



# Destination Quality's Impact on Tourist Satisfaction and Revisit Intentions in Dieng

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**Abstract.** Dieng is a well renowned tourist destination in Central Java, Indonesia. This study aims to examine and assess the influence of destination quality on visitor satisfaction and their desire to revisit, specifically in the Dieng Mountains of Central Java. A total of 250 participants were selected for the study through the process of random sampling. The process of SEM-PLS data processing is utilized. The findings of this study indicate that the quality of the destination has a considerable influence on satisfaction. Additionally, the intention to return is greatly affected by the quality of the destination. The study's findings recommend that destination management enhance the quality of their services to increase tourist satisfaction and promote repeat visits.

**Keywords:** Destination Quality, Satisfaction, Intention to Revisit, Tourists, Dieng, Indonesia

## 1 Introduction

Dieng is one of the tourist destinations in Central Java province, Indonesia. Various attractions make Dieng a tourist destination for domestic and foreign tourists. The Dieng area presents the natural beauty of the mountains, cool air temperatures, has several cultural heritage temples, sunrises, hot springs and active volcanic craters. Dieng also has special foods such as carica fruit and several kinds of spices to warm the body. Dieng also presents unique cultures such as dance, traditional music and customs that are still preserved.

At the time this research was conducted, the number of tourists visiting Dieng had not yet reached the number it had before the Covid 19 pandemic. Of course this affects the income of the local community. The future of a destination depends on tourists' evaluations, attitudes and interest in repeat visits. Recently, the government together with tourism managers have improved tourist services and attractions in order to satisfy tourists. Thus, it is necessary to conduct research that aim to determine visitor satisfaction and their inclination to revisit. The objective of this study is to investigate the impact of destination quality on the satisfaction and intention to revisit of visitors that visit the tourism area of Dieng, Wonosobo, Central Java. Conducting this research is crucial due to the restricted extent of previous investigations on this issue.

## **2 Literature Review**

### **2.1 Theory of Reasoned Action**

On the basis of Theory of Reasoned Action (TRA), consumer behavior can be predicted by attitudes[1]. Attitudes have a significant impact on behavior, and they are shaped, among other factors, by perception. Therefore, perceptions have consequences for consumer attitudes and behavior. The consumer's level of pleasure and subsequent actions after purchasing a product are influenced by their perception of its quality. Within the realm of tourism, the evaluation made by tourists regarding a certain destination has significant consequences on their level of contentment with this destination. Satisfaction significantly influences post-visit behavior, including the intention to revisit, referrals to others, and various other actions.

### **2.3 Destination Quality**

A destination is a composite of tourist attractions, amenities, infrastructural services, and distinctive features of tourism products[2,3]. The destination components encompass the range of products, tourist services, and the subjective experiences that tourists encounter. The amalgamation of these three elements serves as the basis for tourism assessment. Destination quality encompasses the assessment made by travelers on all pertinent aspects of their experience at a tourism destination[2]. Destination quality refers to the level of satisfaction experienced by tourists based on their evaluation of a particular destination[4]. Destination quality refers to the overall quality of tourists' experiences, emotions, and assessments of the destination[5]. The perception of tourists on the quality of a site is influenced by various factors, including their cultural background[6]. Therefore, it is imperative for destination managers to possess a comprehensive understanding of the cultural heritage of the guests. The assessment of destination quality is based on multiple pertinent characteristics. Destination quality indicators encompass elements such as the natural landscape, the amicability of the locals, the overall experience, safety measures, sanitary standards, and ease of access[4].

### **2.4 Satisfaction**

Satisfaction is the center of attention of marketers because satisfaction is a marketing goal. Customer satisfaction is customer perception of a single service experience[7]. Customer satisfaction is defined as the overall attitudes regarding goods or service: after its acquisition and uses[8]. Satisfaction arises after evaluating the experience of using a product or service[9]. Thus, satisfaction is a consumer response to fulfilling their needs and desires[10]. Responses in the form of feelings of happiness or disappointment after comparing between product performance and expectations[11]. Four items to assess satisfaction are: exceeded expectations, really enjoyed this trip, liked this trip, and worth coming here[12].

### **2.5 Revisit Intention**

Every tourist marketer desires their customers to engage in recurring trips. Repeat visits are contingent upon the level of interest that tourists have in revisiting the destination in the future. Revisit intention refers to a tourist's inclination to revisit the same destination in the future[13–15]. Revisit intention refers to the inclination of a tourist to return to a destination based on their perceived level of satisfaction[16]. Huang and Hsu have devised four scales to

assess the likelihood of revisiting, encompassing the intention to revisit, the planned intention to revisit, the desire to visit again, and the probable likelihood of revisiting[17].

## **2.6 Destination Quality and Satisfaction**

The quality of the product, including the quality of the destination, is a significant component that influences consumer satisfaction[18], [19]. Tourists' experiences during visits elicit affective reactions that have a favorable impact on satisfaction[20]. The study conducted by Kusumawati et al. has demonstrated a substantial correlation between the quality of the destination and the satisfaction levels of tourists that visit the island of Bali[5]. Lin et al. discovered that the quality of the location has a noteworthy and favorable effect on the satisfaction of Chinese visitors who visit the UK[21]. Rajaratnam et al. also investigated the impact of destination quality on satisfaction with rural tourism in Malaysia[22]. Thus, the subsequent hypothesis might be formulated:

H1. Destination quality has a significant impact on tourist satisfaction.

## **2.7 Destination Quality and Revisit Intention**

According to the TRA[23], tourists have certain reasons for making recurrent trips. The likelihood of revisiting a destination is contingent upon the caliber of the tourist experience upon arrival. The research conducted by Cong demonstrates that the quality of a location has a notable and beneficial effect on the likelihood of visitors returning[4]. Consequently, the greater the caliber of a location, the more intense the desire to revisit that location. Thus, the subsequent hypothesis might be formulated:

H2. Destination quality has a significant influence on return intention.

## **2.8 Satisfaction and Revisit Intention**

According to TRA, visitor happiness is the primary motivation for recurrent visits. Satisfaction leads to consumer loyalty, increased commitment, recurrent purchases, brand switching, or discontinuation of product usage. The findings of prior research indicate that satisfaction has a favorable influence on the intention to revisit[17; 24]. Thus, the subsequent hypothesis might be formulated:

H3. Satisfaction has a significant impact on revisit intention.

## **3 Method**

This research employs an explanatory approach to examine the impact of destination quality on satisfaction and the likelihood of repeat visits. This research is conducted in the Dieng mountain tourism region, located near Wonosobo, Central Java, Indonesia. This study encompassed a sample of 250 participants who were chosen by the method of accidental sampling. The destination quality measurement was derived from the works of Rajaratnam et al. [22] and Cong [4]. The satisfaction measurement was derived from the work of Kusumawati et al. [5]. Simultaneously, the concept of return intention is attributed to Huang and Hsu[17]. A web-based questionnaire was employed as the data collecting instrument to get responses from participants. The utilized scale is a Likert scale with ratings ranging from 1 to 5, representing the spectrum from strongly disagree to entirely agree. Prior to distribution to respondents, the

questionnaire underwent rigorous validity and reliability testing, which it successfully passed. The study employed WarpPLS to examine the causal relationships between variables through data processing.

## 4 Results and Discussion

### 4.1 Results

Table 1 shows that the majority of respondents are men, however the number of female respondents is almost comparable. The majority of respondents were visiting the Dieng Tourism Area for the first time. Based on age group, most respondents were aged 17-30 years (44.0%). This shows that the majority of respondents are young. Students dominate overall respondents compared to other professional groups.

**Table 1.** Respondent Profile (n=250)

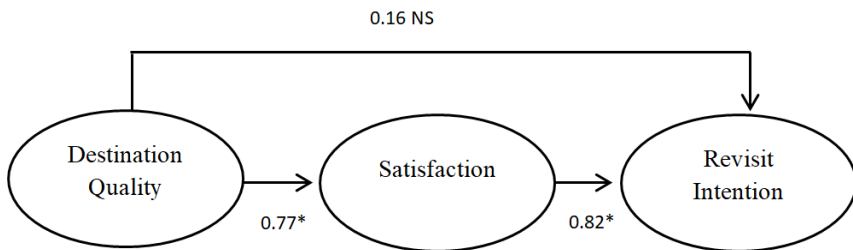
		%
Gender	Man	56.2
	Woman	43.8
Visit to	First visit	55.0
	Second visit	24.0
	>2 times	21.0
Age	17-30	44.0
	31-40	21.0
	41-50	23.0
	>50 years	12.0
Profession	Government employees	15.0
	Private employees	20.0
	Businessman	16.0
	Student	44.0
	Other	5.0

WarpPLS is employed for data processing. The terms "model fit" and "quality indices" pertain to the analytical tools provided by WarpPLS. The measurement results indicate the following: The average transmission coefficient (APC) is 0.222, with a p-value less than 0.001. The mean R-squared (ARS) is 0.724, also with a p-value less than 0.001. The average adjusted R-squared (AARS) is 0.745, with a p-value less than 0.001. The average block VIF (AVIF) is 3984, which is considered acceptable if it is less than 5. The average route total VIF (AFVIF) is 3,464, also considered acceptable if it is less than or equal to 5. The Tenenhaus GoF (GoF) is 0.783, which is acceptable if it is greater than or equal to 0.36. The Sympton paradox ratio (SPR) is 1000, which is acceptable if it is greater than or equal to 0.7. The statistical inhibition rate (SSR) is 1000, also acceptable if it is greater than or equal to 0.7. Finally, the non-linear two-way causal direction ratio (NLBCDR) is 1000, which is acceptable if it is greater than or

equal to 0.7. The results demonstrate that the model is highly compatible with the data and possesses quality indicators that satisfy the criteria set by WarpPLS.

**Table 2.** Hypothesis Testing Results

Path	Coefficient	P-Value	Results
Destination Quality $\rightarrow$ Satisfaction	0.77	0,000	Accepted
Destination Quality $\rightarrow$ Revisit Intention	0.16	0.062	Rejected
Satisfaction $\rightarrow$ Revisit Intention	0.82	0,000	Accepted



NS = Not significant

\* significant at 0.05

**Figure 1.** Tested Structural Model

The data presented in Table 2 demonstrates that the quality of the destination has a substantial impact on satisfaction. Therefore, Hypothesis 1 is confirmed. The quality of the destination does not exert a substantial impact on the intention to return. Thus, hypothesis 2 is invalidated. The acceptance of Hypothesis 3 is based on the substantial influence of satisfaction on revisit intention. Figure 2 demonstrates that the quality of the destination has a notable influence on satisfaction, but it does not have a direct effect on the intention to revisit. Revisit intention is greatly influenced by satisfaction in a favorable manner.

## 5 Discussion

The findings of this study indicate that the quality of the location has a substantial impact on the level of satisfaction experienced by tourists. These results support Lupiyoadi[18] and Irawan[19] that product quality has an impact on consumer satisfaction. These results are consistent with those of Kusumawati et al. demonstrated that destination quality significantly influences tourists' satisfaction when visiting the island of Bali[5]. These results also support the findings of Lin et al. [21] and Rajaratnam et al. [22]. Tourists' interesting experiences while at tourist locations encourage positive reactions in the form of feelings of happiness. The main attraction of the Dieng tourist area is the mountains with cold air which provides a different sensation for tourists. Apart from that, the active mountain crater provides a special attraction that is rarely found in other destinations.

The findings indicate that the quality of the destination does not exert a substantial influence on the inclination to revisit. The results of this study are not consistent with those of the TRA[23]. The perceived quality of the destination does not provide enough reasons for tourists to return. These results also do not support previous research conducted by Cong [4]. This may be because the resources available to tourists are limited, so they spend time and money visiting other destinations. Most respondents are young and therefore the desire to gain experience in other destinations is greater than visiting the same destination. The results of this study found that satisfaction has a significant effect on revisit intention. Feelings of pleasure at a destination direct consumer behavior to make repeat visits to the same destination. These results provide empirical evidence of TRA. Satisfaction is the reason why visitors make repeat visits to the Dieng mountain area. These results are consistent with the results of previous research[5]. The results of this research show the importance of creating tourist satisfaction in the future of the destination. The future of a destination depends on tourists' willingness to revisit and recommend to others.

According to these findings, destination management should enhance the quality of the destination in order to enhance tourist satisfaction. The key factors that capture attention include the topography of the environment, the amicability of the inhabitants, the overall encounter, security, cleanliness, and ease of entry. Preserving the authenticity of nature is crucial to ensure visitors' satisfaction. Enhancing the amicability of local residents and destination authorities is necessary to enhance the comfort of tourists. The safety factor is crucial, especially considering that one of the suggested places is a volcano crater. It is crucial to effectively provide essential information to visitors so that they comprehend the steps taken to reduce the impact of an emergency situation.

## 6 Conclusion

This research finds that revisit intention is influenced by how satisfied tourists are. Meanwhile, tourist satisfaction is influenced by destination quality. Tourism managers should concentrate on improving the quality of destinations. The attractiveness of the destination needs to be explored so as to increase tourist satisfaction and subsequently have an impact on interest in repeat visits.

The study had one weakness, which was the distribution of the questionnaire. This study was cross-sectional in nature, so questionnaire distribution was carried out over just over a month and therefore it was not possible to take photographs over a relatively long period of time. Researchers can then conduct the study over a longer period of time, such as several years, to compare study results.

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