



# THE INFLUENCE OF TOURIST ATTRACTION AND DESTINATION IMAGE ON THE INTEREST IN REVISITING THE BONE BULA TOURIST ATTRACTION IN DONGGALA DISTRICT WITH VISITOR SATISFACTION AS AN INTERVENING VARIABLE

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**Abstract**— This study aims to determine and analyse the effect of tourist attraction and destination image on return visit interest at Bone Bula Beach tourist attraction in Donggala Regency with visitor satisfaction as an intervening variable. The type of research used is associative quantitative. The population in this study who have visited more than once with a *non-probability sampling* technique, namely 96 respondents. The data analysis method uses *Partial Least Square (PLS)* with *SmartPLS 3.0 software*. The results showed that the tourist attraction variable had a significant effect on return visit interest, the destination image variable had a significant effect on return visit interest, tourist attraction had a significant effect on visitor satisfaction, destination image had a significant effect on visitor satisfaction, visitor satisfaction had a significant effect on return visit interest, the tourist attraction variable did not have a significant effect on return visit interest through visitor satisfaction, and the destination image variable had a significant effect on return visit interest through visitor satisfaction.

**Keywords**— *tourist attraction, destination image, interest in revisiting, visitor satisfaction*

## I. INTRODUCTION

A nation's economic development is currently greatly influenced by the tourism industry. All social activities involving tourists comprise tourism. A country's income, which can then be used to develop other regional potential and increase regional development, is anticipated to be supported by the existence of the tourism sector. Tourists' visits to tourism-related attractions have an impact on the economy. As a result, the management of a tourism

item must be able to satisfy visitors and project a positive image of the place to draw in new visitors. The Bone Bula Beach tourist attraction is one of the places that is now popular with tourists due to its natural beauty.

Bone Bula Beach, also known as Bone Bula Beach, is a portion of Donggala Regency's bay area and is situated in Bone Bula Village in the North Donggala District. It is 13 kilometres (approximately 9 miles) from Donggala Regency's centre and can be reached by car or motorcycle in about 15 minutes. This location is run by the private sector and is frequently frequented by tourists, both domestic and international, due to the proximity of Bone Bula Beach and its stunning surroundings. In addition to offering natural tourism as its primary goal, Bone Bula Beach offers manmade tourism in the form of an intriguing location to take pictures while at the attraction. A miniature train, a bicycle, a romantic duck, a water park on an artificial lake, and a pier make up the location to capture the moment. Since the addition of these special locations, Bone Bula Beach has seen an increase in local and even foreign visitors. However, all of that is now just a distant memory because the tourist area was shaken by an earthquake and tsunami, which damaged nearly 70% of the infrastructure at Bone Bula Beach. But over time, Bone Bula Beach's popularity as a tourist destination has grown and things have started to return to normal.

This situation calls for expert management of the tourism industry, particularly that which is related to tourist attractions and destination image. According to Law No. 10 of 2009, a tourist attraction is everything

that has distinctiveness, beauty, and worth in the variety of natural resources, culture, and man-made goods that becomes the focus or destination of tourist visits.

Things that are owned by a tourist location are considered tourist attractions. It is impossible to anticipate that people will travel to a location without tourist attractions. (Nuraeni, 2014). Bone Bula Beach is a popular tourist destination since it offers both artificial and natural tourism.

A destination picture is a feeling of a location or a perspective of a territory. According to Jorgensen, the term "destination image" refers to both the destination's characteristics and its overall presentation (Anggraeni et al., 2019). A good destination image and felt by tourists will have an impact not only on increasing tourist visits but also on tourist return visits, it can be concluded. With a destination image that gives an impression of a tourist attraction, it can influence tourists to make repeat visits to the tourist attraction.

Kotler & Keller (2016) define satisfaction as the degree of a customer's feelings of happiness or disappointment as a result of comparing the perceived performance (or results) of a product with their expectations.

Interest in returning to a popular tourist site is the desire to do so in the future. Recurring visitor interest refers to the likelihood that visitors will return to a particular location, and this behavior is regarded as loyalty or an actual action that denotes a visitor's or traveler's readiness to return to the same location. (Wang et al, 2015). Recurring travelers can be identified by their readiness to return to the same location in the future and to advocate for it to other travelers.

## II. RESEARCH METHODS

The study employed a quantitative associative quantitative research type as its research design. This study is situated in Bone Bula Beach, a popular tourist destination in Donggala Regency, Central Sulawesi. The participants in this study were tourists who had previously visited Donggala Regency's Bone Bula Beach more than once. Using the Wibisono formula with a 5% margin of error, the number of study samples can be calculated with a 95% accuracy rate. 96 respondents made up the sample used to fill out the questionnaire. The study's 4 variables include 2 independent variables (tourist attraction and destination image), a dependent variable (interest in returning), and intervening variables (visitor satisfaction). This study used a non-probability sampling method with a purposive sampling strategy. (1) Have made multiple trips to Bone Bula Beach in Donggala Regency, which is one of the features or criteria of respondents who will be sampled in this study. (2) Respondents who are at least 17 years old and are able and willing to complete the survey. (3) Willingness to complete the researcher's questionnaire. Quantitative data, such as visitor information and information on the outcomes of

respondents' completion of questionnaires provided via Google Form services, make up the majority of the study's data. The manager of Bone Bula Beach was interviewed for the qualitative data that makes up the second sort of study information. Both primary and secondary data are used as data sources. In this study, observation, interviews, and questionnaires were employed as data collection methods. The Partial Least Square (PLS) method was employed for the data analysis in this study. PLS is a structural equation modelling (SEM) equation model based on components or variants.

## III. RESULTS AND DISCUSSION

### Characteristics of Respondents Based on Age

In this study, 44 respondents were between the ages of 17 and 24 (46%), while 12 respondents were between the ages of 33 and 40 (9%). Thus, it can be said that the bulk of study participants are between the ages of 17 and 24. This is since people aged 17 to 24 have a high level of curiosity about current trends and that their employment position is still that of a student who is on vacation at the Bone Bula Beach tourist destination.

### Characteristics of Respondents Based on Gender

55 respondents, or 57% of the total, were female, while 41 respondents, or 43%, were men. Female respondents were more prevalent than male respondents when it came to Bone Bula Beach. This is because most women are typically more interested in travelling or simply want images for social media updates.

### Description of Respondents Based on Monthly Income

29 respondents in this survey reported having an income of < Rp. 500,000 (30%), 28 respondents reported having an income of between Rp. 2,500,000 and Rp. 5,000,000 (29%), and 2 respondents (2%), reported having an income of > Rp. 10,000,000. So, it can be concluded that the majority of participants in this survey earn up to < Rp. 500,000.

### Description of Respondents Based on Last Education

39 respondents (41%) had a high school diploma or equivalent, 14 respondents (14%) had a D3 degree, and 43 respondents (45%) had an S1 degree. The information acquired leads to the conclusion that S1 students in Donggala Regency make up the majority of visitors to Bone Bula Beach.

### Description of Respondents Based on Occupation

Based on the respondents' occupations, it is known that 40 (42%) of them are students, 19 (20%) are other workers, 15 (16%), are self-employed, 14 (14%) are employed by private companies, and 8 (8%), are employed by the government (PNS). According to the data, it can be inferred that students make up the majority of visitors. This is because they prefer to enjoy holiday destinations, college or organization events, and photo demands for social media updates.

**Hypothesis Test Results and Analysis**  
**Outer Model Testing (Measurement Model)**  
**Convergent Validity**

Based on the correlation between the item score and component score calculated using SmartPLS 3.0, the convergent validity of the measurement model with indicator reflection is evaluated. If the individual reflection measure correlates with the measured construct of more than 0.50, it is considered to be high. If the loading factor value is less than 0.50, the indication will be changed or removed.

Table 1. First Iteration *Loading Factor Value*

Latent Construct	Indicators	Outer Loading	Validity (>0.5)
Tourist Attraction	X1.1	0,845	Valid
	X1.2	0,661	Valid
	X1.3	0,584	Valid
	X1.4	0,801	Valid
	X1.5	0,770	Valid
	X1.6	0,661	Valid
	X1.7	0,741	Valid
	X1.8	<b>-0,031</b>	Invalid
Destination Image	X2.1	0,762	Valid
	X2.2	0,752	Valid
	X2.3	0,829	Valid
	X2.4	0,797	Valid
	X2.5	0,656	Valid
Interest in Revisiting	Y1	<b>0,448</b>	Invalid
	Y2	0,795	Valid
	Y3	0,901	Valid
	Y4	0,804	Valid
	Y5	0,661	Valid
Visitor Satisfaction	Z1	<b>0,442</b>	Invalid
	Z2	0,712	Valid
	Z3	0,791	Valid
	Z4	0,752	Valid
	Z5	0,737	Valid

Source: Data processing with SmartPLS, 2021

It is clear from the table above that some indicators have loading factor values less than 0.50 as a result of the data processing performed using SmartPLS 3.0. X1.8, Y1, and Z1 are indicators. This indicator must be removed from the model because of its poor degree of validity. The following table shows the loading factor value when indicators X1.8, Y1, and Z1 are removed:

Table 2. Second Iteration *Loading Factor Value*

Latent Construct	Indicators	Outer Loading	Modified
Tourist Attraction	X1.1	0,845	0,839
	X1.2	0,661	0,669
	X1.3	0,584	0,582
	X1.4	0,801	0,795
	X1.5	0,770	0,761
	X1.6	0,661	0,670
	X1.7	0,741	0,759
	X1.8	-0,031	-
Destination Image	X2.1	0,762	0,754
	X2.2	0,752	0,755
	X2.3	0,829	0,832

Interest in Revisiting	X2.4	0,797	0,796
	X2.5	0,656	0,658
	Y1	0,448	-
	Y2	0,795	0,824
	Y3	0,901	0,913
Visitor Satisfaction	Y4	0,804	0,793
	Y5	0,661	0,671
	Z1	0,442	-
	Z2	0,712	0,734
	Z3	0,791	0,799
	Z4	0,752	0,771
	Z5	0,737	0,790

Source: Data processing with SmartPLS, 2021

Table 2 demonstrates that after the X1.8, Y1, and Z1 indicators are removed and recalculated, all indications have loading factor values that are greater than 0.5. Indicators are said to have high validity if their loading factor value is greater than 0.5 and they satisfy the criteria for convergent validity.

**Discriminant Validity**

By comparing the value of the seventh loading construct, which must be bigger than the loading value of other constructs, one may determine whether the construct has an appropriate discriminant by using this value, which is the value of the cross-loading factor. The following are the findings of the discriminant validity testing:

Table 3. *Cross Loading*

	Tourism Attraction (X1)	Destination Image (X2)	Interest in Revisiting (Y)	Visitor Satisfaction (Z)
X1.1	<b>0,839</b>	0,085	0,298	0,262
X1.2	<b>0,669</b>	0,145	0,148	0,278
X1.3	<b>0,582</b>	0,029	0,239	0,224
X1.4	<b>0,759</b>	0,055	0,327	0,288
X1.5	<b>0,761</b>	0,032	0,158	0,315
X1.6	<b>0,670</b>	-0,060	0,179	0,165
X1.7	<b>0,759</b>	0,087	0,334	0,218
X2.1	0,097	<b>0,754</b>	0,289	0,542
X2.2	0,093	<b>0,755</b>	0,531	0,541
X2.3	0,009	<b>0,832</b>	0,424	0,559
X2.4	0,072	<b>0,796</b>	0,400	0,517
X2.5	0,022	<b>0,658</b>	0,242	0,395
Y2	0,314	0,358	<b>0,824</b>	0,101
Y3	0,294	0,513	<b>0,913</b>	0,221
Y4	0,312	0,441	<b>0,793</b>	0,274
Y5	0,163	0,314	<b>0,671</b>	0,089
Z2	0,191	0,548	0,203	<b>0,734</b>
Z3	0,369	0,509	0,223	<b>0,799</b>
Z4	0,238	0,521	0,106	<b>0,771</b>
Z5	0,261	0,519	0,121	<b>0,790</b>

Source: Data processing with SmartPLS, 2021

According to Table 3, each build's cross loading value is larger than the value of every other construct. Each construct is a distinct variable and differs from other constructs when evaluated from the discriminant validity value since it has a greater value when compared to other constructs.

**Composite Reliability**

The reliability score of a concept can be used to determine the dependability criterion. If the value hits 0.70, the construct has high dependability. The following table shows the composite reliability value:

Table 4. Composite Reliability

	<i>Composite Reliability</i>
Tourist Attraction	0,887
Destination Image	0,879
Interest in Revisiting	0,873
Visitor Satisfaction	0,859

Source: Data processing with SmartPLS, 2021

Table 4 makes it obvious that each variable in the study has a Composite Reliability value of more than or equal to 0.7, which is required for it to be regarded as satisfactory.

**Average Variance Extracted (AVE)**

The average variance extracted (AVE) value shows the reliability requirements as well. If the value is more than 0.50, the construct is considered reliable.

Table 5. Average Variance Extracted (AVE)

	<i>Composite Reliability</i>
Tourist Attraction	0,533
Destination Image	0,648
Interest in Revisiting	0,580
Visitor Satisfaction	0,599

Source: Data processing with SmartPLS, 2021

Based on Table 5, it can be seen that each construct's AVE value has exceeded 0.5, which means that each variable and each of its indicators are good because they have complied with the standards.

**Cronbach Alpha**

When the Cronbach's alpha score is more than 0.60 across all constructions, the reliability test is reinforced. The Cronbach's alpha value for each variable is shown in the following table.

Table 6. Cronbach Alpha

	<i>Composite Reliability</i>
Tourist Attraction	0,851
Destination Image	0,816
Interest in Revisiting	0,818
Visitor Satisfaction	0,776

Source: Data processing with SmartPLS, 2021

Based on Table 6, it is known that all of the study's variables have Cronbach Alpha values that are greater than or equal to 0.6, namely 0.77 to 0.85, making all of the variables considered reliable according to the Cronbach Alpha value.

**Structural Model (Inner Model Testing)**

To determine the relationship between constructs, significant values, and the research model's R-square,

the inner model or structural model is tested. The significance of the structural route parameter coefficients and the R-Square for the dependent construct t-test is used to assess the structural model.

Table 7 R-Square

	R-Square
Interest in Revisiting	0,544
Visitor Satisfaction	0,457

Source: Data processing with SmartPLS, 2021

According to Table 7, Interest in Revisiting has an R2 (R-Square) value of 0.544, meaning that it can be influenced to a degree of 54.4% by dance tourism and destination image, and a lesser extent of 55.6% by factors not included in this model. Visitor satisfaction has an R2 (R-Square) value of 0.457, or 45.7%, which is driven by dance tourism and destination image, with the remaining 44.3% being influenced by factors not considered in this model.

**Hypothesis Testing**

In this study, hypothesis testing was done by examining a significant value of 5% with a 95% confidence level so that the t-statistic value would be more than 1.98, allowing the hypothesis to be accepted. With the path coefficients table created during the bootstrapping process with SmartPLS 3.0, one may view the t-statistic value between variables.

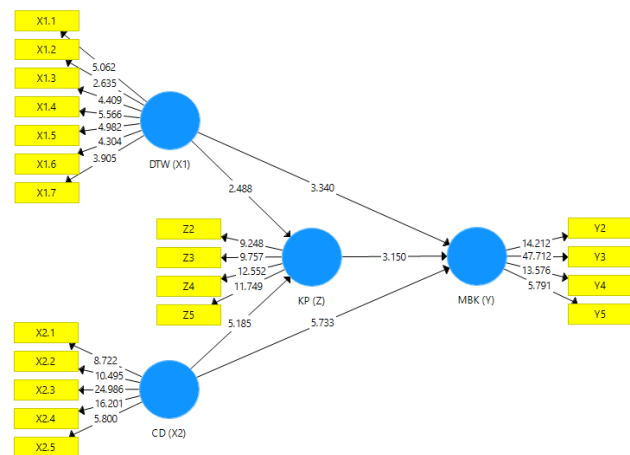


Figure 1. Bootstrapping

Furthermore, the results of the path coefficients in this study are described in Table 8 below.

Table 8. Path Coefficients

Hypothesis	Pathway	Original Sample	T-Statistics	P Values	Significant
Firstly	DTW (X1) → MBK (Y)	0,444	3,340	0,001	Significant
Second	CD(X2) → MBK(Y)	0,800	5,733	0,000	Significant
Third	DTW(X1) → KP(Z)	0,294	2,488	0,013	Significant
Fourthly	CD(X2) → KP(Z)	0,654	5,185	0,000	Significant
Fifth	KP(Z) → MBK(Y)	-0,478	3,150	0,002	Significant
Sixth	DTW (X1) → KP (Z) → MBK (Y)	-0,140	1,896	0,058	Not Significant
Seventh	CD (X2) → KP (Z) → MBK (Y)	-0,312	2,846	0,005	Significant

Source: Data management with SmartPLS, 2021

The results of testing the first hypothesis show that the tourist attraction variable on revisit interest has a significant effect with a significant value of 0.001. The significant relationship between the two variables can also be proven by the t-statistic value of  $3.340 >$  the t-table value of 1.98, so it is concluded that the first hypothesis in this study can be accepted.

The results of testing the second hypothesis show that the destination image variable on return visit interest has a significant effect with a significant value of 0.000. The significant relationship between the two variables can also be proven by the t-statistic value of  $5.733 >$  t-table value of 1.98, so it is concluded that the second hypothesis in this study can be accepted.

The third hypothesis was tested, and the findings indicate that visitor satisfaction is significantly impacted by the tourist attraction variable, with a significant value of 0.013. The third hypothesis in this study can be accepted because the t-statistic value of  $2.488 >$  the t-table value of 1.98 further supports the significant link between the two variables.

The fourth hypothesis was tested, and the results indicate that visitor happiness is significantly impacted by the destination image variable, with a significant value of 0.000. The fourth hypothesis in this study can be accepted because the t-statistic value of  $5.185 >$  the t-table value of 1.98 further supports the substantial link between the two variables.

The fifth hypothesis was tested, and the findings indicate that the variable visitor satisfaction has a significant impact on interest in a follow-up visit, with a significant value of 0.002. The fifth hypothesis in this study can be accepted because the t-statistic value of  $3.150 >$  t-table value of 1.98 further supports the substantial link between the two variables.

The findings of testing the sixth hypothesis demonstrate that the tourist attraction variable has an impact on revisit interest through visitor satisfaction, however that effect is not substantial. This is demonstrated by the t-statistic value and t-table value, 1.896 and 1.98 respectively, demonstrating the rejection of the sixth hypothesis in this study.

The seventh hypothesis in this study can be accepted based on the results of testing the seventh hypothesis, which demonstrate that the destination image variable on return visit interest through visitor satisfaction has a significant effect with a significant value of 0.005 and a t-statistic value of  $2.846 >$  t-table value of 1.98.

### Discussion of Research Results

The findings of the research analysis will be explained in this section. The goal of this study was to examine the effects of visitor satisfaction at the Bone Bula Beach tourist destination in Donggala Regency on markers of tourist attractiveness and destination image on interest in further visits. This study's four variables—a tourist attraction, destination image, interest in a return visit, and visitor satisfaction—are based on the literature used. The following is a description of the study's findings:

### The Influence of Tourism Attraction on Interest in Revisiting

Tourist attraction can also be interpreted as a trait possessed by a tourist attraction in the form of uniqueness, rarity, authenticity and has a different characteristic from the others which has the nature of growing enthusiasm and value for tourists. Based on the first hypothesis testing, it is known that there is a significant relationship between tourist attraction and interest in visiting again. The significant relationship between the two variables can be seen and proven by the value obtained from the results of statistical analysis where the t-statistic value and *p values* are obtained which meet the requirements to be considered significant, so that the first hypothesis in this study can be accepted. The invalid statement item in the tourist attraction variable is the availability of adequate toilets. For statement items about the availability of adequate toilets, it has a low value compared to other statement items.

The results of this study are in line with previous research conducted by (Abdurrohman, 2019) about "The Effect of Tourism Attraction and Destination Image on Repeat Visitor Interest Through Visitor Satisfaction as an Intervening Variable (Study on Visitors to Logending Beach Tourism Objects)". Which is where tourist attraction has a significant influence on revisit interest.

### The Effect of Destination Image on Interest in Revisiting

The perception that visitors have of the goods or services they have purchased or plan to purchase is known as the destination image. Destination image can be created so that it serves as a powerful motivator or driving force for visitors to travel to a certain tourism destination; it need not always be created from experience or fact. It is known that there is a substantial association between "the effect of destination picture on revisit interest" based on the findings of the second test. The value obtained from the results of statistical analysis, where the t-statistic value and *p values* are obtained, which meet the requirements to be considered significant, can be used to show and demonstrate the significant relationship between the two variables, allowing the second hypothesis in this study to be accepted.

The findings of this study do not agree with earlier research on "The Effect of Tourism Attraction and Destination Image on Repeat Visitor Interest Through Visitor Satisfaction as an Intervening Variable (Study on Visitors to Logending Beach Tourism Objects)" conducted by (Abdurrohman, 2019). Here, the destination image has no discernible impact on the likelihood that people will revisit. Another study that supports this one is The Effect of Tourism Attractiveness and Destination Image on Revisit Intention Through Tourist Satisfaction by Nafis et al. (2019). (Study on Domestic Tourists of Mount Bromo, Malang, East Java). Which destination image you see has a big impact on whether you want to go back.

### The Effect of Tourism Attractions on Visitor Satisfaction

It is known that there is a substantial correlation between "the influence of tourist attractions on visitor satisfaction" based on the findings of the third test. The value obtained from the results of statistical analysis, where the t-statistic value and *p values* are obtained which meet the requirements to be said to be significant, can be used to see

and demonstrate the significant relationship between the two variables, allowing the third hypothesis in this study to be accepted.

The findings of this study are consistent with earlier research on "The Effect of Tourism Attraction and Destination Image on Repeat Visitor Interest Through Visitor Satisfaction as an Intervening Variable (Study on Visitors to Logending Beach Tourism Objects)" conducted by Abdurrohman (2019). Which is where a tourist attraction has a big impact on how satisfied visitors are. The Effect of Tourism Attractiveness and Destination Image on Revisit Intention Through Tourist Satisfaction by (Nafis et al. 2019) is another study that is consistent with this one (Study on Domestic Tourists of Mount Bromo, Malang, East Java). Which tourism appeal significantly affects visitor satisfaction.

#### **The Effect of Destination Image on Visitor Satisfaction**

It is known that there is a significant correlation between "the influence of destination image on visitor satisfaction" based on the findings of the fourth test. The value obtained from the results of statistical analysis, where the t-statistic value and p values are obtained, which meet the requirements to be considered significant, can be used to show and demonstrate the significant relationship between the two variables, allowing the fourth hypothesis in this study to be accepted.

The findings of this study are consistent with earlier research on "The Effect of Tourism Attraction and Destination Image on Repeat Visitor Interest Through Visitor Satisfaction as an Intervening Variable (Study on Visitors to Logending Beach Tourism Objects)" conducted by Abdurrohman (2019). Which is where a tourist attraction has a big impact on how satisfied visitors are. The Effect of Tourism Attractiveness and Destination Image on Revisit Intention Through Tourist Satisfaction by (Nafis et al. 2019) is another study that is consistent with this one (Study on Domestic Tourists of Mount Bromo, Malang, East Java). Which image of the destination significantly affects tourist pleasure.

#### **The Effect of Visitor Satisfaction on Interest in Revisiting**

The fifth test's findings revealed a substantial correlation between "the influence of visitor pleasure on return interest," which is known. The value obtained from the results of statistical analysis, where the t-statistic value and p values are obtained, which meet the requirements to be considered significant, can be used to show and demonstrate the significant relationship between the two variables, allowing the fifth hypothesis in this study to be accepted.

This study supports that conducted by Nafis et al. (2019) in their study entitled "The Effect of Tourism Attractiveness and Destination Image on Revisit Intention Through Tourist Satisfaction" (Study on Domestic Tourists of Mount Bromo, Malang, East Java). Visitor satisfaction significantly influences interest in returning. The findings of this study are consistent with earlier research on "The Effect of Tourism Attraction and Destination Image on Repeat Visitor Interest Through Visitor Satisfaction as an Intervening Variable (Study on Visitors to Logending Beach Tourism

Objects)" undertaken by (Abdurrohman, 2019). Visitor satisfaction significantly influences interest in returning.

#### **The Effect of Tourism Attraction on Interest in Revisiting Through Visitor Satisfaction as an Intervening Variable**

The tourist attraction variable has an effect but is not significant on the interest in visiting again through visitor satisfaction, according to the results of the sixth test. The characteristics of respondents who visit the tourist destination Bone Bula Beach, where visits are predominately by students, is one of the elements that influences the negligible relationship through the visitor satisfaction variable. Based on interviews with various respondents that researchers performed, it is known that students who visit the Bone Bula Beach tourist attraction are more concerned with the existing attractions than they are with the satisfaction that is provided to them. One of the attractions at Bone Bula Beach is the abundance of interesting photo opportunities, which is also influenced by the location of the Bone Bula Beach tourist attraction, which is not too far from the centre of Donggala Regency and has good road access so that even if visitors are dissatisfied with the Bone Bula Beach tourist attraction, they come back.

This study diverges from one by Nafis et al. (2019) about *The Effect of Tourism Attractiveness and Destination Image on Revisit Intention Through Tourist Satisfaction (Study on Domestic Tourists of Mount Bromo, Malang, East Java)*. Tourist attractiveness through visitor satisfaction has a favourable and significant impact on visitors' intention to return.

#### **The Effect of Destination Image on Interest in Revisiting Through Visitor Satisfaction as an Intervening Variable**

Based on the findings of the seventh test, it is known that "the influence of destination image on repeat visit interest through visitor satisfaction" is significantly correlated. The value obtained from the statistical analysis, where the t-statistic value and p values are obtained, which meet the requirements to be considered significant, can be used to show and demonstrate the significant relationship between the three variables, allowing the seventh hypothesis in this study to be accepted.

This study supports that conducted by Nafis et al. (2019) in their study entitled "The Effect of Tourism Attractiveness and Destination Image on Revisit Intention Through Tourist Satisfaction" (Study on Domestic Tourists of Mount Bromo, Malang, East Java).

## **IV. CONCLUSION**

Based on the analysis and discussion in the previous section, the following conclusions can be drawn:

1. There is a significant influence between tourist attraction on the interest in visiting Bone Bula Beach tourist attraction in Donggala Regency.
2. There is a significant influence between destination image on return visit interest at Bone Bula Beach tourist attraction in Donggala Regency.
3. There is a significant influence between tourist attractions on visitor satisfaction at Bone Bula Beach tourist attraction in Donggala Regency.

4. There is a significant influence between destination image and visitor satisfaction at Bone Bula Beach tourist attraction in Donggala Regency.
5. There is a significant influence between visitor satisfaction and interest in visiting again at Bone Bula Beach tourist attraction in Donggala Regency.
6. There is no significant influence between tourist attraction on return visit interest through visitor satisfaction at Bone Bula Beach tourist attraction in Donggala Regency.
7. There is a significant influence between destination image on return visit interest through visitor satisfaction at Bone Bula Beach tourist attraction in Donggala Regency.

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