

The Effect of Tourist Experience, Destination Image, and Tourist Satisfaction on Revisit Intention at Bohay Beach Probolinggo Regency

Liana Utami¹, Muhammad Syarif Hidayatullah Elmas², Umi Rahma Dhany³

Faculty of Economics and Business, Universitas Panca Marga, Indonesia¹²³

Corresponding Author: Liana Utami (lianautami01@gmail.com)

Article Info

Received:
May 30, 2024

Revised:
June 22, 2024

Online available:
July 05, 2024

Keywords:

Tourist Experience, Destination Image, Tourist Satisfaction, Revisit Intention.

Abstract

This study aims to determine the positive and significant effect of *tourist experience*, destination image and tourist satisfaction on *revisit intention* at Bohay Beach, Probolinggo Regency. The type of research used is quantitative research with an associative approach that is causal. The population in this study is all tourists who visit Bohay Beach, Probolinggo Regency in February-March 2024, as many as 105 tourists. The sampling technique used in this study is *Non Probability Sampling* with *Purposive Sampling*. Data processing using IBM SPSS 26. The results showed that the *tourist experience* variable had no positive and significant effect on *revisit intention*, the destination image variable had a positive and significant effect on *revisit intention*, and the tourist satisfaction variable had a positive and significant effect on *revisit intention* at Bohay Beach, Probolinggo Regency.

Cite this as: Utami, L., Elmas, M. S. H., & Dhany, U. R. (2024). The Effect of Tourist Experience, Destination Image, and Tourist Satisfaction on Revisit Intention at Bohay Beach Probolinggo Regency. TGO Journal of Education, Science and Technology, 2(2).

INTRODUCTION

Indonesia is a country that has an extensive wealth of tourism. Indonesia has a very large coastal area that stretches from Sabang to Merauke. The coastal area has many tours that can be utilized. Tourism in coastal areas can bring benefits to the government and the people who live around the area. Probolinggo is one of the cities on the Pantura Line that has many interesting tourist attractions. Bohay Beach is one of the natural attractions owned by Probolinggo Regency. The beach is located in Dusun Pesisir, Bhinor, Paiton District, Probolinggo Regency. Binor Harmony Beach, better known as Bohay Beach, is one of the interesting tourist destinations in Probolinggo Regency. Bohay Beach is one of the areas that has the potential to attract tourists to vacation with friends and family.

The tourism experience is created through the process of visiting, learning, and enjoying activities in an environment away from home (Agoes & Agustiani, 2021). If tourists feel satisfied and have a positive experience while visiting Bohay Beach Tourism in Probolinggo Regency, then they tend to revisit the tour. Every tourist has a different experience after visiting the tour. A good experience will arise when a tourist spot has a destination image. Chapter 1 Article 1 Paragraph 1 of Law No.10/2009 About Tourism, states that a tourist destination is a place or destination in which the community is involved in either a participation or an existing custom (Sasmita. et al., 2023). Destination image is the belief and knowledge about a destination that tourists feel when traveling (Mahfudhotin et al., 2021). A tourist spot must have a good destination image. Because

the destination image of a tourist spot will greatly affect the desire of tourists to return to visit, and usually, tourists will feel satisfied if the reality of the place matches their expectations of the tourists.

Positive experiences that tourists have and knowledge about a destination that tourists feel is good after visiting Bohay Beach, Probolinggo Regency, will cause a sense of satisfaction. The level of tourist satisfaction is also a factor that influences revisit intention. Tourist satisfaction is the level of satisfaction that a person feels after traveling or vacationing (Elmas et al., 2024). Satisfaction measures the level of performance against the expectations felt by tourists. This means that satisfaction is a comparison between performance and expectations. Tourists feel satisfied or happy if the product performance is higher than their expectations. Conversely, tourists will be disappointed or dissatisfied if the perceived performance does not match their expectations (Suwena & Widyatmaja, 2017). The satisfaction of tourists when visiting a tourism destination is the key to maintaining the sustainability and success of the tour. If tourism has a good performance, tourists will feel satisfied and will make repeat visits. The intention to revisit tourists is a push from within (stimulus) that motivates tourists to visit a tourist destination again (Elmas et al., 2024). Repeat tourist visits will increase revenue in the long run because they attract and retain repeat tourists. There are several previous studies that are in line with this research conducted by (Sari & Najmudin, 2021) showing that the tourist experience variable has no significant effect on revisit interest. Research by (Masita et al., 2022) shows that the tourist experience variable has no effect on revisit interest. Likewise, research (Malikhah, 2023) shows that the destination image variable has a positive and significant effect on revisit interest, while research (Hidayat & Sutomo, 2017) shows that the destination image variable has a positive and significant effect on revisit intention. Research (Lestari, 2022) shows that the tourist satisfaction variable has a positive and significant effect on revisit interest, and (Mulyani & Ferdian, 2023) show that the tourist satisfaction variable has a significant effect on revisit intention.

Research purposes :

1. To determine whether there is a significant and positive effect of tourist experience on revisit intention at Bohay Beach, Probolinggo Regency.
2. To determine whether there is a significant and positive effect of the Destination Image on revisit intention at Bohay Beach, Probolinggo Regency.
3. To determine whether there is a significant and positive effect of the tourist satisfaction on revisit intention at Bohay Beach, Probolinggo City Regency.

METHOD

The type of research used is quantitative research with an associative approach that is causal in nature. The associative approach aims to determine the relationship between two or more variables (Sujawerni, 2019). The population in this study were all tourists who visited Bohay Beach, Probolinggo Regency, in February–March 2024. There were as many as 105 respondents. The sampling technique is non-probability sampling with purposive sampling. The data analysis technique in this study used IBM SPSS 26 in the form of a validity test, reliability test, multicollinearity test, heteroscedasticity test, normality test, multiple linear regression analysis, coefficient of determination, and hypothesis test.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results

Variable	Indicators	r calculate	r table	Information
----------	------------	-------------	---------	-------------

Variable	Indicators	r calculate	r table	Information
<i>Tourist Experience (X₁)</i>	X1.1	0,543	0,191	Valid
	X1.2	0,544		
	X1.3	0,633		
	X1.4	0,559		
	X1.5	0,572		
	X1.6	0,588		
	X1.7	0,619		
	X1.8	0,640		
<i>Destination Imagery (X₂)</i>	X2.1	0,451		
	X2.2	0,562		
	X2.3	0,686		
	X2.4	0,587		
	X2.5	0,364		
	X2.6	0,371		
	X2.7	0,512		
	X2.8	0,542		
	X2.9	0,576		
	X2.10	0,353		
	X2.11	0,308		
	X2.12	0,313		
	X2.13	0,549		
	X2.14	0,383		
<i>Tourist Satisfaction (X₃)</i>	X3.1	0,624		
	X3.2	0,691		
	X3.3	0,500		
	X3.4	0,578		
	X3.5	0,626		
	X3.6	0,701		
	X3.7	0,686		
	X3.8	0,566		
	X3.9	0,517		
	X3.10	0,565		
	X3.11	0,446		
	X3.12	0,478		
<i>Revisit Intention (Y)</i>	Y1.1	0,503		
	Y1.2	0,666		
	Y1.3	0,666		
	Y1.4	0,713		
	Y1.5	0,657		
	Y1.6	0,670		
	Y1.7	0,657		
	Y1.8	0,679		

Source : Data processed by SPSS, 2024

Based on table 1 above, it shows that all statement items in each research variable, namely *Tourist Experience (X₁)*, *Destination Image (X₂)*, *Tourist Satisfaction (X₃)* and *Revisit Intention (Y)* have a greater r value than the r table (0.191), so the variables in this study are said to be valid.

Reliability Test

Table 2. Reliability Test Results

Variable	Number of Statements (N)	Cronbach Alpha	Critical Value	Information
X ₁	8	0,714	0,60	Reliable
X ₂	14	0,734	0,60	Reliable
X ₃	12	0,819	0,60	Reliable
Y	8	0,804	0,60	Reliable

Source : Data processed by SPSS, 2024

Based on table 2 above, it is known that if each variable Tourist Experience (X1), Destination Image (X2), Tourist Satisfaction (X3) and Revisit Intention (Y) has a Cronbach Alpha value > 0.60, it can be concluded that all variables used in this study are reliable.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Type	Coefficients					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	1.633	4.473		.365	.716		
Tourist_Experience_X1	.058	.110	.050	.529	.598	.732	1.366
Destination_Image_X2	.356	.073	.466	4.881	.000	.712	1.405
Tourist_Satisfaction_X3	.150	.071	.185	2.114	.037	.852	1.174

a. Dependent Variable: Revisit_Intention_Y

Source : Data processed by SPSS, 2024

Based on table 3 above, the variance inflation factors (VIF) value for the Tourist Experience variable (X1) is 1.366 < 10, Destination Image (X2) is 1.405 < 10, and Tourist Satisfaction (X3) is 1.174 < 10. So it can be concluded that all variables do not cause symptoms of multicollinearity.

Heteroscedasticity Test

Table 4. Heteroscedasticity Test

Spearman's rho		Correlation Coefficient	Correlations			Unstandardized Residual
			Tourist Experience X1	Destination Image X2	Tourist Satisfaction X3	
	Tourist Experience X1	1.000	.530**	.261**	.037	
	1					
		Sig. (2-tailed)	.000	.007	.705	
		N	105	105	105	
	Destination Image X2	Correlation Coefficient	.530**	1.000	.269**	
		Sig. (2-tailed)	.000	.005	.386	
		N	105	105	105	
	Tourist SA atisfaction X3	Correlation Coefficient	.261**	.269**	1.000	
		Sig. (2-tailed)	.007	.005	.839	
		N	105	105	105	
	Unstandard ized Residual	Correlation Coefficient	.037	.085	-.020	
		Sig. (2-tailed)	.705	.386	.839	
		N	105	105	105	

** . Correlation is significant at the 0.01 level (2-tailed).

Source : Data processed by SPSS, 2024

Based on table 4, the results of the Spearman's Rho test obtained a significant value (2-tailed) for the Tourist Experience variable (X1) is $0.705 > 0.05$, Destination Image (X2) is $0.386 > 0.05$, and Tourist Satisfaction (X3) is $0.839 > 0.05$. So it can be concluded that all variables do not cause symptoms of heteroscedasticity.

Normality Test

Table 5. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.08848542
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.063
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source : Data processed by SPSS, 2024

Based on table 5 above, the one-sample Kolmogorov-Smirnov test results above and the Asymp. Sig (2-tailed) of $0.200 > 0.05$, it can be concluded that the data is normally distributed.

Multiple Linear Regression Analysis

Table 6. Multiple Linier Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.633	4.473		.365	.716
Tourist_Experience_X1	.058	.110	.050	.529	.598
Destination_Image_X2	.356	.073	.466	4.881	.000
Tourist_Satisfaction_X3	.150	.071	.185	2.114	.037

a. Dependent Variable: Revisit_Intention_Y

Source : Data processed by SPSS, 2024

The multiple regression coefficient equation is as follows:

$$Y = 1.633 + 0.058X1 + 0.356X2 + 0.150X3$$

It is known that the constant value of 1.633 is assumed to be zero Tourist Experience (X1), Destination Image (X2) and Tourist Satisfaction (X3), then the value of Revisit Intention (Y) can be obtained at 1.633. The regression coefficient value b1 (Tourist Experience) of 0.058 is assumed to be the value of the Tourist Experience variable of 1, then the value of Revisit Intention will increase by 0.058 to $y = 1.633 + (0.058 \cdot 1)$ with

other independent variables considered zero. The regression coefficient value b_2 (Destination image) of 0.356 is assumed to be the value of the Destination Image variable by 1, the value of Revisit Intention will increase by 0.356 to $y = 1.633 + (0.356.1)$ with other independent variables considered zero. The regression coefficient value b_3 (Tourist Satisfaction) of 0.150 is assumed to be the value of the Tourist Satisfaction variable of 1, the value of Revisit Intention will increase by 0.150 to $y = 1.633 + (0.150.1)$ with other independent variables considered zero.

Determination Coefficient Test

Table 7. Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.586 ^a	.343	.324	3.134

a. Predictors: (Constant), Tourist Satisfaction X3, Tourist Experience X1, Destination Image X2

b. Dependent Variable: Revisit Intention Y

Source : Data processed by SPSS, 2024

Based on table 7 above, the adjusted R square number is 0.324. This shows that the percentage of correlation or relationship between the effect of independent variables (Tourist Experience, Destination Image, and Tourist Satisfaction) on the dependent variable (Revisit Intention) is 0.324, or 32.4%, while the remaining 67.6% is influenced or explained by other variables not included in this research model.

Hypothesis Test

A. First Hypothesis

H_a : There is a significant and positive effect of tourist experience variables on revisit intention at Bohay Beach, Probolinggo Regency.

H_0 : There is no significant and positive effect of tourist experience variables on revisit intention at Bohay Beach, Probolinggo Regency.

Based on table 6 above, it is known that the tourist experience variable (X1) has a significant value of $0.598 > 0.05$ and a t_{count} value of $0.529 < t_{table} 1.660$. This shows that the tourist experience has no significant or positive effect on revisit intention at Bohay Beach, Probolinggo Regency. Thus, the first hypothesis is not proven, and the results are not tested (H_0 accepted, H_a rejected).

B. Second Hypothesis

H_a : There is a significant and positive effect of the Destination Image variable on revisit intention at Bohay Beach, Probolinggo Regency.

H_0 : There is no significant and positive effect of the Destination Image variable on revisit intention at Bohay Beach, Probolinggo Regency.

Based on table 18 above, it is known that the Destination Image variable (X2) has a significant value of $0.000 < 0.05$ and a t_{count} value of $4.881 > t_{table} 1.660$. This shows that destination image has a positive and significant effect on revisit intention at Bohay Beach, Probolinggo Regency. Thus, the second hypothesis is proven and the results are tested (H_a accepted, H_0 rejected).

C. Third Hypothesis

H_a : There is a significant and positive effect of the tourist satisfaction variable on revisit intention at Bohay Beach, Probolinggo Regency.

H0 : There is no significant and positive effect of the tourist satisfaction variable on revisit intention at Bohay Beach, Probolinggo Regency.

Based on table 18 above, it is known that the tourist satisfaction variable (X3) has a significant value of $0.037 < 0.05$ and a t_{count} value of $2.114 > t_{table} 1.660$. This shows that tourist satisfaction has a positive and significant effect on revisit intention at Bohay Beach, Probolinggo Regency. Thus, the third hypothesis is proven and the results are tested (Ha accepted, H0 rejected).

DISCUSSION

The Effect of Tourist Experience on Revisit Intention

Based on the assessment results, it shows that the tourist experience variable has no significant effect on revisit intention at Bohay Beach, Probolinggo Regency. This is because there are respondents who do not have snorkeling experience, do not play beach sand, do not see live music performed, do not enjoy the panorama of PLTU at night, and do not enjoy the view of the beach lights at night, so that tourists do not want to visit Bohay Beach again in the near future, will not invite friends and family to visit Bohay Beach, do not recommend to others to travel to Bohay Beach, do not become the top priority choice for traveling in the future, and do not make Bohay Beach the main destination on vacation. This research is supported by previous research, namely (Sari & Najmudin, 2021) showing that tourist experience has no significant effect on interest in visiting again, as well as research by (Masita et al., 2022), showing that tourist experience has no effect on interest in visiting again.

The Effect of Destination Image on Revisit Intention

Based on the assessment results, it shows that the Destination Image variable has a positive and significant effect on revisit intention at Bohay Beach, Probolinggo Regency. This shows that the Destination Image variable is one of the influential factors on Revisit Intention because the Destination Image found at Bohay Beach makes tourists interested in making repeat visits to Bohay Beach because Bohay Beach has an adequate place of worship, the location of Bohay Beach is close to the highway, and Bohay Beach has a cool climate at night, so tourists will tell the experience they get when visiting Bohay Beach to friends and family who have never visited Bohay Beach and will invite friends or family to visit Bohay Beach and will tell the beauty of Bohay Beach.

This research is supported by previous research, namely (Malikhah, 2023), showing that destination image variables have a positive and significant effect on return visit interest; (Hidayat & Sutomo, 2017), showing that destination image variables have a positive and significant effect on return visit intentions; (Fatimah, 2019), showing that destination image variables have a significant positive effect on return visit interest; and (Mulyani & Ferdian, 2023), showing that destination image variables have a positive effect on return visit interest.

The Effect of Tourist Satisfaction on Revisit Intention

Based on the assessment results, it shows that the tourist satisfaction variable has a positive and significant effect on revisit intention at Bohay Beach, Probolinggo Regency. This shows that the Tourist Satisfaction variable has an effect on Revisit Intention because access to Bohay Beach is easily accessible using land vehicles (cars, motorbikes, buses, trucks, and tricycles), has natural beauty with beach nuances, has location direction boards to get to Bohay Beach to make it easier for tourists to visit, and has a large parking lot so that tourists will tell the experience they get when visiting Bohay Beach to friends and family who have never visited Bohay Beach and will invite friends or family to visit Bohay Beach and will tell the beauty of Bohay Beach.

This research is supported by previous research, namely (Lestari, 2022), showing that the tourist satisfaction variable has a positive and significant effect on revisit interest, as well as research by (Mulyani & Ferdian, 2023), showing that the tourist satisfaction variable has a positive and significant effect on revisit intention.

CONCLUSION

Based on the results of research conducted by researchers on Bohay Beach, Probolinggo Regency as the object of research, the following conclusions can be drawn:

1. It was found that tourist experience has no effect on revisit intention at Bohay Beach, Probolinggo Regency.
2. It was found that destination image has an effect on revisit intention at Bohay Beach, Probolinggo Regency.
3. It was found that tourist satisfaction affects revisit intention at Bohay Beach, Probolinggo Regency.

Researchers also provide suggestions for future researchers who will conduct research with the development of the current research model to expand their research by using mediating or intervening variables, as well as other variables such as tourist facilities, ticket prices, accessibility, tourist attractions, and other variables that affect the revisit intention variable, as well as using different data analysis techniques using Smart PLS to perform data processing.

REFERENCES

- Agoes, A., & Agustiani, I. N. (2021). *Kajian Pengalaman Wisatawan pada Kunjungan Wisata Perdesaan* (Deepublish (ed.)).
- Elmas, M. S. H., Astuti, W., & Natsir, M. (2024). Batu City Tourist Village : The Effect of Destination Image on Tourist Satisfaction and Revisit Intention. *Indonesian Journal of Business Analytics (IJBA)*, Vol. 4, No. <https://doi.org/https://doi.org/10.55927/ijba.v4i3.9188>
- Fatimah, S. (2019). Analisis Pengaruh Citra Destinasi Dan Lokasi Terhadap Minat Berkunjung Kembali. *Majalah Ilmiah Bahari Jogja*, Volume 17. <https://doi.org/10.33489/mibj.v17i2.207>
- Hidayat, Taufik Tri Nur; Chalil; Sutomo, M. (2017). Pengaruh Aksesibilitas dan Citra Destinasi Terhadap Niat Berkunjung Kembali Ke Telaga kambing. *Jurnal Ilmu Manajemen Universitas Tadulako*, Vol 3 No 2. <https://doi.org/https://doi.org/10.22487/jimut.v3i2.87>
- Lestari, A. A. (2022). Pengaruh Daya Tarik Wisata, Aksesibilitas dan Kepuasan Wisatawan Terhadap Minat Berkunjung Kembali (Study kasus pada Objek Wisata Budaya Taman Tujuh Desa Hiang Sakti). *Jurnal Administrasi Kantor*, Vol 10 No. <https://doi.org/https://doi.org/10.51211/jak.v10i2.2063>
- Mahfudhotin, S., Nurfarida, I. N., & Hidayat, C. W. (2021). Analisis Pengaruh Citra Destinasi, Lokasi dan Media Sosial Terhadap Minat Berkunjung Kembali di Objek Wisata Kampoeng Heritage Kajoetangan Malang. *Journal Riset Mahasiswa Manajemen (JRMM)*, Vol 6 No 2. <https://doi.org/https://doi.org/10.21067/jrmm.v6i2.5226>
- Malikhah, S. (2023). Pengaruh Citra Destinasi, Fasilitas dan Pengalaman Pembelian Terhadap Minat Berkunjung Kembali pada Wisata Puncak Becici Yogyakarta. *Upajiw Dewantara : Jurnal Ekonomi, Bisnis Dan Manajemen Daulat Rakyat*, Vol. 7 No.

- Masita, T. E., Alvani, H. T., & Suzana, A. J. (2022). Revisit Intention Obyek Wisata Pantai Krpyak Kabupaten Pangandaran: Pengaruh Citra Destinasi Wisata, Pengalaman Wisatawan dan Media sosial. *Majalah Ilmiah Manajemen & Bisnis (MIMB)*, Vol 19 No. <https://doi.org/https://doi.org/10.55303/mimb.v19i2.157>
- Mulyani, M., & Ferdian, F. (2023). Pengaruh Citra Destinasi Dan Kepuasan Wisatawan Terhadap Revisit Intention Di Kota Padang (Studi Kasus Daya Tarik Wisata Pantai Padang). *Jurnal Manajemen Pariwisata Dan Perhotelan*, Vol 1 no 3. <https://doi.org/https://doi.org/10.59581/jmpp-widyakarya.v1i3>
- Sari, W. A., & Najmudin, M. (2021). Pengaruh Media Sosial, Kualitas Layanan dan Pengalaman Wisatawan Terhadap Minat Berkunjung Kembali di Objek Wisata Pulepayung Kabupaten Kulon Progo. *Efektif Jurnal Bisnis Dan Ekonomi*, Volume 12.
- Sasmita., Elmas, M. S. H., & Priantono, S. (2023). Pengaruh Customer Experience, Serviescape dan Destination Image Terhadap Revisit Intention di Pantai Bahak Indah Tongas Kabupaten Probolinggo. *JUMAD Journal Management, Accounting and Digital Business*.
- Sujawerni, W. (2019). *Metodologi Penelitian Bisnis dan Ekonomi Pendekatan Kuantitatif* (PT Pustaka Baru (ed.)).
- Suwena, I. K., & Widyatmaja, I. G. N. (2017). *Pengetahuan Dasar Ilmu Pariwisata* (P. Larasan (ed.)).