

# Effect of destination image, amenities on revisit intention with visitor satisfaction

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## Abstract

**Purpose:** This study aims to analyze the influence of Destination Image and Amenities on Revisit Intention with Visitor Satisfaction as an intervening variable at Balaputra Dewa Museum. The research seeks to understand how these factors contribute to improving the visitor experience and encouraging return visits.

**Research Methodology:** The research employs a quantitative approach using Structural Equation Modeling (SEM) with Partial Least Squares (PLS). Data were collected through questionnaires distributed to 150 visitors of the Balaputra Dewa Museum, measured using a Likert scale. The model tested direct and indirect relationships between Destination Image, Amenities, Visitor Satisfaction, and Revisit Intention.

**Results:** The findings indicate that Destination Image and Amenities significantly impact Revisit Intention. Visitor Satisfaction mediates the relationship between Destination Image and Revisit Intention, as well as between Amenities and Revisit Intention. Destination Image was shown to have a stronger influence on revisit intention compared to amenities. Indirect effects underscore the importance of visitor satisfaction in maximizing the impact of destination attributes.

**Conclusion:** This study shows that Visitor Satisfaction helps explain how Destination Image and Amenities influence Revisit Intention at the Balaputra Dewa Museum, adding to knowledge in tourism and destination management.

**Limitations:** The study is limited to one museum, which may reduce its applicability to other cultural or tourism sites. The cross-sectional data does not reflect long-term changes in visitor perceptions.

**Contributions:** This research contributes to tourism management literature by emphasizing the role of destination image and amenities in fostering visitor satisfaction and revisit intention, providing insights for museum managers and policymakers.

**Novelty:** The study introduces Visitor Satisfaction as an intervening variable, offering a deeper understanding of how satisfaction bridges the relationship between Destination Image and Amenities with Revisit Intention.

**Keywords:** *Amenities, Balaputra Dewa Museum, Destination Image, Revisit Intention, Visitor Satisfaction*

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## 1. Introduction

Cultural heritage is a significant aspect of tourism, acting as a bridge between history, tradition, and modern society. Museums, as cultural heritage sites, play a critical role in preserving artefacts and educating the public about historical events and local traditions. For destinations like the Balaputra Dewa Museum in Indonesia, the challenge lies not only in attracting visitors but also in encouraging them to return. Revisit intention is a key metric of success in tourism management, as it reflects visitor loyalty and long-term sustainability. Two pivotal factors that influence revisit intention are destination image and amenities, while visitor satisfaction acts as a mediating variable that links these factors to return visits future (Allam & Yulianto, 2019; Hitchcock, 1995; Pan, Rasouli, & Timmermans, 2021; Yudhawasthi, 2017).

Destination image is a multifaceted concept that encapsulates the perceptions and impressions visitors hold about a particular location (Afshardoost & Eshaghi, 2020; Huete Alcocer & López Ruiz, 2020). It encompasses both cognitive and affective dimensions, such as the attractiveness of the museum's exhibitions, the educational value of its artefacts, and the emotional connection visitors develop with the site (M. K. Hasan, Abdullah, Lew, & Islam, 2019; Peng, Yang, Fu, & Huan, 2023). A positive destination image fosters trust and loyalty, making visitors more likely to recommend the museum to others and revisit it themselves (Akgün, Senturk, Keskin, & Onal, 2020; Kanwel et al., 2019). Previous studies have highlighted the importance of a favourable destination image in enhancing the overall appeal of tourism sites, particularly in the cultural and heritage sectors (Junaedi & Harjanto, 2020; Le, Le, Le, & Ngo, 2020). For museums like Balaputra Dewa, developing a strong and positive destination image is crucial for maintaining competitiveness in the tourism market.

Amenities, on the other hand, refer to the tangible and intangible facilities provided to visitors. These include cleanliness, availability of parking spaces, ease of navigation within the museum, comfortable seating areas, and accessibility for individuals with disabilities. Amenities directly affect the quality of the visitor experience and play a vital role in shaping perceptions of service quality (Kim & Han, 2022; Surya, Felani, Felani, & Andriani, 2023; X. Zhang, Tavitiyaman, & Tsang, 2023). High-quality amenities can leave a lasting impression on visitors, contributing to their overall satisfaction and encouraging repeat visits (Ambarwati & Munawaroh, 2023; Annisha, Hotimah, & Munandar, 2022; Kim, Lee, & Han, 2023). Conversely, inadequate amenities can result in dissatisfaction, diminishing the likelihood of revisits and potentially tarnishing the museum's reputation. Therefore, the management of amenities at cultural sites like the Balaputra Dewa Museum is a key determinant of their success.

Visitor satisfaction acts as a mediating variable that bridges the gap between destination image, amenities, and revisit intention. Satisfaction is a psychological state resulting from the fulfilment of visitor expectations (Ardani, Rahyuda, Giantari, & Sukaatmadja, 2019; Hadiwijaya, 2013; Kurdi, Alshurideh, & Alnaser, 2020). When visitors perceive that the museum provides value that exceeds their expectations, they are more likely to report high levels of satisfaction (Dam & Dam, 2021; Khan, Salamzadeh, Iqbal, & Yang, 2022). This satisfaction, in turn, fosters positive attitudes and behavioural intentions, such as recommending the museum to friends and family or planning future visits. However, dissatisfaction can lead to negative word-of-mouth and a decline in revisit intentions (Maria, Hakim, & Darma, 2020; Nurussama & Hadiwijaya, 2016; Vierdwiyan & Syafarudin, 2020). Understanding the dynamics of visitor satisfaction is essential for museum managers seeking to create memorable experiences that encourage loyalty and long-term engagement (Hadiwijaya & Febrianty, 2019; Otto, Szymanski, & Varadarajan, 2020; Safitri, 2022).

The Balaputra Dewa Museum, located in Palembang, South Sumatra, is a prominent cultural heritage site that showcases the rich history and traditions of the region. The museum houses artefacts from the Sriwijaya Kingdom, traditional South Sumatran architecture, and exhibits highlighting the diverse cultures of Indonesia (Mirandah, Putri, & Zulkardi, 2024; Putri, 2020). Despite its cultural significance, the museum faces challenges in retaining visitors and encouraging them to return. This issue is compounded by the competitive tourism landscape, where visitors have numerous options for leisure

and education. In this context, understanding the factors that influence revisit intention is critical for the museum's sustainability and growth (Buang, 2018; Dewangga, 2021).

## **2. Literature review**

### **2.1. Revisit Intention**

Revisit intention is an important concept in tourism that refers to a tourist's intention to revisit a destination after a previous visit experience (Zeithaml, Bitner, & Gremler, 2018). This concept is one indicator of visitor loyalty to a particular tourist destination and is often the focus of research because of its role in ensuring the sustainability of the tourism industry (Maarif, Ratnawati, & Hapsari, 2023; Maulida, Jasfar, & Hamzah, 2020; Villagómez-Buele, Carvache-Franco, Carvache-Franco, Carvache-Franco, & Villavicencio-Párraga, 2020). With increasing competition between global tourist destinations, understanding the factors that influence revisit intention is a top priority for destination managers and other stakeholders (Cham, Lim, Sia, Cheah, & Ting, 2021; H. Zhang, Wu, & Buhalis, 2018). Several key factors influence revisit intention, including destination image, visitor satisfaction, perceived value, and travel experience. Destination image is a visitor's overall perception of a destination that includes cognitive aspects (knowledge and facts about the destination) and affective aspects (feelings or emotions felt towards the destination). Research shows that a positive destination image, such as a good reputation, natural beauty, friendly local people, and safety, can increase the likelihood of visitors returning (Peng et al., 2023; Tysa & Dwita, 2022).

### **2.2. Visitor Satisfaction**

According to Kotler, Keller, and Chernev (2021), visitor satisfaction is the level of satisfaction felt by visitors towards their experience at a particular destination, attraction, or place. This satisfaction is an emotional response that arises after visitors compare their expectations with the experience they have. In the context of tourism, visitor satisfaction includes evaluations of various aspects such as service quality, facilities, atmosphere, accessibility, and interactions with staff or local people. Visitor satisfaction is very important because it contributes to loyalty, revisits intentions, and recommendations to others (Govindarajo & Khen, 2020; Maltio & Wardi, 2019).

One of the main elements of visitor satisfaction is service quality. When the service received exceeds expectations, visitors tend to feel satisfied and have a positive experience. Conversely, poor service can lead to disappointment, which not only affects visitor perceptions but also the reputation of the destination (Radder & Han, 2013; Simanihuruk, 2019). The interaction between staff and visitors, including friendliness, speed of response, and the ability to meet special needs, plays an important role in creating a pleasant experience. Visitor satisfaction also has a broad impact on the sustainability of a business or tourist destination. High satisfaction encourages visitors to recommend the place to friends or family, creating a very effective word-of-mouth promotion. In addition, satisfied visitors are more likely to return in the future, which helps to increase destination revenue in a sustainable manner (Ambarwati & Munawaroh, 2023; Trunfio, Lucia, Campana, & Magnelli, 2022).

### **2.3. Destination Image**

In addition to the destination image, visitor satisfaction also has a significant influence on revisit intention (Dethan, Suryawardani, & Wiranatha, 2020; Peng et al., 2023; Purnama, Siswadi, Mujiatun, & Jufrizen, 2023). Visitor satisfaction occurs when their expectations of the travel experience are met or even exceeded. Satisfied visitors tend to develop an emotional connection with the destination and are more motivated to repeat visits in the future. Satisfaction is often a mediating variable that links elements such as service quality, facilities, and destination appeal with revisit intention (Huete Alcocer & López Ruiz, 2020; Maarif et al., 2023; San Martín & Del Bosque, 2008). Perceived value is also an important determinant of revisit intention. Perceived value refers to visitors' evaluation of the benefits they receive compared to the costs incurred during the trip. When tourists feel that their experience is worth the time, money, and effort they have spent, they are more likely to consider returning to the destination. This factor includes the economic, social, and emotional aspects of the travel experience (Lopes, 2011; Pan et al., 2021; H. Zhang et al., 2018). Memorable travel experiences also influence tourists' intentions to return. Unique experiences, such as authentic cultural interactions, interesting

activities, and personalized services, can create a lasting impression on tourists. This emphasizes the importance of destination managers to continue to innovate in offering experiences that not only meet tourists' needs but also exceed their expectations (Bui, Alaei, Vu, Li, & Law, 2022; Cham et al., 2021; Tanuwijaya & Supriyanto, 2022).

## 2.4. Amenities

Amenities are an important element in the tourism industry that refers to facilities, infrastructure, and services that support the comfort and satisfaction of tourists during their trip (Liu, Zhang, Ja, & Yan, 2024; Surya et al., 2023; X. Zhang et al., 2023). In the context of tourism, amenities include various aspects such as accommodation, transportation, food and beverage facilities, entertainment venues, health facilities, and digital infrastructure. The existence of adequate amenities plays a significant role in creating a positive experience for tourists, which ultimately impacts their level of satisfaction, loyalty, and repeat visit intention (Ambarwati & Munawaroh, 2023; Kim et al., 2023).

Amenities in museums include various facilities and services designed to support the comfort, satisfaction, and experience of visitors during their visit (Bertacchini, Nuccio, & Durio, 2021; Su, 2022). As a cultural and educational institution, museums not only display collections of art, history, or science but must also pay attention to the needs of modern visitors. Basic facilities such as adequate parking areas, clean toilets, waiting rooms, and accessibility for people with disabilities are the main things that must be provided by museums. In addition, good lighting and ventilation in the exhibition space are also important parts of amenities to ensure that visitors can enjoy the collection comfortably (Adetayo & Lawal, 2024; Lanzara & Minerva, 2019).

## 3. Research methodology

This research uses a quantitative approach to measure and analyze the relationship between the variables studied. This research employs a quantitative approach to measure and analyze the relationship between the variables under study.

The focus point of this study is the impact of objective descriptions on return expectations with Visitor Satisfaction as an intermediary variable at the Balaputra Dewa Museum Historical Center. The population in the study consisted of visitors who visited the Balaputra Dewa Museum Exhibition Museum. Testing in this research uses direct and indirect methods, with the most common method being random sampling from the population without considering population stratification. Sample sizes between 30 and 500 are considered satisfactory for research. The ideal number of respondents and delegates depends on the quantity of all indicators in the duplicated variables, ranging from 5 to 10 (Hair, Hult, Ringle, & Sarstedt, 2022). Since there are 30 questions asked, the ideal number of respondents and delegates is calculated as  $(30 \times 5 = 150)$ . Therefore, the sample size for this exploration was set at 150 respondents. The data analysis technique uses Structural Equation Modeling-Partial Least Squares.

## 4. Results and discussions

### 4.1. Results

#### 4.1.1. Descriptive Statistical Analysis of Variables

Table 1. Descriptive Statistical Analysis of Variables

Variable	Mean	Min	Max	Standard deviation
<b>Destination Image</b>				
DI01	4,127	1,000	5,000	1,022
DI02	4,120	2,000	5,000	0,959
DI03	4,427	3,000	5,000	0,778
DI04	3,713	1,000	5,000	1,303
<b>Amenities</b>				
AM01	3,833	1,000	5,000	1,213
AM02	3,567	1,000	5,000	1,262

AM03	3,413	1,000	5,000	1,343
AM04	4,147	1,000	5,000	1,029
AM05	4,140	2,000	5,000	0,966
<b>Revisit Intention</b>				
RI01	4,127	2,000	5,000	0,975
RI02	3,873	1,000	5,000	1,245
RI03	3,880	1,000	5,000	1,227
RI04	3,887	1,000	5,000	1,192
<b>Visitor Satisfaction</b>				
VS01	3,880	1,000	5,000	1,216
VS02	4,473	3,000	5,000	0,763
VS03	3,493	1,000	5,000	1,315
VS04	4,140	2,000	5,000	0,966

The descriptive statistical analysis provides insights into the central tendency and variability of responses for each item under the constructs of Destination Image, Amenities, Revisit Intention, and Visitor Satisfaction. For the **Destination Image** variable, DI03 has the highest mean score of 4.427, suggesting it is the most positively perceived aspect, with low variability (SD = 0.778). DI01 and DI02 also show favourable perceptions with mean scores of 4.127 and 4.120, respectively, and moderate variability. However, DI04 has the lowest mean (3.713) and the highest standard deviation (1.303), indicating a more diverse range of opinions and slightly less favourable perceptions. For the **Amenities** variable, AM04 and AM05 have the highest mean scores (4.147 and 4.140, respectively), reflecting positive evaluations with relatively low variability (SD = 1.029 and 0.966). AM01 also shows a moderately positive perception with a mean of 3.833, while AM02 and AM03 have lower mean scores of 3.567 and 3.413, respectively, suggesting these aspects may need improvement. AM03 also exhibits the highest standard deviation (1.343) among all amenities items, indicating more diverse opinions.

The **Revisit Intention** variable shows consistent positive responses, with RI01 achieving the highest mean score of 4.127 and low variability (SD = 0.975). RI02, RI03, and RI04 have slightly lower mean scores, ranging from 3.873 to 3.887, with standard deviations between 1.192 and 1.245, reflecting moderate levels of revisit intention and slightly diverse opinions. For **Visitor Satisfaction**, VS02 stands out with the highest mean score of 4.473 and the lowest variability (SD = 0.763), indicating strong and consistent satisfaction in this aspect. VS04 also shows a high mean (4.140) with low variability (SD = 0.966). In contrast, VS01 and VS03 have lower mean scores of 3.880 and 3.493, respectively, with higher standard deviations (1.216 and 1.315), suggesting areas with more diverse opinions and opportunities for improvement.

Overall, the results indicate generally positive perceptions of Destination Image and Amenities, as well as favourable Visitor Satisfaction and Revisit Intention. However, specific items, such as DI04, AM03, and VS03, highlight areas that require attention to enhance visitor experiences and encourage future visits.

#### 4.1.2. Confirmatory Factor Analysis (CFA)

Table 2. Confirmatory Factor Analysis

<b>Konstruk</b>	<b>Loading factor (&gt;0,7)</b>	<b>Composite Reliability (&gt;0,7)</b>
<b>Amenities</b>		0,943
AM01	0,923	
AM02	0,933	
AM03	0,869	
AM04	0,869	
AM05	0,915	
<b>Destination Image</b>		0,921

DI01	0,930	
DI02	0,920	
DI03	0,871	
DI04	0,873	
<b>Revisit Intention</b>		0,941
RI01	0,835	
RI02	0,961	
RI03	0,971	
RI04	0,920	
<b>Visitor Satisfaction</b>		0,900
VS01	0,888	
VS02	0,833	
VS03	0,890	
VS04	0,897	

Table 2 presents the results of the Confirmatory Factor Analysis (CFA) for the constructs Amenities, Destination Image, Revisit Intention, and Visitor Satisfaction. The analysis confirms that all constructs meet the criteria for validity and reliability, with loading factors for all indicators exceeding the threshold of 0.7 and composite reliability (CR) values above 0.7, indicating high internal consistency. For the Amenities construct, the composite reliability value of 0.943 indicates strong internal consistency, with all five indicators (AM01–AM05) showing high loading factors ranging from 0.869 to 0.933, confirming their validity in measuring the construct. Similarly, the Destination Image construct exhibits excellent reliability with a composite reliability value of 0.921, and its four indicators (DI01–DI04) have loading factors between 0.871 and 0.930, ensuring that they effectively represent the construct.

The Revisit Intention construct also demonstrates strong reliability, with a composite reliability value of 0.941 and loading factors for its four indicators (RI01–RI04) ranging from 0.835 to 0.971, confirming the significance of each item in capturing the construct. Additionally, the Visitor Satisfaction construct achieves a composite reliability value of 0.900, indicating good reliability. All four indicators (VS01–VS04) have loading factors above 0.7, ranging from 0.833 to 0.897, validating their contribution to the construct.

#### 4.1.3. Model SEM-PLS (Structural Equation Modeling-Partial Least Squares)

The research analysis employs Structural Equation Modeling (SEM) using a variance-based or component-based approach with the Partial Least Squares (PLS) technique. This method is particularly suitable for exploring complex relationships between latent variables and their indicators, as shown in the visual representation of the model, Figure 1:

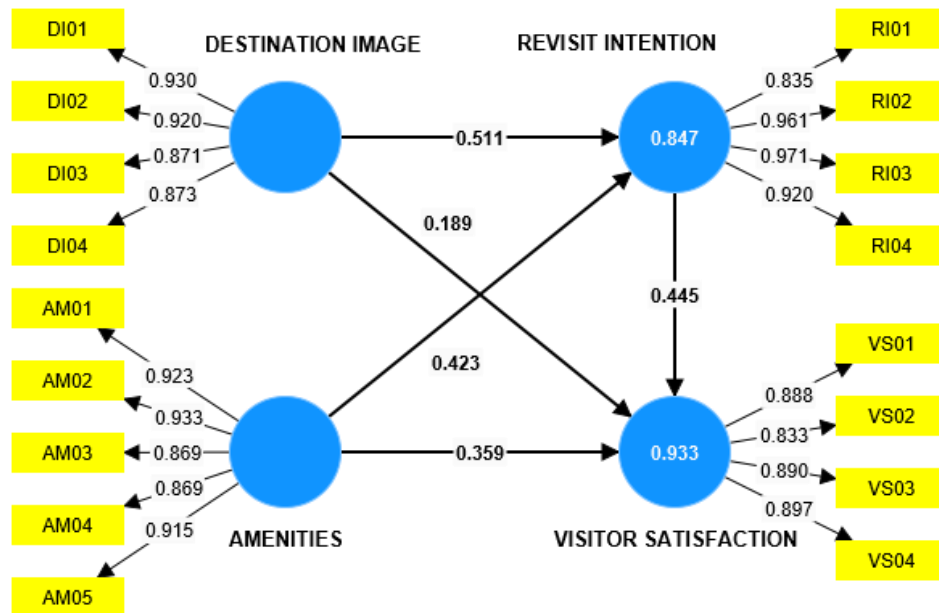


Figure 1. Model SEM-PLS

Variable	Effect	T Value	P Values
Amenities -> Revisit Intention	0,42	3,33	0,00
Amenities -> Visitor Satisfaction	0,36	5,59	0,00
Destination Image -> Revisit Intention	0,51	4,19	0,00
Destination Image -> Visitor Satisfaction	0,19	2,18	0,03
Revisit Intention -> Visitor Satisfaction	0,44	5,50	0,00
Amenities -> Revisit Intention -> Visitor Satisfaction	0,19	2,69	0,01
Destination Image -> Revisit Intention -> Visitor Satisfaction	0,23	3,37	0,00

Based on the results of the SEM-PLS analysis in Table 3, First, the relationship between Amenities and Revisit Intention shows a significant positive effect with a T-statistic value of 3.33 and a very small P-value (0.00), which means that the better the facilities and comfort provided, the higher the visitor's intention to revisit the destination. In addition, Amenities also have a positive effect on Visitor Satisfaction with a T-statistic value of 5.59 and a P-value of 0.00, indicating that the quality of facilities contributes significantly to visitor satisfaction.

Furthermore, Destination Image shows a significant positive effect on Revisit Intention, with a T-statistic value of 4.19 and a P-value of 0.00, indicating that positive perceptions of destination image have a strong impact on visitor intention to return. Destination Image also affects Visitor Satisfaction with a T-statistic value of 2.18 and a P-value of 0.03, although its effect is more moderate compared to Amenities. This shows that destination image does contribute to visitor satisfaction, although its influence is smaller.

In addition, Revisit Intention is proven to have a positive effect on Visitor Satisfaction with a T-statistic value of 5.50 and a P-value of 0.00, indicating that the higher the visitor's intention to return, the higher their level of satisfaction. The mediation model also shows significant results. Facilities have a positive effect on Visitor Satisfaction through Revisit Intention with a T-statistic value of 2.69 and a P-value of 0.01, which means that good facilities not only directly affect satisfaction, but also through increasing visitor intentions to return. Likewise, Destination Image affects Visitor Satisfaction through Revisit Intention, with a T-statistic value of 3.37 and a P-value of 0.00, indicating that destination image can affect visitor satisfaction both directly and indirectly.

## 4.2 Discussion

Destination Image has a significant influence on Revisit Intention. The image of a destination, which includes positive perceptions about the tourist attraction, facilities, and experiences offered, plays an important role in determining visitors' intention to return. In the context of the Balaputra Dewa Museum, a good image and positive destination management make visitors more likely to return. This result is in line with the theory that states that destination image can influence visitors' attitudes and their intention to return (Afshardoost & Eshaghi, 2020; Cham et al., 2021; Huete Alcocer & López Ruiz, 2020). The impact of destination image on tourist satisfaction demonstrates that an individual's decision to visit a destination is closely tied to the perceived image of that location, especially for those who have visited it multiple times (Akhi, Sarker, & Fakir, 2023; Ranasinghe, Kumudulali, & Ranaweera, 2019).

Furthermore, the influence of Amenities on Revisit Intention is also proven to be significant. Adequate and comfortable facilities increase visitors' comfort, which in turn increases their likelihood of returning to the museum. This finding supports previous research stating that the quality of facilities in tourist attractions greatly influences visitor satisfaction, which can encourage them to plan their next visit (Darma, 2013; Jeong & Kim, 2020; Nursyamsiah & Setiawan, 2023; Sohail, Hasan, & Sohail, 2020). At the Balaputra Dewa Museum, various supporting facilities, such as comfortable exhibition spaces, good accessibility, and visitor services, also strengthen visitors' intention to return.

In addition to the direct influence of Destination Image and Amenities on Revisit Intention, this study also found an important role of Visitor Satisfaction as an intervening variable. Visitor satisfaction was proven to mediate the relationship between Destination Image and Revisit Intention, as well as between Amenities and Revisit Intention. This shows that both a good destination image and adequate facilities increase visitor satisfaction, which in turn increases their intention to return. In other words, Visitor Satisfaction serves as a bridge connecting visitors' positive experiences with the facilities and image of the destination with their intention to revisit, (Cham, Cheah, Ting, & Memon, 2022; Ćulić et al., 2021; Gangadhari, Shivalingam, Tarei, & Cherukuri, 2023; A. Hasan et al., 2023). Advertising campaigns have a statistically significant impact on enhancing the destination image by identifying the type of tourist perception and transforming it from negative to positive through the use of modern and effective advertising strategies that diversify the overall image (Mohamed, Alakhras, Khalil, & Mohamed, 2022).

These results reinforce the concept that visitor satisfaction is a key factor in the tourism industry and can influence their decision to return to a destination. These findings also underline the importance of managing the image of the destination and the facilities offered to create a pleasant experience for visitors, thus encouraging them to revisit. Therefore, the management of the Balaputra Dewa Museum needs to focus on improving the image and facilities provided to increase visitor satisfaction, which will ultimately increase their intention to return.

Overall, the results of this study provide important insights for the management of the Balaputra Dewa Museum and other tourist destinations. Managers need to ensure that a positive destination image and adequate facilities are top priorities in marketing and development strategies. Visitor satisfaction should be a focus in order to increase visitor loyalty and increase the chances of repeat visits.

The study identified key attributes influencing visitor satisfaction, where factors like accessibility, quality of facilities, and engaging experiences had positive impacts, while overcrowding and poor maintenance negatively affected satisfaction (Karunaratne, Ranasinghe, Sammani, & Perera, 2021; Riestyaningrum, Ferdaos, & Bayramov, 2020).

## 5. Conclusion

This study found that Destination Image and Amenities have a significant influence on Revisit Intention with Visitor Satisfaction acting as an intervening variable. A good destination image and adequate facilities can increase visitor satisfaction, which ultimately increases their intention to revisit the Balaputra Dewa Museum. Specifically, Destination Image has a direct effect on Revisit Intention, while Amenities also have a significant effect on visitor satisfaction and intention to revisit. In addition, visitor



satisfaction is proven to mediate the relationship between Destination Image and Revisit Intention, as well as between Amenities and Revisit Intention. This study provides a new contribution by revealing the role of Visitor Satisfaction as an intervening variable that connects the influence of Destination Image and Amenities on Revisit Intention in the context of the Balaputra Dewa Museum, which enriches the literature in tourism management and tourism destination management.

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