention but is caused by other factors that are more dominant in forming revisit intention, such as destination image, price, and accessibility. In addition, promotions from other tourist destinations, information obtained from social media, or negative experiences in the past can also influence tourists' decisions in choosing a particular destination.

External factors also influence such as bad weather, especially rain, can cause flooding that makes river water murky and hits residential areas and highways. As a result, Goa Boki Moruru tourism was forced to be temporarily closed which had an impact on visitor dissatisfaction. Therefore, the Experience Quality offered by Goa Boki Moruru is the main highlight for a tourist destination so that it will later make visitors come back. However, it is important to note that these results only apply to the context of Goa Boki Moruru. Although it has no effect, Quality of Experience can still have a positive contribution to intention to revisit indirectly.

This study is supported by previous research by Idris (2023) at the Maitara Island Tourist Destination, North Maluku, which shows that the quality of tourist experience is not always a determining factor in behavioral intention. This study discovered that while tourists' perceptions of value and satisfaction can be influenced by the quality of their experiences, behavioral intention is not directly impacted. The findings of this study, however, contradict those of a study on Dodola Island, Morotai Island Regency, North Maluku, by Haji (2021), which found that the quality of the visitor experience positively affects behavioral intention.

The Influence of Experience Quality on Destination Image

It should be mentioned that experience quality is a complex idea that can be affected by a number of internal and external elements. While natural circumstances, security, and governmental policies are examples of external influences, the quality of the facilities, services, and tourism products provided are examples of internal elements. Therefore, proper evaluation and adjustment will help improve the quality of experience and build a positive destination image for a particular destination.

So, it can be explained that experience quality has a close relationship with destination image. The better the experience quality offered, the more satisfied tourists feel and give a positive image of the destination. Tourists are more likely to give a place a favorable review and refer others to it if they are pleased by the area's natural beauty, the warmth of the locals, and its accessibility. This evaluation is consistent with the remarks of 112 respondents, which have a value more than 4.04, indicating that travelers are happy with their trip and have a favorable impression of the place.

Prayag & Ryan (2012) earlier research supports this study by demonstrating the critical role experience quality plays in creating a favorable perception of a destination. Wu et al. (2018) demonstrated in other studies that destination image is positively impacted by experience quality. The most significant factor affecting the perception of a location is the physical environment, according to research done at Janfusan Fancyworld Taiwan.

The Influence of Destination Image on Revisit Intention

The assessment is in accordance with the results of the statements of 112 respondents, giving answers to statements with a high average value, meaning that tourists agree that when they are satisfied with the quality of the experience, they immediately have the intention to revisit, even though they initially did not have such an intention. This shows that tourists feel satisfied with what they expect, they tend not to think rationally in deciding to revisit. However, tourists still consider their decisions. If they are interested in visiting Goa Boki Moruru, it is often caused by the positive experiences they have had before. This experience drives their intention to revisit.

There are two views from this finding, First, tourists have the intention to revisit if they feel a strong destination image, such as the natural beauty of Goa Boki Moruru being the main attraction that can create an unforgettable experience and leave a positive impression in the memory of tourists. This positive experience then triggers the desire to repeat those beautiful moments. However, this desire must be balanced with rational considerations such as cost and travel time to the destination, so that it influences the final decision to revisit the destination.

This study is supported by previous research by Utama & Giantara (2021) which shows that a positive destination image is formed from clear, educational information, fast, consistent responses, and positive assessments of tourists, which will ultimately increase their intention to return to the Edelweis Bali Park tourist attraction. However, it is different from the research by Rohmania (2022) that there is no partial positive influence between destination image and revisit intention among tourists at Gemah Beach, Tulungagung Regency. This shows that the destination image created by Gemah Beach has not been able to generate revisit intention among tourists.

The Influence of Experience Quality on Revisit Intention Through Destination Image Mediation

Tourists who have positive experiences tend to build a good image of the destination. This positive image increases their intention to return. Improving experience quality becomes very important, including aspects of comfort, service, accessibility, and natural beauty. Positive experiences not only contribute to visitor satisfaction but also help shape a good image of the destination.

As was mentioned in the preceding discussion, destination image acts as a mediator between experience quality and revisit intention. This means that good experience quality can improve destination image in the eyes of tourists, and a positive image then encourages them to return. In the context of this study, experience quality plays a role as an external factor that can form a positive destination image for tourists to Goa Boki Moruru, one of which is its natural beauty that attracts tourists.

In addition, experience quality influences the intention to return through destination image because experience quality is able to make the price commensurate with what is spent. This is in accordance with the price indicator, where the respondents' responses said they agreed that the experience offered while at the Goa Boki Moruru nature tourism was directly proportional (equivalent) to the costs they incurred. Therefore, with this finding it can be explained that the Quality of Experience acts as a driving force through the positive destination image effect and then tourists have the intention to visit again. This study is corroborated by earlier research by Chi & Qu (2007), which demonstrates that positive destination perceptions are shaped in large part by the quality of the experience, which might then boost travelers' desire to return. Other research is also the same as that conducted by Pradyka (2018) which shows that good quality of experience will improve the destination image, which in turn will be stronger in encouraging visitors' intention to visit again.

CONCLUSION

The following conclusions can be drawn from the study and discussion outcomes that have been described:

1. The quality of experience does not affect the intention to revisit Goa Boki Moruru. This means that the quality of experience is still not strong enough to influence tourists to make the intention to revisit. So, the quality of experience cannot be a predictor of the intention to revisit Goa Boki Moruru.
2. The Goa Boki Moruru destination's image is positively impacted by the quality of the experience. This implies that tourists would have a more favorable perception of the place the higher the quality of the experience offered by Goa Boki Moruru.
3. The intention to return to Goa Boki Moruru is positively impacted by the destination's image. This implies that tourists will be more inclined to return if they have a more positive perception of Goa Boki Moruru as a location.
4. The Goa Boki Moruru destination image acts as a mediator between the quality of the experience and the intention to return. This implies that the higher the quality of the experience offered by Goa Boki Moruru, the greater the desire to return and the more favorable the perception of the location would be. so that the relationship between the quality of the experience and the desire to return to Goa Boki Moruru can be entirely mediated by the destination image.

Based on the results of the discussion and conclusions above, the suggestions in this study are:

1. The results of this study indicate that although tourists have a positive experience at Goa Boki Moruru, safety issues are the main reason that hinders tourists' intention to return. To overcome this, the management must prioritize efforts to improve safety by providing education before tourists start enjoying the beauty of Goa Boki Moruru. This education includes information about prohibitions, potential dangers, and proper procedures while traveling to Goa Boki Moruru. Thus, tourists can better understand the risks that may occur and take responsibility for their own safety, so as to minimize the possibility of unwanted incidents and maintain the good reputation of the tourist destination.
2. The results of this study also show that the quality of experience has a positive influence on the image of the destination. However, the management needs to conduct a comprehensive evaluation of the quality of the experience offered, including facilities, services, and tourism products. For this reason, improving the available facilities, such as roads to the Goa Boki Moruru destination, toilets, and trash bins, is very important. These steps are expected to increase tourist comfort and ultimately form a positive destination image in the eyes of tourists.
3. Further research is suggested to replace or add other variables, such as social media promotion, word of mouth promotion, price and accessibility that can influence the decision to visit. By including these variables, it is expected that researchers can produce a deeper understanding of the factors that contribute to the intention to revisit.
4. This study is still far from perfect, although it was found that destination image fully mediates the quality of experience on the intention to revisit. It is expected that further research can use destination image as a moderating variable. Thus, researchers can conclude whether destination image as a moderation can weaken the relationship between the quality of experience and the intention to revisit or vice versa strengthen the relationship between the two.

LIMITATION (OPTIONAL)

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DECLARATION OF CONFLICTING INTERESTS

(Left Aligned, bold, font size 11)

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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