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## The Influence of Destination Image, Tourists Satisfaction, and Tourists Experience toward Revisit Intention to The Most Beautiful Village in The World (Nagari Tuo Pariangan)

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### Abstract

**Purpose** - The purpose of this research are to analyze : (1) The effect of the destination image on the revisit of tourist intention coming to visit the Most Beautiful Village in the World (Nagari Tuo Pariangan), (2) The effect of tourists satisfaction on the revisit intention of tourists who come to visit the Most Beautiful Village in the World (Nagari Tuo Pariangan), (3) The effect of tourist experience on the revisit intention of tourists who come to visit the Most Beautiful Village in the World (Nagari Tuo Pariangan)

**Methodology** - The type of this research is Causative research. The population on this research were foreign, domestic and local tourists who had visited Nagari Tuo Pariangan, Tanah Datar Regency, West Sumatra with the total sample is 151 persons which was taken by using purposive sampling due to unknown the number of population.

**Finding** - Regarding the causal model proposed, the data confirm the relationship set out in the hypothesis. It can therefore be stated that (1) Destination image has a positive effect and significant to revisit intention (2) Tourists satisfaction has a positive effect and significant to revisit intention (3) Tourists experience has a positive effect and significant to revisit intention.

**Conclusion** - The analysis highlights the positive influence which taking part in the destination image, tourists satisfaction, and tourists experience toward revisit intention. This is the clearly shows in this relationship from the empirical point-of-view.

**Limitation** - This research only limit with some variables

**Keywords:** Destination Image, Tourists Satisfaction, Tourists Experience, Revisit Intention

### Introduction

Tourism is a complex, multidisciplinary and multidimensional activity, involving various sectors including the government and its stakeholders; business, community and tourists. Tourism is one of the fastest growing industrial sectors and a global economic support sector (Yolland, Wardi & Abror, 2018). Tourism is Indonesia's flagship sector that promises in foreign exchange income. Besides Indonesia's strategic location, this is also because Indonesia is in the development stage in all kinds of tourism potential assets. This role will have an impact on various fields, both economic, social and cultural. This is very influential in the development of tourism because it is interrelated to produce goods or services to meet the needs of tourists

West Sumatra is an area that not only provides tourism objects in the form of nature but also tourism that leads to education or the value of learning in the form of history in ancient times and developing the values of Minangkabau tribal customs that began to disappear and loose, namely in Tanah Datar District. Tanah Datar is one of the districts in West Sumatra. Tanah Datar is also called Luhak Nan Tuo, which is the oldest area in the history, customs and culture of Minangkabau which is characterized by the existence of NagariTuoPariangan which is the place of origin of the Minangkabau customs, culture and ethnicity.

The beauty of nature and natural objects in Pariangan Sub district Tanah Datar Regency which are not inferior to other regional tourism objects, make Pariangan village in the category "The Most Beautiful Village in the

World". The beauty potential possessed by the village brought the village into "The Most Beautiful Village in the World" on August 12, 2016 by Travel Budget, an international tourism magazine from New York, United States.

Nagari Tuo Pariangan has become known in various circles of tourists. The community and the local government have tried to provide facilities for tourists, but the lack of interest in revisiting the community for the presence of Nagari Tuo Pariangan as the Most Beautiful Village in the World makes it a problem for the development of the Most Beautiful Village in the World (NagariTuoPariangan) as the most tourist destination frequently visited in West Sumatra.

### **Revisit intention**

Pamela and S.S. Pangemanan: the interest in revisiting is the intention to plan certain behaviors. Intention said, when people have strong intentions to engage in behavior, they prefer to conduct recreational behavior in the tourism sector, this takes back on tourism services or recreational services or revisits from destinations or visitors to attractions. (Pamela and S.S. Pangemanan, 2014: 51).

According to JeonHyunjin: interest in revisiting is defined as an important factor for continuing to create company profits or performance in a long-term perspective. (JeonHyunjin, 2013: 112). Interest in revisiting refers to the willingness of tourists to visit the same destination or other tourism objects in the same country (JeonHyunjin, 2013: 112).

### **Destination Image**

Jorgensen, (2004; 15) destination images are defined not only as destination attributes but also the overall impression displayed by the destination. According to Lopes (2011: 307-308), the concept of goal drawing as an expression of all objective knowledge, prejudice, imagination and individual or group emotional thinking about a particular location. According to Lopes, (2011; 307-308) to defining a picture as the sum of all beliefs, ideas, and impressions that someone is related to a goal.

### **Tourists Satisfaction**

Mahadzirah Mohamad, et.al: visitor satisfaction is Emotional State spreading positive words from tourists after getting a chance or experience. (Mahadzirah Mohamad, et.al, 2014: 1141).

### **Tourists Experience**

Rageh et al (2013: 126) Consumer experience is defined as internal and subjective responses from consumers who need contact with the company, both direct and indirect contact. Direct contact usually occurs in the use, purchase and service sections, usually initiated by consumers. Conversely, most indirect contacts involve unplanned meetings with representatives of products, services or company brands and accept forms of word-of-mouth recommendations or criticism, advertisements, news reports and reviews.

### **The influence of destination image on revisit intention**

Research conducted by Setyo, Adnan, and Agung (2016) shows the results that destination image affects revisit intention. Based on research conducted by Gheraldin (2017) and research by Galih (2015) showed the same results, namely having a positive and significant influence between the image of the goal and the intention to revisit.

Hypothesis (1) Destination image has a positive effect and significant to revisit intention

### **Relationship of tourists satisfaction on revisit intention**

Research conducted by Andy and Devi (2016) explains that tourist satisfaction has a positive and significant influence on the interest in returning visits to a waterfall tourism park in Bogor. Non-different results were also

found in the study conducted by Willy (2015) where the variable tourist satisfaction had a positive and significant influence on the retailer's intention to revisit the widuri beach tourism object in Pematang. Tourist Satisfaction also has a positive relationship with revisit intention in research conducted by Ajar (2015).

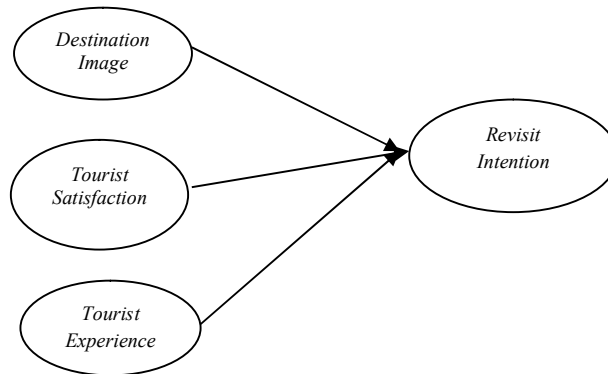
H2 : Tourists satisfaction has effect on revisit intention

**Relationship of tourists experience and revisit intention**

In research conducted by Yeni and Ajeng (2016) in the TangkubanPerahu Mountain Natural Park shows the results that customer experience has an influence on revisit intention.. Research conducted by Atika, David and Frederik (2016) and research by Hetty and Tommy (2012) shows that there is a significant influence between customer experiences and revisit intention.

H3: Tourists experience has effect on revisit intention

**Conceptual Framework**



**Method**

**Data Collections**

The type of research that will be conducted is causative research. This research explains and illustrates the relationship between the independent variables of destination image, tourists satisfaction, and tourists experience of the dependent variable is revisit intention.

According to Lawrench Neuman (2014: 245), "population is the whole object of research". The sample according to Laurench Neuman (2014: 245) is "the part or representative of the population studied". Sample in this study are foreign, domestic and local tourists who had visited Nagari Tuo Pariangan, Tanah Datar Regency, West Sumatra. Therefore the sample size taken is 151 respondents using the Cochran approach formula

$$n = \frac{z^2 pq}{e^2}$$

- n = Number of samples
- z = Standard score for ∞ selected (1.96)
- p = Proportion of estimates of incidence in population (0.5)
- q = 1-p (1-0,5 = 0.5)
- e = Standard of deviation or leniency (8%)

In this study, the instrument to collect data in this study is a questionnaire compiled by using Likert scale. To ensure that the instruments used in this study were accurate and reliable, the questionnaires were tested using validity and reliability tests. Test Validity and Reliability in this research, for n = 30 then r table is 0.3610. Based

on the valid test that has been done, there are 23 questionnaire statements whose value is above the r table value, that is 0.3610. Then the statement is valid and can be continued for research. This reliability test is carried out to determine how far the measurement results are relatively consistent when measurements are repeated at different times. If the cronbach alpha value above 0.70 is called reliable. Based on the results of alpha cronbach in this study, the variables of revisit intention, tourists, and the experience of tourists are reliable.

**Table 1. Respondent Characteristic**

	Frequency	Percent
Gender		
Female	87	42,4
Male	64	57,6
Age		
18-25 years	129	85,4
26-30 years	11	7,3
31-35 years	4	2,6
36-40 years	2	1,3
>40 years	5	3,3
Occupation		
Student	117	77,5
PNS	4	2,6
Entrepreneur	7	4,6
Staff	10	6,6
Housewife	3	2,0
Others	10	6,6
Income		
<2,0	111	7,3
2,0 s/d 3,0	17	11,3
3,0 s/d 4,0	14	9,3
>4,0	9	6,0
Visit		
Revisit	151	100,0
Intention		
Type Tourists		
Foreign	12	7,9
Domestic	89	58,9
Local	50	3,9

Respondents in this study were grouped by sex, age, work, income, visit, and type tourists. Here are the results of research on the characteristics of respondents in this study:

- a. The majority of respondent women 87 (42,4%)
- b. The majority of respondents aged 18-25 years, i.e. as many as 129 (85.4%) of respondents.
- c. The majority of respondents' work are 117 students (77,5%) of the respondents.
- d. The majority of income of respondents under 2.000.000, that is as much as 111 (7.3%) of respondents.
- e. All respondents have visited Nagari Tuo Pariangan.
- f. The majority of respondent come from domestic, 89 respondent (58,9%)

So, the conclusion is majority of researcher respondent are women who have age 18-25 years old and have visited Nagari Tuo Pariangan more than once.

## Measures

Descriptive analysis, inductive regression analysis and multiple linear regression analysis are the analytical techniques used in this study. The initial stage for analyzing it is done by using variable descriptive analysis, by presenting data to the frequency distribution table, calculating the mean and interpretation. The second is inductive regression analysis by conducting multicollinearity test, normality test, and heteroscedasticity test. The last is linear regression, F-test, t-test and determinant coefficient test (R<sup>2</sup>).

**Table 2. The Main Construct and Measurement Item**

Main Construct	Reference
<p><i>Destination Image (DI) (Cronbach's Alpha=0.887)</i>  Minang architecture and Tuo Islah mosque are ancestral heritage that are still well preserved in the Most Beautiful Village in the World (Nagari Tuo Pariangan).  One of the origins of the Minangkabau people is Nagari Pariangan, known as Nagari Tuo. The beauty of Pariangan is influenced by the geographical location on the slopes of Mount Marapi.  The cool and beautiful nature attracts visitors to come to Pariangan.  Nagari Tuo Pariangan has extensive terraced rice fields, winding roads with amazing views. Tuo Islah Mosque in Nagari Tuo Pariangan provides a comfortable place of worship for tourists.  Minang architecture with old rattan and wood walls and the tuo Islah mosque is characteristic of the most beautiful village in the world (Nagari Tuo Pariangan).  The Tuo Islah Mosque has a hot shower from Mount Marapi for ablution which is considered one of the blessings for the community.  Nagari Tuo Pariangan has a grave at Dt. Gurhano Tantejo, when measured many times, varies in size until it is known as the Long Grave.  Nagari Tuo Pariangan owns Rumah Gadang Datuk Kayo and Rumah Gadang Datuk Maharajo Depang.  Nagari Tuo Pariangan has Puncak Kawa and Puncak Mortir to see the beauty of Alam Nagari Pariangan.</p>	<p><b>(Lopes 2011)</b></p>
<p><i>Tourists Satisfaction (TS) (Cronbach's Alpha=0.742)</i>  Overall I am satisfied with the tour found in the Most Beautiful Village in the World (Nagari Tuo Pariangan).  The most beautiful village performance in the world (Nagari Tuo Pariangan) exceeded my expectations.  The most beautiful village performance in the world (Nagari Tuo Pariangan) exceeds my hypothesis.</p>	<p><b>(Shi, Prentice dan He 2014)</b></p>
<p><i>Tourists Experience (TE) (Cronbach's Alpha=0.804)</i>  I feel comfortable traveling to the Most Beautiful Village in the World (Nagari Tuo Pariangan).  There is an educational value in the form of history when I traveled to the Most Beautiful Village in the World (Nagari Tuo Pariangan).  I feel traveling to the Most Beautiful Village in the World (Nagari Tuo Pariangan) spending money .  There are new things that can be obtained when visiting the Most Beautiful Village in the World (Nagari Tuo Pariangan).  I feel Nagari Tuo Pariangan deserves to be called the Most Beautiful Village in the World (Nagari Tuo Pariangan).  I feel safe when I travel in the Most Beautiful Village in the World (Nagari Tuo Pariangan).</p>	<p><b>(Rageh et al. 2013)</b></p>
<p><i>Revisit intentions (RI) (Cronbach's Alpha=0.780)</i>  I will revisit the Most Beautiful Village in the World (Nagari Tuo Pariangan) on another time .  I will recommend to others to visit the Most Beautiful Village in the World (Nagari Tuo Pariangan).  I will bring my relatives to visit the Most Beautiful Village in the World (Nagari Tuo Pariangan).</p>	<p><b>(Data developed for 2015 research)</b></p>

## Result and Discussion

**Table 3. Regression Results**

Model	B	Sig
DI	.119	.000
TS	.157	.014
TE	.137	.000

Based on Table 3, Destination Image have positif result(  $b=0.119$ ) and significant .000, Tourists Satisfaction also have positif result ( $b=0.157$ ) significant .014, and Tourists Experience have positif results ( $b=0.137$ ) significant 0.00.

### Hypothesis 1

There is a significant influence between the destination image (X1) and the intention to revisit. The test results of hypothesis 1 are known to be significant value of  $0.00 < \alpha 0.05$ . This means that  $H_0$  is rejected and  $H_a$  accepted, so the alternative hypothesis proposed in the research is accepted, that there is significant influence between destination image (X1) toward revisit intention the Most Beautiful Village in the World (Nagari Tuo Pariangan).

This is in line with Jorgensen, (2004: 13), destination image as "place impression" or "area perception". He also described that a positive destination image resulted in increased visits and had a large impact on tourists. And research from Setyo, Adnan and Agung (2016) which states that destination image affects revisit intention.

### Hypothesis 2

There is a significant influence between tourists satisfaction (X2) with revisit intention.. Based on the results of analysis test known significant value of  $0.14 < \alpha 0,05$ . Hence  $H_0$  is rejected and  $H_a$  accepted, so the alternative hypothesis proposed in the research accepted, that there is significant influence between tourists satisfaction (X2) with the revisit intention the Most Beautiful Village in the World (Nagari Tuo Pariangan).

This is in line with Kotler and Keller, 2015: 33 reveals that satisfaction is a feeling of pleasure or disappointment that results from comparing perceived product performance (results) with expectations. Dan Andy and Devi (2016) which states that tourists experience has a positive effect with revisit intention.

### Hypotesis 3

There is a significant influence between the tourists experience (X3) withrevisitintention . Based on the results of analysis test known significant value of  $0,00 < \alpha 0,05$ . This means that  $H_0$  is rejected and  $H_a$  accepted, so the alternative hypothesis proposed in the research is accepted, that there is a significant influence between tourists experience (X3) with purchase intention the Most Beautiful Village in the World (Nagari Tuo Pariangan).

This is in line with Walter et al (2010: 238) stating that, the experience of tourists given to tourists will increase revisit intention.

## Conclusion

Based on the results of research and discussion that has been done about the influence of the destination image, tourists satisfaction, and tourists experience with revisit intention it can be concluded as follows: (1) Destination

Image has a significant influence on revisit intention to the most beautiful village in the world (Nagari Tuo Pariangan). The meaning is if the destination image has a good and interesting image, the number of tourist visits to the most beautiful village in the world (Nagari Tuo Pariangan) will increase. (2) Tourists satisfaction has a significant influence on revisit intention to the most beautiful village in the world (Nagari Tuo Pariangan). The meaning is if the tourists satisfaction obtained by a visitor is satisfied, the number of tourist visits to the most beautiful village in the world (Nagari Tuo Pariangan) will increase. (3) Tourists experience has a significant influence on revisit intention to the most beautiful village in the world (Nagari Tuo Pariangan). The meaning is if the tourists experience that tourists get is impressive, the number of tourist visits to the most beautiful village in the world (Nagari Tuo Pariangan) will increase.

Based on the results of the research above, to improve the revisit intention, there are some suggestions given to the most beautiful village in the world (Nagari Tuo Pariangan). First, Manager of the most beautiful village tourism object in the world (Nagari Tuo Pariangan) should be able to make tourists feel satisfied with the facilities of the parking area that is still limited, accessibility for buses is too small, and the lack of restaurants or restaurants for tourists. Second, Tanah Datar Regency Tourism Office to increase its promotion to foreign and local tourists with websites and other internet media that are easily accessible so that the level of tourist visits increases. Then, The most beautiful village community in the world (Nagari Tuo Pariangan) to provide satisfying services so that it can create a memorable tourist satisfaction and tourist experience for tourists so as to provide a good image for tourists at the beginning of a visit.

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