The Role of Destination Image Mediates the Influence of Tourist Experience and Service Quality on Revisit Intention (Study on Domestic Tourists Tanah Lot Tourism Destination Areas)

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ABSTRACT

The increasing number of domestic tourist visits has had a positive influence on tourist destinations in Bali, one of which is the Tanah Lot tourist attraction after two years of the tourism industry being closed due to COVID-19. Tourism Destination Areas Tanah Lot needs to increase the number of visits by providing an experience and good service quality so that tourists intend to visit again. The purpose of this research is to explain the role of destination image in mediating the influence of tourist experience and service quality on Revisit Intentions. This research was conducted at Tanah Lot Tourism Destination Areas. The sample in this study was 200 respondents who were domestic tourists who visited Tanah Lot Tourism Destination Areas using the purposive sampling method. This study uses a tool in the form of a questionnaire that is distributed directly to tourists. The analysis technique used is SEM-PLS. The results of this study indicate that 1) tourist experience has a positive and significant effect on revisit intention, 2) service quality has a positive and significant effect on revisit intention, 3) tourist experience has a positive and significant effect on destination image, 4) service quality has a positive and significant effect on intention revisit, 5) destination image has a positive and significant effect on the revisit intention, 6) destination image is able to partially mediate the effect of tourist experience on the revisit intention, and 7) destination image is able to partially mediate the effect of service quality on the revisit intention. Based on the results of the research, Tanah Lot is able to provide meaningful experiences and is able to provide services accurately so as to increase the revisit intention. There is a need for improvement in tourism management by adding a play area for children, increasing supervision of tourists to maintain cleanliness, and increasing supervision of cleaning duties to maintain the surrounding natural environment.

Keywords: Destination image, revisit intention, service quality, tourist experience.

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I. INTRODUCTION

Industry performance is crucial since it directly affects an organization's operations' profitability and sustainability in the dynamic and fiercely competitive industrial environment. Industrial performance is used to gauge how well industrial operational operations are working. Industry performance is a metric used to assess how well a sector has performed in meeting predetermined objectives and benchmarks (Avram & Avasilcai, 2014).

According to Fadiryana and Chan (2019), the tourism sector continues to evolve from traditional (mass, entertainment, and sightseeing) to leading to a fulfilling lifestyle. Tourism is described as a phenomenon that emerges as a result of individuals traveling and staying for a short period of time with the intention of having pleasure rather than making a living (Sukaatmadja & Yasa, 2020, p. 46).

At the beginning of 2020, the world was faced with the presence of the COVID-19 virus outbreak. The spread of the epidemic was very fast and resulted in an increasing number of deaths, so on March 11, 2020, the World Health Organization (WHO) determined that the COVID-19 outbreak was a global pandemic. During the COVID-19 pandemic, the tourism sector felt a severe impact because tourist travel was believed to be a high-risk activity, while the tourism sector was an important sector for the economy in Indonesia (Utami & Kafabih, 2021). One of the tourism sectors that has been affected by the COVID-19 pandemic is Bali.

The increasing number of domestic tourist visits to Bali has had a positive impact on tourist destinations in Bali, one of which is the Tanah Lot Tourist Attraction. The positive impact of the increasing number of domestic tourist visits to Bali was felt by Tanah Lot, namely the increasing number of domestic tourists visiting. Tanah Lot Tourism Destination Areas is a tourist attraction in Bali, located in Beraban Village, Kediri District, Tabanan Regency. Tanah Lot

Tourism Destination Areas is known for the unique location of the temple in the middle of the sea. Tanah Lot is not only known as a tourist spot but also known as a place of worship for Hinduism, namely the temple. Tanah Lot Temple is a Sad Khayangan Temple located on the South Coast of Bali.

In 2022, the number of domestic tourist visits to Tanah Lot has increased by 265%, with a total of 989,698 visits. Rismawati and Sitepu (2021) state that tourist destinations are products that cannot stand alone but are a product of a combination of various attributes that are considered by tourists when making a decision to visit or visit again. The large number of tourist visits stretches tourism to continue to grow and maintains the desire of tourists to visit again.

He and Luo (2020) state that revisit intention is the customer's intention after being satisfied with the goal and is willing to revisit, introduce, and recommend products to others. Mayasari and Artanti (2021) state that revisit intention is a person's intention of revisiting a tourist destination or object of the same destination. Sari and Najmudin (2021) state that revisit intention is the intention that visitors have to visit a tourist destination within a certain period of time and their willingness to make frequent return visits to that place. Indicators of revisit intention include 1) the desire to return to a tourist attraction based on personal experience, 2) the desire to return to a tourist object based on information obtained from the mass media, and 3) the desire to return to a tourist object based on a family story.

According to Fadiryana and Chan (2019), tourist experience is the experience that visitors have, both directly and indirectly, regarding the service process and facility management. The tourist experience begins before arrival at a destination and ends with memories of the experience and planning to make future visits (Prakoso *et al.*, 2020). The tourist experience is defined as the totality or accumulation of knowledge and experience from travel activities as measured by, among others, the frequency of visits, the diversity of tourism destinations visited, the ability to understand the social environment and the physical environment of tourism destinations including the ability to adapt to the factual situations that occur during the tour travel process. Creating experiences is not only a matter of providing the many product features offered. However, tourism managers feel the need to provide the best tourism services (Lim *et al.,* 2021).

Impressive experiences are thought to result in higher overall perceived service quality (Gani *et al.*, 2019). Service quality is a dynamic state, including products, services, processes, people, and the environment, with the quality evaluation decided at the moment the service is offered (Oktariani & Chan, 2019). Service quality is a type of consumer assessment of the level of service received in comparison to the level of service expected so that customer feedback on service received can drive management to act as much as possible to deliver the best service for customers. In general, the quality of tourism services can be determined by seven indicators: demonstrated good behavior, employee dependability, employee willingness to respond, appealing tourist objects, facilities that provide comfort, guaranteed facility security, and easy access to transportation (Sudiarta *et al.*, 2022).

The influence of tourist experience and service quality on revisit intention is proven by the results of a pre-survey conducted by distributing questionnaires to 30 respondents who are domestic tourists at Tanah Lot. Based on the results of a pre-survey of 30 respondents, as many as 83% of respondents agreed to return to Tanah Lot Tourism Destination Areas. Things that influence tourists' revisit intention to Tanah Lot are influenced by tourist experience and service quality.

First, the intention to visit again is influenced by the experience of tourists; approximately 80% of the respondents agreed to return to the area. This is in line with previous research conducted by Nugraha *et al.* (2021), who state that experience is able to influence the intention to make a repeat visit in a positive and significant manner, further stating that tourist experience factors such as fun and adventure obtained through tourism activities have an influence on tourists' assessment of tourist destinations and are able to increase tourist intentions to make repeat visits to a destination tour. Research by Mayasari and Artanti (2021) also states that the *tourist experience has a* positive and significant effect on *revisit intention*. There are different results in the research conducted by Fadiryana and Chan (2019), which states that there is no influence between *tourist experience* and *revisit intention* in halal tourist destinations in the city of Banda Aceh. Sari and Najmudin (2021) also stated that there was no influence between tourist experience and revisit intention. This means that everything presented and given by the tour manager has no effect on the intention to visit again.

Second, it is influenced by the quality of service as much as 84% who agree. This is in line with previous research conducted by Wantara *and* Irawati (2021) state that *service quality* has a positive and significant effect on *revisit intention* for religious tourism in Madura City. Similar results were also obtained by the research study conducted by Dethan *et al.* (2020), which states that *service quality* has a positive and significant effect on *revisit intention* in Kampung Coklat Blitar. There are different results, including research conducted by Oktariani and Chan (2019), which state that *service quality* has no effect on *revisit intention* at the Pantan Terong tourist destination.

Based on the results of the pre-survey and the *research gap* from previous research, it is important to do research involving destination image as a mediating variable. Increase the intention of tourists to return to a halal tourist destination, then one destination implementing strategy marketing is destination image (*destination image)*. This is because *the destination image* is the result of every process experienced by tourists after traveling or doing visits to tourist attractions (Fadiryana & Chan, 2019). A destination image is a person's beliefs, thoughts, and impressions about a destination. Destination image is dynamic and modified by the experience of someone who has visited a destination (Li *et al.*, 2021). Atmari and Putri (2021) stated that the *tourism experience* has a significant effect on *revisit intention* through *destination image*, where evaluations carried out by visitors from the experiences carried out can develop a positive *destination image,* which leads to a tendency toward intentions to revisit the tourist object. Li *et al.* (2021) state that destination image is influenced by the tourist experience. This explains that when visiting a destination, tourists are given new, lively experiences and additional information about the destination, which is often stronger than the secondary information

sources received prior to the visit. Tonibun *et al.* (2021) stated that service quality has a positive effect on brand image, which means that the quality of service provided is getting better, and maintaining consumer needs will have a positive effect on improving the brand image of Wuling vehicles among consumers.

Based on the phenomenon, the results of the pre-survey, and the existence of *research gaps*, it is important to conduct research on the role of destination image in mediating the influence of tourist experience and service quality on revisit intentions.

II. LITERATURE REVIEW

A. Revisit Intention

Revisit intention is an attractive segment for tourist destinations, especially since cost and effectiveness considerations of art destination events are important for the tourism industry. The willingness of visitors to visit the same location or other tourist items at the same destination is used to calculate revisit intention (Mayasari & Artanti, 2021). The aim is to make guests feel that they will get one of their expectations from that place (Napitupulu *et al.*, 2021). A person's desire to return to the same location in the future is characterized as a revisit intention.

B. Tourist Experience

Tourist experience is the knowledge received by tourists, both directly and indirectly, about the service process, facility management, and how a tourist interacts with managers and other tourists. As a result, travelers should be concerned about forming a favorable tourist experience in their minds in order to sustain their intention to return (Fadiryana & Chan, 2019). Anggraeni *et al.* (2022) Tourist experience is the impression received by tourists and continuously remembered after a visit to a tourist destination. The tourist experience is built selectively based on tourists' perceptions of the experiences they receive when carrying out tourism activities. Specifically, tourist experience is defined as a subjective and psychological perception of the tourist experience that can be remembered and then remembered after making a tourist visit. Travel experience can be defined as the impression received by tourists when visiting a tourist destination that will always be remembered.

C. Service Quality

Service quality is a dynamic situation, including products, services, people, processes, and the environment, with the quality being determined at the time the public service is delivered (Oktariani & Chan, 2019). SERVQUAL is a term used to describe the measuring of service quality. Tangibles, dependability, responsiveness, assurance, and empathy are the main aspects used to assess service quality (Zeithaml *et al.*, 1990, p. 26). The perception that customers have of the relative inadequacy or superiority of organizations and services is referred to as service quality. According to Wantara and Irawati (2021) service quality is an aggregation of consumer perception activities on organizational performance.

D. Destination Image

The ideas, hopes, and emotions that travelers retain from a place or reflect the associations and bits of information associated with the tourism destination are referred to as destination image. This characteristic, together with experience and loyalty to certain places, plays a vital part in the tourist decision-making process for destination selection (Setiawan, 2018). Anggraeni *et al.* (2021) describe destination image as a synthesis of visitors' emotions, beliefs, ideas, and feelings regarding a certain location. Destination image includes non-physical notions, beliefs, mental representations, and assertions regarding a destination. One of the most common tourism study areas is destination image. The destination image is a synthesis of travelers' emotions, beliefs, ideas, and impressions about the location. Destination image combines concepts, beliefs, mental representations, and statements about tourist destinations that are not physical (Nazir *et al.*, 2021).
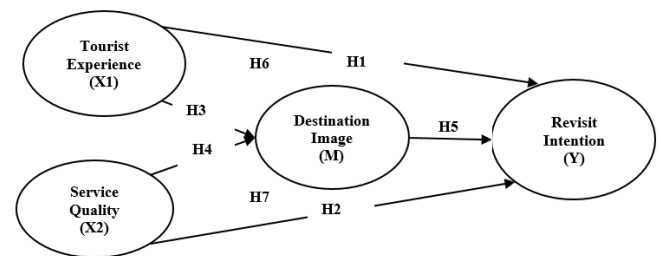
E. Research Concept

Fig.1. The research concept.

F. Research Hypotheses

H_1: Tourist experience has a positive and significant effect on the revisit intention.

H_2: Service quality has a positive and significant effect on the revisit intention.

H_3: Tourist experience has a positive and significant effect on destination image.

H_4: Service quality has a positive and significant effect on destination image.

H_5: Destination image has a positive and significant effect on the revisit intention.

H_6: Destination image is able to mediate significantly the effect of tourist experience on revisit intentions.

H_7: Destination image is able to mediate significantly the relationship between service quality and revisit intention.

III. METHODOLOGY

This research is classified as an associative research type, which intends to describe and test the hypothesis of the relationship of two or more variables, namely the relationship between the variable tourist experience on the revisit intention through destination image and the influence between service quality variables on revisit intention through destination image. The method of determining the sample in this study is *non-probability sampling,* which is based on certain considerations in determining the sample. The sampling technique in this study was *purposive sampling*. The data collection method used was a questionnaire. Questionnaires were distributed directly to domestic tourists

at Tanah Lot. The research instrument in this study was conducted on 200 tourists using a questionnaire as a data collection tool, so it required validity and reliability testing so that the questionnaire was feasible to use. The data analysis technique used is PLS-based SEM.

IV. RESULTS

A. Characteristics of Respondents

When filling out the questionnaire, the respondents in this study had a variety of features or identities. Table I shows the characteristics of the respondents.

Table I shows data on the characteristics of the respondents, which include age, gender, and occupation, so that it can be described as follows. Based on age, respondents who were aged younger than 20 were 6%, aged 21-30 were 90%, aged 31-40 were 2.5%, and aged older than 41 were 1.5%. This shows that most tourists come from Generation Z, the generation born within the period of 1997-2012. Generation Z is also included in the productive age where that age is more likely to be happy to go on vacations to tourist attractions to get rid of boredom or just want to spend time having fun.

TABLE I: CHARACTERISTICS OF RESPONDENTS

Characteristics of Respondents	Frequency	Percentage
Age		
< 20 years old	12	6
21-30 years old	108	90
31-40 years old	5	2,5
> 41 years old	3	1.5
Total	200	100
Gender		
Man	70	35
Woman	130	65
Total	200	100
Occupation		
Student	61	30.5
Private employees	98	49
Civil servant	10	5
Businessman	31	15.5
Total	200	100

Based on gender, the respondents who were female were 65%, and the respondents who were male were 35%. This shows that most tourists are women. Women tend to prefer going to the beach compared to men; this is because the beach is a pleasant place to relax and an attractive spot for taking photos.

Based on occupation, 30.5% of respondents were students, 49% were private employees, 5% were Civil Servants (PNS), and 15.5% were entrepreneurs. Based on this data, it can be concluded that private employees have a higher tendency to travel to the beach.

B. Results of the Evaluation of the Measurement Model (Outer Model)

The link between the indicator score and the variable score demonstrates convergence validity with reflection indicators. Individual indicators are regarded as legitimate if they have a correlation value greater than 0.70, although, for freshly created research, a correlation value greater than 0.60 is adequate (Ghozali, 2014, p. 43). Table II presents the

TABLE II: RESULTS OF CONVERGENT VALIDITY

Variable	Dimension	Indicator	Outer Loading
Revisit Intention (Y)		- Desire to visit tourist objects again (Y_1)	0.817
		- Willingness to prioritize visit objectives (Y_2)	0.848
		- Willingness to recommend (Y_3)	0.839
Traveler Experience (X_1)		- Refreshment ($X_{1.2}$)	0.791
		- Novelty ($X_{1.3}$)	0.792
		- Culture and social interaction ($X_{1.4}$)	0.774
		- Knowledge ($X_{1.5}$)	0.782
		- Meaningfulness ($X_{1.6}$)	0.822
		- Involvement ($X_{1.7}$)	0.760
Service Quality (X_2)	$X_{2.1}$	- Neatness of the stalls ($X_{2.1.1}$)	0.902
		- Cleanliness ($X_{2.1.2}$)	0.817
		- Parking lots ($X_{2.1.3}$)	0.844
	$X_{2.2}$	- Accuracy in providing information ($X_{2.2.3}$)	0.875
		- The attitude shown is good ($X_{2.2.1}$)	0.923
		- Provide services accurately ($X_{2.2.2}$)	0.932
	$X_{2.3}$	- Transaction processing speed ($X_{2.2.1}$)	0.928
		- Willingness to help tourists ($X_{2.3.2}$)	0.922
		- Willingness to respond from employees ($X_{2.3.3}$)	0.837
	$X_{2.4}$	- Tourist safety ($X_{2.4.1}$)	0.885
		- Guaranteed facility security ($X_{2.4.2}$)	0.909
		- Knowledge of employees to instill trust ($X_{2.4.3}$)	0.909
	$X_{2.5}$	- Ability to provide access to the special needs of tourists ($X_{2.5.1}$)	0.900
		- Ability to communicate ($X_{2.5.2}$)	0.899
		- Privileging customers ($X_{2.5.3}$)	0.898
Destination Image (M)		- Cognitive image (M_1)	0.906
		- Affective image (M_2)	0.917
		- Unique image (M_3)	0.888

TABLE III: CROSS-LOADING VALUES

	Variables							
	M_1	Y_1	X_2	$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	$X_{2.4}$	$X_{2.5}$
M_1	**0.905**	0.599	0.562	0.555	0.512	0.532	0.542	0.532
M_2	**0.917**	0.590	0.603	0.492	0.448	0.470	0.509	0.482
M_3	**0.888**	0.564	0.555	0.521	0.465	0.504	0.510	0.542
$X_{1.1}$	0.539	0.626	**0.794**	0.524	0.505	0.480	0.561	0.539
$X_{1.2}$	0.559	0.569	**0.801**	0.486	0.419	0.465	0.450	0.452

$X_{1.3}$	0.467	0.584	**0.790**	0.444	0.513	0.534	0.482	0.578
$X_{1.4}$	0.420	0.488	**0.806**	0.400	0.481	0.442	0.446	0.481
$X_{1.5}$	0.493	0.644	**0.835**	0.460	0.469	0.431	0.488	0.508
$X_{1.6}$	0.533	0.578	**0.751**	0.473	0.436	0.503	0.504	0.477
$X_{2.1.1}$	0.503	0.526	0.478	**0.902**	0.608	0.580	0.614	0.609
$X_{2.1.2}$	0.374	0.484	0.519	**0.817**	0.646	0.620	0.621	0.589
$X_{2.1.3}$	0.605	0.469	0.507	**0.844**	0.627	0.625	0.665	0.579
$X_{2.2.1}$	0.484	0.490	0.505	0.641	**0.875**	0.714	0.706	0.662
$X_{2.2.2}$	0.491	0.497	0.562	0.669	**0.923**	0.736	0.707	0.693
$X_{2.2.3}$	0.462	0.510	0.544	0.692	**0.932**	0.793	0.757	0.703
$X_{2.3.1}$	0.468	0.458	0.544	0.610	0.785	**0.928**	0.706	0.708
$X_{2.3.2}$	0.508	0.475	0.534	0.618	0.741	**0.922**	0.739	0.717
$X_{2.3.3}$	0.520	0.544	0.530	0.689	0.683	**0.837**	0.732	0.661
$X_{2.4.1}$	0.559	0.498	0.529	0.655	0.710	0.746	**0.885**	0.716
$X_{2.4.2}$	0.475	0.489	0.537	0.646	0.692	0.705	**0.909**	0.733
$X_{2.4.3}$	0.522	0.571	0.597	0.701	0.747	0.737	**0.909**	0.815
$X_{2.5.1}$	0.480	0.572	0.564	0.658	0.668	0.690	0.781	**0.900**
$X_{2.5.2}$	0.553	0.564	0.556	0.630	0.715	0.708	0.726	**0.899**
$X_{2.5.3}$	0.514	0.602	0.595	0.581	0.650	0.694	0.756	**0.898**
Y_1	**0.502**	0.814	0.609	0.494	0.447	0.417	0.448	0.524
Y_2	**0.490**	0.851	0.630	0.458	0.483	0.488	0.513	0.597
Y_3	**0.625**	0.839	0.602	0.493	0.443	0.467	0.484	0.493

results of convergent validity testing, which reveals that all outer loading indicators in this study variable have a value larger than 0.70, implying that all indicators have satisfied the conditions of convergent validity and are deemed valid.

Discriminant cross-loading measures using constructs are used to test the validity of the reflective measurement model and indicators. The indicator is considered to be legitimate if the cross-loading value of each indicator of the variable in question is larger than the cross-loading value of other variables. The discriminant validity test yielded the results presented in Table III.

According to Table III, there is extremely excellent discriminant validity. Because the cross-loading value of each indicator of the variable in question is larger than the cross-loading value of other variables, the data discriminant validity utilizing cross-loading in this study is certified valid. The Fornell-Larcker criteria technique is another way of testing discriminant validity. The Fornell-Larcker criteria compare average variance extracted (AVE) roots to latent or construct variable correlations. The AVE root of each construct should be greater than the correlation with other constructs.

TABLE IV: RESULTS OF THE FORNELL-LARCKER CRITERION APPROACH

	A	B	C	D
A. Destination Image	0.904			
B. Service Quality	0.622	0.806		
C. Revisit Intention	0.647	0.641	0.835	
D. Traveler Experience	0.635	0.670	0.735	0.797

Table IV shows that, in the *Fornell-Larcker criterion approach*, the roots of the AVE value are higher compared to other constructs. In this case, it can be stated that the data discriminant validity using the *Fornell-Larcker criterion approach* in this study was declared valid.

The construct reliability test is measured by two criteria, namely *composite reliability* and *Cronbach's alpha* from the indicator block that measures a variable. The variable is declared reliable if the value of *composite reliability* and *Cronbach's alpha* is above 0.70. The results of *composite reliability* can be seen in Table V.

Table V shows that the results of *composite reliability* and *Cronbach's alpha* from the variables of revisit intention, tourist experience, and quality of service, along with its five dimensions and destination image, all have values above 0.70. This shows that all variables in this study were reliable.

TABLE V: COMPOSITE RELIABILITY RESULTS

	Cronbach's Alpha	Composite Reliability
Destination Image	0.888	0.930
Revisit Intention	0.783	0.873
Tourist Experience	0.885	0.912
Service Quality	0.961	0.965
Tangibles	0.815	0.891
Reliability	0.896	0.935
Responsiveness	0.877	0.925
Assurance	0.884	0.928
Empathy	0.882	0.927

C. Results of Structural Model Evaluation (Inner Model)

The R-square value is used to test the inner model, which is a goodness-of-fit model test. The R-square predictive relevance for the variable model may be used to evaluate the R-square of the PLS model. R-square measures how well the observed values and parameter estimations are produced by the model. The R-square value is used to determine the magnitude (percentage) of the influence of exogenous variables on endogenous variables; the range of R-square values is 0-1. If the R-square value is close to zero, the effect of exogenous variables on endogenous variables is weaker, and vice versa; if it is close to one, the effect of exogenous variables on endogenous variables is stronger. The R-squared value is a variable that can be seen in Table VI.

Table VI shows that the R-squared value for the destination image variable is 0.493, indicating that this research model is moderate, with tourist experience and service quality influencing 47.3% of the destination image variable and constructs outside the model influencing the remaining 52.7%. The Revisit Intention variable has an R-squared value of 0.611, indicating that this model is strong, as 61.1% of the return visit variable is influenced by tourist experience and service quality, while the remaining 38.9% is influenced by other constructs not included in the model.

TABLE VI: R-SQUARED VALUE RESULTS

Variable	R-squared
Destination image	0.473
Revisit intention	0.611

D. Hypothesis Testing Results

Testing the direct effect hypothesis using Partial Least Square (PLS) will show five hypotheses. The hypothesis test aims to determine how much influence the independent variables have on the dependent variable. The significance value can be obtained by using the bootstrapping technique. The statistical test used to test the hypothesis is the t-test on each path of influence between variables. The results of the direct influence test by bootstrapping from the PLS analysis can be seen in Table VII.

TABLE VII: PATH COEFFICIENTS RESULTS

	Original Sample (O)	t-statistic (|O/STDEV|)	p-value
Destination Image -> Revisit Intention	0.242	2.603	0.010
Quality of Service -> Destination Image	0.357	3.987	0.000
Service Quality -> Revisit Intention	0.183	2.261	0.024
Tourist Experience-> Destination Image	0.396	4.404	0.000
Tourist Experience -> Revisit Intention	0.459	5.786	0.000

Examination of mediating variables in this study regarding the mediating role of destination image variables on the indirect effect of tourist experience and service quality on Revisit Intentions. Examination of the indirect effect in this study can be seen from the explanation of the results of the analysis in Table VIII. Testing the mediating variable can be seen from the significance level <0.05 at the *p-value* between the indirect effect of experience and service quality variables on the revisit intention through destination image and the direct effect of the variable tourist experience and service quality on the revisit intention.

TABLE VIII: INDIRECT INFLUENCE TEST RESULTS

Variable	Indirect Influence		
	Original Sample (O)	t-statistic (|O/STDEV|)	p-value
Tourist Experience -> Destination Image -> Revisit intention	0.096	2.185	0.029
Service Quality -> Destination Image -> Revisit Intention	0.086	2.470	0.01 4

The Sobel test is designed to evaluate the influence of the intervening variable or mediating variable, which is the destination image variable in this study. The Sobel test measures the intensity of the indirect impact of the independent variable (X) on the dependent variable (Y) via the mediating variable (M). If the Sobel test results are 1.96 with a significance of 5%, this variable is considered to mediate between the independent factors and the dependent variable.

Sobel test results influence tourist experience on revisit intention, which is mediated by destination image 2.239 > 1.96. This means that the image of the destination is significantly able to mediate the effect of the tourist's experience on the revisit intention. The results of the Sobel test on the effect of service quality on revisit intention, which is mediated by destination image, is 2.183 > 1.96. This means

that the destination image variable is significantly able to mediate the effect of service quality on the revisit intention.

V. DISCUSSION

1) Influence of Tourist Experience on Domestic Tourists' Revisit Intention to Tanah Lot

The results of testing the first hypothesis show that the tourist experience has a positive and significant effect on the revisit intention. Based on the results of testing the hypothesis, it can be interpreted that the better the experience gained by tourists when visiting Tanah Lot, the higher the intention of tourists to visit again. Respondents in this study had a good experience because they agreed to be physically and emotionally involved, such as taking photos during a visit to Tanah Lot Tourism Destination Areas. If the experience that tourists get is pleasant, it can leave a positive impression, so it can increase the intention of tourists to return to a tourist destination. Conversely, if the experience is unpleasant, it can leave a negative impression, thereby reducing the intention of tourists to visit again.

This confirms that *the Theory of Planned Behavior* supports research that is reflected in the variable tourist experience. Experience is a *background factor* in *the Theory of Planned Behavior,* where experience can shape attitudes, which can then encourage a person's revisit intention. Getting a good experience when traveling can form a pleasant attitude that can increase the intention of tourists to visit again.

These findings support a recent study by Luo *et al.* (2021), which found that the tourist experience had a favorable and substantial influence on return intention. According to Napitupulu *et al.* (2021), visiting experience has a strong beneficial influence on revisit intention. This indicates that the more memorable the visitors' trip experience, the more likely they are to return. In his research, Nugraha *et al.* (2021) stated that the tourist experience can positively and significantly influence the intention to make a return visit. Tourist experience factors such as fun and adventure obtained through tourism activities have an influence on tourist ratings of tourist destinations and are able to increase tourist intentions to make repeat visits to a tourist destination. Atmari and Putri (2021) also stated that *tourism experience* has a positive and significant influence on *revisit intention.* It can be interpreted that the more positive tourist experiences you get, the stronger your revisit intention of these tourist attractions.

2) Effect of Service Quality on the Revisit Intention of Domestic Tourists to Tanah Lot

The findings of the second hypothesis test show that service quality has a positive and substantial influence on return intention. Based on the findings of the hypothesis testing, it can be concluded that the higher the quality of service offered by Tanah Lot Tourism Destination Areas employees to visitors, the greater their desire to return. Maintaining better service quality and regular environmental arrangements will have a positive impact on tourists, such as a sense of comfort and security when they visit a tourist attraction, to increase tourists' intention to visit again.

This confirms the theory of consumer behavior, which is reflected in the service quality variable, which includes social

factors. Tanah Lot Tourism Destination Areas services involve interactions between two or more people to achieve the desired goals. Getting good service is the hope of tourists when visiting tourist destinations. Tourists can rate the quality of the service received. Tourists can also compare the services they expect with the services they get after visiting tourist destinations. Getting good service can add value to the service quality of a tourist destination to encourage tourists to return.

These results are consistent with previous research conducted by Ardani *et al.* (2020), who stated that *service quality* has a positive and significant effect on *revisit intention,* where the ability to maintain consistency in service quality can increase tourist intentions to return. Wantara and Irawati (2021) stated that *service quality* has a positive and significant effect on *revisit intention* for religious tourism in Madura City. Rismawati and Sitepu (2021) also state that *service quality* has a positive and significant effect on *revisit intention.*

3) Influence of Tourist Experience on the Image of a Domestic Tourist Destination to Tanah Lot

The results of testing the third hypothesis indicate that the tourist experience has a positive and significant effect on destination image. Based on the results of hypothesis testing, it can be interpreted that the better the experience gained by tourists, the better the image of the Tanah Lot destination. A pleasant experience gives a good impression to tourists so that they will share their experiences with other people. This is able to give a good image of a tourist attraction.

This confirms *the Theory of Planned Behavior.* In this study, the variable tourist experience is included in *the background factor.* Getting a good experience when visiting a tourist destination can form an attitude that is reflected in the destination image variable. The attitude shown after visiting a tourist destination can lead to perceptions about the image of the tourist destination, both positive and negative images.

These results are consistent with previous research conducted by Dagustani *et al.* (2018), which state that memorable travel experiences significantly affect destination image. This can be interpreted as an unforgettable travel experience; both positive and negative experiences will be stored in the individual's subjective evaluation memory of the overall tourism experience that has been carried out. Experience can also affect the perception of individuals about the image of the destination. Sharma and Nayak (2019) also found positive and significant results between *Tourism Experience* and *destination image.* Wong and Lai (2021) state that *non-game memorable tourism experiences* have a strong impact on destination image. Li *et al.* (2021) state that destination image is influenced by tourism experience. This explains that when visiting a destination, tourists are given new, lively experiences and additional information about the destination, which is often stronger than the secondary information sources received before the visit.

4) Effect of Service Quality on the Image of a Domestic Tourist Destination to Tanah Lot

The results of testing the fourth hypothesis indicate that service quality has a positive and significant effect on destination image. Based on the research results, it can be concluded that the better the quality of service provided by the staff, the better the image of the Tanah Lot destination. The quality of services provided can provide a positive image if the quality of services provided is in accordance with what tourists expect when visiting a tourist attraction, such as the speed of staff in responding to tourists who need help and the speed of the transaction process.

This confirms the theory of consumer behavior, reflected in the variable service quality, which is included in social factors. The service of a tourist destination involves two or more people, namely between managers and visiting tourists. The quality of service can be assessed by tourists by feeling and seeing the service they get during their tour. Good service quality will lead to a positive attitude towards tourists so that the tourist destination has a good image.

These results are consistent with previous research conducted by Susilowati and Sugandini (2018), which stated that *quality* has a significant effect on *destination image.* Afwan and Santosa (2020) also stated that service quality has a positive effect on brand image, so a company that wants to improve its brand image must focus on improving good service quality. Tonibun *et al.* (2021), in their research, also state that service quality has a positive effect on brand image, which means that the quality of service provided is getting better and maintaining consumer needs will have a positive effect on improving the brand image of Wuling vehicles among consumers.

5) The Influence of Destination Image on Domestic Tourists' Revisit Intention to Tanah Lot

The results of testing the fifth hypothesis indicate that destination image has a positive and significant effect on the revisit intention. Based on the results of the study, it can be interpreted that Tanah Lot has a good destination image, so it can increase tourist intentions to visit again. A good destination image is received by tourists when they visit a tourist attraction and find unique things that have never been found in other tourist objects before. The positive image that is obtained in a tourist object can increase the intention of visiting tourists.

This confirms *the Theory of Planned Behavior*, where destination image is included in attitude. The attitude in question is the attitude of tourists in giving and conveying perceptions about the image of a visited tourist destination. A good destination image will also give a good attitude to tourists, and attitudes can influence the intention of tourists to return to a tourist destination.

These results are in accordance with previous research conducted by Hidayat *et al.* (2017), who stated that destination image has a significant effect on revisit intention. Rismawati and Sitepu (2021) state that *destination image* has a positive and significant influence on *revisit intention.* Atmari and Putri (2021) also stated that *destination image* has a significant positive influence on *revisit intention,* which means that the better the positive image of a tourist destination, the stronger the intention of tourists to revisit the tour.

6) Role of Destination Image Mediates the Effect of Tourist Experience on Domestic Tourists' Revisit Intention to Tanah Lot

The results of testing the sixth hypothesis can be seen from the level of significance and the results of the Sobel test. This shows that the image of the destination is able to mediate the effect of tourist experience on the revisit intention, which can be interpreted that the better the image of the Tanah Lot destination, it is able to increase the influence of tourist experience on the revisit intention for domestic tourists to Tanah Lot. In *the Theory of Planned Behavior,* experience is included in *the background factors* that can shape attitudes. Attitude is also reflected by image; this is because the image is the perception of tourists towards a tourist destination, so it is able to shape tourist attitudes, which can influence intentions. Having a good destination image can provide a memorable experience that can form a pleasant tourist attitude; this will be able to increase tourist intentions to visit again.

These results are in accordance with previous research conducted by Noerhanifati *et al.* (2020), which states that destination image has a positive effect on the intensity of return visits. Napitupulu *et al.* (2021) state that destination image has a positive effect on repeat visit intentions. Rismawati and Sitepu (2021) state that *destination image* has a positive and significant influence on *revisit intention.* Atmari and Putri (2021) state that *destination image* has a significant positive influence on *revisit intention,* which means that the better the positive image of a tourist destination, the stronger the tourist's revisit intention of the tour.

7) Role of Destination Image Mediates the Effect of Service Quality on the Revisit Intention of Domestic Tourists to Tanah Lot Tourism Object

The results of testing the sixth hypothesis can be seen from the level of significance and the results of the Sobel test. This shows that the image of the destination is able to mediate the effect of service quality on the revisit intention, which can be interpreted as the better the image of the Tanah Lot destination, it is able to increase the effect of service quality on the revisit intention for domestic tourists to Tanah Lot. In the theory of consumer behavior, service quality includes social factors because service involves interaction between two or more people to achieve certain goals, namely services received by tourists. Services that are well received by tourists if the services provided by managers of tourist destinations are in accordance with the expectations of tourists when they need assistance or information regarding the tourist destinations visited. The quality of service can be assessed by tourists after they get and see first-hand the service they receive during their visit. The assessment of service quality by tourists is also influenced by the perception of tourists regarding the image of a tourist destination, which is included in the attitude factor in the *Theory of Planned Behavior* because the image of the destination will determine a person's attitude in determining intentions, whether it is the intention to visit again or the intention not to return. Having a good destination image gives good expectations for the quality of services provided to tourists so that tourists have perceptions of expectations about what is received when

visiting a tourist destination. Perceptions about expectations between the image of the destination and the quality of service received can influence their intention to visit again.

These results are consistent with previous research conducted by Afwan and Santosa (2020), which stated that service quality has a positive effect on brand image, so a company that wants to improve its brand image must focus on improving good service quality. Tonibun *et al.* (2021), in their research, also state that service quality has a positive effect on brand image. Research by Napitupulu *et al.* (2021) states that the image of the destination has a significant positive effect on the revisit intention to Tanjung Siambang Beach. This means that the image of the destination can maintain the reputation and intention of visitors to have a positive image and increase the revisit intention to Tanjung Siambang Beach. Atmari and Putri (2021) stated that *destination image* has a significant positive effect on *revisit intention,* where tourists' perceptions of *a destination image* can influence revisit intention and is very useful for tour managers because the positive image attached to tourists' minds makes visitors intend to visit again.

VI. Conclusion

Based on the results of the discussion, several conclusions can be drawn, namely as follows:

1) The tourist experience has a positive and significant effect on the revisit intention. This means that the better the experience gained, the higher the intention of visiting Tanah Lot domestic tourists again.
2) Service quality has a positive and significant effect on the revisit intention. This means that the better the quality of services provided to tourists, the higher the intention of domestic tourists to return to Tanah Lot.
3) Tourist experience has a positive and significant effect on destination image. This means that the better the experience tourists get, the better the image of the Tanah Lot destination.
4) Service quality has a positive and significant effect on destination image. This means that the better the quality of services provided to tourists, the better the image of the Tanah Lot destination.
5) The image of the destination has a positive and significant effect on the revisit intention. This means that the better the image of the Tanah Lot Tourism Destination Areas destination, the higher the intention of visiting domestic tourists to Tanah Lot Tourism Destination Areas.
6) Destination image is able to mediate the influence of tourist experience on revisit intention. This means that the better the image of the Tanah Lot destination, the more it can increase the influence of the tourist experience on the revisit intention of domestic tourists to the Tanah Lot tourist attraction.
7) Destination image is able to mediate the effect of service quality on revisit intention. This means that the better the image of the Tanah Lot destination, the better the effect of service quality on the revisit intention of domestic tourists to the Tanah Lot tourist destination.

CONFLICT OF INTEREST

The authors declare that they do not have any conflict of interest.

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