

A Study on Service Quality, Tourist Value Perception, and Destination Image for Revisit Intention in Lombok

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Abstract

This study seeks to assess the impact of service quality, perceived value, and destination image on tourists' intention to return to Lombok. Based on a study involving 366 respondents, the research confirmed the significant relationship between these variables, with tourists generally expressing high satisfaction during their visits, particularly in group settings. Empathy emerged as the most influential dimension within service quality, while emotional value was a key aspect of perceived value. The resulting image dimension strongly influenced the destination image, indicating that Lombok leaves a lasting and positive impression on visitors. The analysis revealed that both service quality and destination image significantly influence tourists' intentions to revisit, while perceived value did not exhibit a significant effect. The findings imply that enhancing emotional and empathetic service aspects, along with strengthening Lombok's positive image, could effectively encourage repeat visits. However, since perceived value alone does not drive revisit intention, the study suggests that other factors may play a more critical role. This study recommends tourism stakeholders in Lombok concentrate on enhancing service quality, especially in empathy, and persist in enhancing the island's image through focused marketing strategies. Future research should explore additional variables that influence the intention to revisit in order to provide a more comprehensive understanding of tourist behavior.

Keywords: Service Quality, Perceived Value, Destination Image, Revisit Intention

A. INTRODUCTION

The community in Indonesia highly values the success of tourism as an economic driver, which simultaneously impacts overall economic growth, reaching not only urban areas but also remote villages. Building tourism with positive synergy aims to sustain national development and promote the welfare of all societal layers. The focus of tourism is no longer solely on preparing natural resources but encompasses all their existing potential, especially human resources. Today, the community, entrepreneurs, and the government collaborate to build tourism, adapting to the new post-pandemic environment and fostering innovation across various tourism industries. This collaboration creates harmony in building tourism infrastructure that continuously benefits not only the economy but also the enhancement of human resource competencies. After the government designated ten new Bali destinations, referred to as DSP (Super Priority Destinations), and narrowed them down to five destinations: Lake Toba in North Sumatra, Borobudur Temple in Central Java, Mandalika in Lombok, West Nusa Tenggara, Labuan Bajo in East Nusa Tenggara, and Likupang in North Sulawesi, tourism in Indonesia has significantly increased (Kemanparekraf, 2023).

The presence of these new Bali areas serves as a strategy to increase tourist visits and travel patterns, particularly in the five priority areas. The Super Priority Destinations, especially in eastern Indonesia, hold high value in attracting tourists on both national and international scales. Likupang, with its marine beauty, Labuan Bajo, with the wonders of Komodo Island, and Mandalika, with its natural and cultural offerings, form an inseparable part of Indonesia's charm. The diverse nature and culture of these Super Priority Destinations draw significant attention from both domestic and international tourists, providing motivation to continue exploring deeper into the attractions they visit. The movement of

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tourists traveling in Indonesia throughout 2023 doubled from the previous year, driven by post-pandemic travel motivations and the desire to explore high-value destinations. Among Indonesia's Super Priority Destinations, Mandalika in Lombok, West Nusa Tenggara, has attracted considerable attention. Lombok offers a perfect blend of nature, culture, and man-made attractions. Its beautiful beaches, mountains, local culture, and the presence of a megaproject circuit contribute significantly to the region's revenue. Lombok is not only known for its natural and cultural richness but also for its globally recognized halal tourism concept, providing tourists with various activities during their travels. Additionally, Lombok's strategic position near Bali is key to attracting tourists. The local government can leverage Lombok's strategic position to attract more visitors by improving accessibility and building an appealing destination image to motivate visits. The local government not only enhances Lombok's image quality but also conducts promotions to boost tourist visits. Tantra (2022) states that the majority of tourist motivation to visit Lombok is influenced by word of mouth (WOM).

The percentage of tourist visits to Lombok is predominantly domestic, with round-trip patterns not only through airports but also via ports such as Bangsal in North Lombok, Poto Tano in East Lombok, and Lembar/Gili Masa in West Lombok, which also serve as trade routes connecting Bali and Java. This variety of entry points facilitates tourist movement and motivates visits to Lombok. According to data from the BPS Provinsi Nusa Tenggara Barat (2023), tourist visits to West Nusa Tenggara increased significantly from 2020 to 2022, by approximately 195.32%. The rise in tourist numbers positively impacts economic welfare, service quality, perceived value, and destination image. Service quality notably affects the destination image and influences tourists' decisions to revisit (Jesen & Saputra, 2023). It is crucial for Lombok to enhance its image through quality service, as tourists' satisfaction leads to loyalty and recommendations (Bayih & Singh, 2020). Extensive interactions among tourists discussing Lombok's potential, including various significant national and international events, particularly in the Mandalika Special Economic Zone, motivate them to visit (Ilham et al., 2023). Even towards the end of 2023, tourism activities in Lombok have demonstrated a significant increase. The national media (RRI) reported a significant increase in tourist visits to Lombok toward the end of the year, with a high level of activity at the airport. The local government can leverage Lombok's strategic position to attract more visitors by improving accessibility and building an appealing destination image to motivate visits. Enhancing Lombok's image quality and conducting promotions are essential to increasing tourist visits.

The community in Indonesia highly values tourism as an economic driver, which impacts overall economic growth in both urban areas and remote villages. Building tourism with good synergy aims to sustain national development and promote the welfare of all layers of society. The focus of tourism is no longer solely on preparing natural resources but encompasses all existing potentials, especially human resources (Rosalina et al., 2023). Today, the community, entrepreneurs, and the government collaborate to build tourism, adapting to the new post-pandemic environment and fostering innovation across various tourism industries. This collaboration creates harmony in building tourism infrastructure that continuously benefits the economy and enhances human resource competencies. These new Bali areas aim to increase tourist visits and travel patterns, particularly in the five priority areas. The diverse nature and culture of these Super Priority Destinations draw significant attention from both domestic and international tourists, providing motivation to explore deeper into the attractions they visit.

The movement of tourists traveling in Indonesia throughout 2023 doubled from the previous year, driven by post-pandemic travel motivations and the desire to explore high-value destinations. Among Indonesia's Super Priority Destinations, Mandalika in Lombok, West Nusa Tenggara, has attracted considerable attention. Lombok offers a perfect blend of nature, culture, and man-made attractions. Its beautiful beaches, mountains, local culture, and the presence of a megaproject circuit contribute significantly to the region's revenue. Lombok is known for its natural and cultural richness and its globally

recognized halal tourism concept, providing tourists with various activities during their travels. Additionally, Lombok's strategic position near Bali is key to attracting tourists. This study explores the effects of service quality, perceived value, and destination image on tourists' revisit intentions, aiming to provide empirical data on tourist behavior and decision-making in Lombok. The research questions and objectives focus on understanding these influences to inform strategies for tourism development and enhance industry opportunities.

B. LITERATURE REVIEW

Service Quality

Service quality is a critical aspect of meeting customer satisfaction and maintaining customer loyalty, particularly in the tourism industry. High-quality products or services significantly contribute to long-term revenue and profitability. Service quality heavily influences the tourism sector's success by determining tourist satisfaction. Therefore, quality is a key factor that can influence the success or failure of a business in the tourism sector (Sugiarto & Octaviana, 2021). Service Quality (ServQual), encompassing techniques and dimensions, serves as a reference in this research literature. The measurement of service quality is a theory widely used in various research models globally. The concept of service quality, first developed by Parasuraman et al. (1988), details each dimensions and indicators that refers to service quality (Table 1). Numerous studies have utilized the ServQual theory in tourism research, and it continues to be a reference for measuring service quality in the tourism industry (Bhat, 2012; Lai et al., 2018).

Table 1. Service Quality Dimensions and Indicators

Variable	Dimensions	Indicators
Service Quality	Reliability	Fulfilling promises made Providing solutions for customers Informing customers when service will be provided Delivering service quickly and accurately
	Responsiveness	Always ready to assist customers Quickly fulfilling customer requests Reliable service
	Assurance	Prioritizing customer safety The service provider behaves politely Provides individual attention Understands customer needs
	Empathy	The service provided is at its maximum Customers feel cared for Giving attention
	Tangibles	Having complete equipment and information Neat and tidy appearance Services are as promised

Source: Parasuraman et al. (1988)

The theory of service quality strategically complements various theories that explore tourist behavior. Several studies typically measure service quality to gauge tourist satisfaction with a product or service, utilizing indicators extensively discussed in research theory, such as reliability and the capacity to deliver accurate and reliable services (Almasarweh et al., 2024; Seetanah et al., 2020). Tourists expect assurance that the services provided will meet their expectations, and unreliability can harm the reputation and trust of tourists, influencing their behavior. Responsiveness is the willingness to serve tourists promptly and accurately. Timeliness is considered a valuable asset. Service providers who can respond quickly can deliver optimal service quality. Assurance is a dimension of service quality that emphasizes knowledge, courtesy, and the ability to convey trust and confidence to tourists. Tourists not

only seek quality products or services but also want to feel assured that they are receiving the promised value, supported by excellent service. Empathy is the willingness of service providers to give deep and special attention to each tourist. Understanding and meeting the individual needs and desires of tourists can create long-term relationships that influence travel behavior. The dimension of tangibles pertains to the physical appearance, equipment, and communication materials that service providers employ. The visual and physical appearance of a service can make a strong initial impression on tourists. Therefore, investing in this aspect can help create a positive image and provide a pleasant experience for tourists. Service Quality (ServQual) is considered an appropriate method for measuring service quality in the context of services. It serves as a crucial tool in management to understand the needs and expectations of customers (tourists). Measuring service quality helps identify weaknesses and strengths, enabling the design of better services (Kusyana & Pratiwi, 2019). Not only does a service's outcome determine its quality, but the process of delivery and customer perception also play a significant role (Aras et al., 2023).

Tourists Value Perception

In the tourism sector, customer value refers to tourists' perceptions and evaluations of their interactions with destinations, service providers, and tourism products. It encompasses an assessment of the benefits and experiences tourists accrue throughout their journeys compared to the costs and sacrifices they make. Customer value perception in tourism often includes evaluations of service quality across accommodation, tourist attractions, tour guides, and other elements shaping the tourist experience. This perception plays a crucial role in shaping tourists' satisfaction and loyalty toward destinations and service providers. It goes beyond mere satisfaction with a single transaction to encompass the holistic impact of the tourism experience on tourists' overall well-being and perception of value received. As tourists increasingly seek meaningful and enriching experiences, their perception of value becomes instrumental in determining the success and competitiveness of tourism destinations and businesses in attracting and retaining visitors. Thus, understanding and enhancing customer value perception is pivotal for sustaining growth and differentiation in the dynamic tourism industry. Tourists will assess to what extent the destination or service meets their expectations and is worth the investment they have made, both in terms of money and time (Nurhalimah & Nurhayati, 2019).

Yani & Kuswardani (2021) suggest that tourist value perception (see Table 2) is a significant link between customer satisfaction and the evaluation process of the products or services they receive. Higher customer value correlates with higher levels of customer satisfaction. In other words, the relationship between customer value and customer satisfaction emphasizes that a positive assessment of product value enhances overall customer satisfaction. Dimensions related to customer value perception include emotional value, social value, quality/performance value, and price/value of money.

Table 2. Tourists Value Perception Dimensions

Variable	Dimension	Indicators
Tourists Value Perception	Emotional Value	Providing happiness to customers Creating a warm impression on customers Offering emotional satisfaction to customers
	Social Value	Increasing customer self-image, Increasing social value for customers
	Quality/Performance Value	The service has good quality in the eyes of customers. The quality of the products offered meets customer expectations.
	Price/Value of Money	Customers receive performance that matches the price paid.

Source: Yani & Kuswardani (2021)

Customers derive emotional value from the positive or affective feelings they experience when using a service. Positive emotions such as happiness, satisfaction, or warmth can be associated with customer interactions with service providers. The ability of a product or service to enhance a customer's social self-concept is known as its social value. It relates to how the use of a product or service can positively impact one's image or social status. The product or service's performance and the financial benefits it provides, both in the short and long term, determine its quality/performance value. Price or value of money pertains to customers' perceptions of the expected performance of a product or service and how well the business caters to their personal attention. It emphasizes the importance of customer experience and personal relationships.

Destination Image

Destination image is a complex concept encompassing beliefs, knowledge, and perceptions held by tourists about a particular tourist destination. It involves a general view of the destination and also includes the personal experiences tourists undergo during their journeys. Destination image forms the basis for expectations, travel decisions, and final impressions that tourists hold about specific destinations. In other words, a destination image reflects a combination of objective information about the destination and subjective interpretations influenced by personal experiences (Ester et al., 2020). Wulandani (2022) further elaborates that destination image is the mental representation and perception that tourists have about a place or specific region. In research contexts, findings indicate that building a positive destination image is crucial for enhancing tourist satisfaction. Destination image significantly impacts the entire tourist decision-making process, influencing aspects such as travel search, destination satisfaction, and tourist behavioral intentions (Gamon & Malee, 2022).

Table 3. Destination Image Dimensions

Variable	Dimensions	Indicators
Destination Image	Vague and Realistic Image	Dissemination of destination image information Destination-related advertisements
	Distortion of Image	Tourists decide to embark on journeys due to the destination image. Tourists distortions regarding the destinations they choose
	Improved Image	Tourists experiences are shaped by the destination image obtained from information sources.
	Resulting Image	Tourists' memories of the destination image they have visited.

Source: Farikhin et al. (2020)

Meanwhile, Farikhin et al. (2020) explain that destination image is a perception that influences tourists' views of a destination, categorized as seen in table 3. The first is vague and realistic image stage, before tourists embark on their journey, advertisements and word-of-mouth influence the emergence of this vague and realistic image. At this stage, the destination image is still vague, and its accuracy is uncertain. Distortion of image stage, once tourists decide to travel, their image of the destination becomes clearer, but they may experience distortions in their perceptions of the chosen destination. Improved image stage, after traveling, tourists have direct experiences with the destination. Based on real experiences, we can test and update the previously vague and unverified destination image, strengthening the proven one. The final stage involves creating new memories from the travel experience. These

experiences can lead to either regret or satisfaction with the visited destination, influencing tourists' decisions to revisit the same destination in the future. This suggests that pre-travel information shapes the destination image, but tourists' direct experiences during their journey also influence it. The evolution of the image from stage to stage reflects changes in tourists' perceptions and knowledge of the destination, which in turn can impact their future travel choices.

Tourist Revisit Intention

Revisit intention represents satisfaction and confidence in traveling, which is a central element influencing someone's desire to revisit a tourist attraction. Satisfaction refers to the level of contentment or pleasure felt by tourists during their journey to a tourist destination, encompassing perceptions of uniqueness, beauty, or other positive attributes associated with the destination. According to Rahmawati et al. (2021), revisit intention is the customer's inclination to make a repeat purchase as a direct response to the post-purchase experience within a specific period in the future. Revisit intention is a strong desire for someone to revisit a destination or tourist site they have previously visited (Putri et al., 2023). When tourists experience high levels of satisfaction and hold positive beliefs about the tourist attraction, the likelihood of returning increases. Previous positive experiences and the belief that the next visit will also provide the same or even greater satisfaction influence the intention to revisit (Wahim et al., 2023). Dimensions and indicators can be seen at Table 4.

Table 4. Tourist Revisit Intention Dimensions

Variable	Dimensions	Indicators
Tourist Revisit Intention	Traveling Comfort	Tourists feel comfortable traveling both on short journeys and long journeys.
	Loyalty	Loyalty refers to the strong allegiance, commitment, and attachment tourists have towards destinations they have visited.
	Return Travel Planning	Tourists plan to return to destinations they have previously visited
	Recommendation	Providing recommendations to other tourists to visit the destination.

Sources: (Putri et al., 2023; Rahmawati et al., 2021; Wahim et al., 2021)

C. RESEARCH METHOD AND HYPOTHESIS

This research employs a methodology to examine the influence of service quality, customer value perception, and destination image on tourists' revisit intention to Lombok (Figure 1). It encompasses discussions on research model development and hypothesis formulation, data collection, sample and questionnaire design, as well as analytical methods.

Research Model and Hypothesis Development

This research model is designed using quantitative techniques to develop hypotheses related to the variables under investigation, namely, there is a positive relationship between service quality in the tourist destination of Lombok, tourists' perception of value, and destination image with revisit intention.

H1: Service Quality has a positive and significant influence on the intention to revisit Lombok.

H2: Tourists' Perception of Value Has a Positive and Significant Influence on Revisit Intention to Lombok.

H3: The destination image has a positive and significant influence on the intention to revisit Lombok.

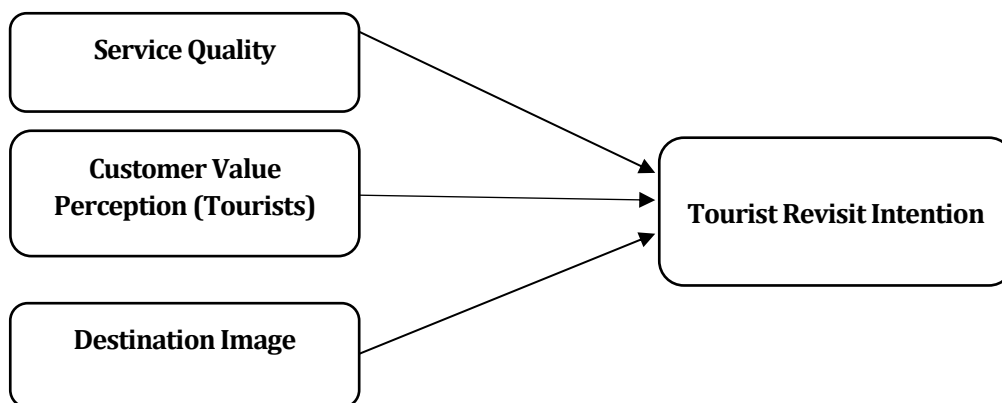


Figure 1. Research Framework

The research utilizes quantitative methods to formulate hypotheses about the influence of service quality, tourists' perceived value, and destination image on their intentions to revisit tourism destinations in Lombok. This study encompasses extensive discussions on the development of the research model, the formulation of hypotheses, and the methodology for data collection, which includes the use of questionnaires, documentation review, and literature review. Data collection spanned from January to July 2024, encompassing strategic locations like major tourist destinations, airports, ports, and souvenir centers in Lombok. We distributed a total of 500 questionnaires to gain insights into the significant increase in tourist visits. In total, 366 questionnaires were fully filled and valid for this study.

The questionnaire design employed a seven-point Likert scale, ranging from "strongly disagree" to "strongly agree," to measure variables related to service quality, perceived value, destination image, and revisit intentions. Data analysis will utilize descriptive statistics to analyze item measurements, determine demographic characteristics of respondents, and identify outliers. Furthermore, we will conduct multiple linear regression analysis to explore the relationships between independent variables (service quality, perceived value, destination image) and the dependent variable (revisit intentions). This analytical approach aims to validate the formulated hypotheses and provide insights into how these factors collectively influence tourists' decisions to revisit Lombok. The study ultimately seeks to contribute valuable findings that can inform tourism management strategies and enhance visitor experiences in Lombok.

D. RESULTS AND DISCUSSIONS

Validity and Reliability Testing

Based on field research findings, the offline distribution of questionnaires in various strategic locations within tourist centers (hotels, restaurants, tourist attractions, and souvenir centers) demonstrated excellent validity and reliability. We distributed a total of 500 questionnaires, of which 73.2% (366 respondents) successfully returned and completed them. Reliability testing indicated a high Cronbach's alpha value of 0.849, suggesting consistent measurement across respondents. Overall, the questionnaires proved valid and reliable for use in the study. This robust validation and reliability ensure that the data collected accurately reflects tourists' perceptions and experiences, contributing to the credibility of the study's findings.

The validity testing on the four variables: Service Quality, Tourist Perception of Value, Destination Image, and Revisit Intention, showed a significant correlation between respondents' answers to each

question and their total scores ($p < 0.01$, 2-tailed) (Table 5). This indicates that the questionnaire items effectively measure the intended concepts. The strong correlation underscores the reliability of the questionnaire in capturing accurate data on tourists' perceptions and intentions, validating its suitability for the study's objectives. The reliability test indicated a high Cronbach's Alpha value ($\alpha = 0.704$), suggesting that the questionnaire yielded consistent measurements among respondents. This high reliability coefficient indicates that the survey questions reliably measure the intended constructs across the sample, reinforcing the robustness of the data collected for the study.

Table 5. Validity and Reliability Statistics

Service Quality	Pearson	1	.839**	.168**	.376**
	Correlation				
	Sig. (2-tailed)		.000	.002	.000
Customer Value Perception (Tourists)	Pearson	.839**	1	.273**	.373**
	Correlation				
	Sig. (2-tailed)	.000		.000	.000
Destination Image	Pearson	.168**	.273**	1	.423**
	Correlation				
	Sig. (2-tailed)	.002	.000		.000
Tourist Revisit Intention	Pearson	.376**	.373**	.423**	1
	Correlation				
	Sig. (2-tailed)	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed) N=366					
Cronbach's Alpha		Number of Variable			
.704		4			

Respondent Descriptive Statistics

Based on the research findings, the distribution of respondents by gender reveals that 161 (47.9%) were male and 175 (52.1%) were female, indicating a higher participation of female respondents in the survey conducted at various strategic locations in Lombok. Regarding the length of their stay, the majority of tourists spent either 3 days and 2 nights (44.6%) or 4 days and 3 nights (50.9%), with a smaller percentage staying for 5 days and 4 nights (4.5%). This data provides insights into the typical length of stay among respondents, influencing their perceptions of the destination. Furthermore, in terms of travel status, 16.7% of respondents traveled alone, while 54.2% were part of group tours, and 29.2% traveled with family. This preference suggests a tendency towards shared travel experiences or leveraging the amenities and services offered by group tours for a more structured travel experience.

Service Quality

The test results of the service quality variable, based on the service quality theory, indicate that the average ratings from respondents across the five dimensions of service quality show positive outcomes, with all scores above 4 (see Table 6). The average rating for reliability stands at 4.40, signifying the consistent and reliable nature of the service. Responsiveness, with an average of 4.32, reflects the speed and responsiveness of service to customer needs. Assurance has an average score of 4.03, showing the perceived level of confidence and security among customers. Empathy receives the highest average score of 4.48, demonstrating a high value on customer attention and understanding. Tangibles, with an average of 4.34, indicate that facilities and service appearance are well-rated by customers. Overall, respondents gave very positive ratings to the service quality they received. Furthermore, the highest rating in the empathy dimension, averaging 4.48, indicates that customers feel highly valued and understood by the service providers, with statements like the tourism service providers have paid attention to and understood my needs or issues well.

Table 6. Service Quality

Indicators	Mean
Reliability	4.40
Responsiveness	4.32
Assurance	4.03
Empathy	4.48
Tangibles	4.34

The test results of the Customer Perception of Value variable indicate that the average ratings from respondents across the four dimensions of value show highly positive outcomes (Table 7). Emotional value has the highest rating of 4.73, indicating that tourists feel highly satisfied emotionally with the product or service they receive. Social value, with an average of 4.50, signifies that tourists perceive significant social value from the product or service. Quality/Performance Value, averaging 4.34, shows that tourists highly rate the quality and performance of the product or service. The average price/value of money, at 4.09, suggests that tourists perceive the product or service to offer good value for their money. Tourists highly value the emotional aspect and feelings evoked by the product or service, as evidenced by the highest rating for emotional value. Tourists feel emotionally connected and have a strong positive experience, which enhances their overall satisfaction. Positive social value, quality performance, and value for money also indicate that the product or service offers social benefits, good performance, and value for the spent money.

Table 7. Customer Value Perception (Tourists)

Indicators	Mean
Emotional Value	4.73
Social value	4.50
Quality/Performance Value	4.34
Price/Value of Money	4.09

The test results reveal that respondents' average ratings across four aspects of the destination image are compelling (Table 8). The average score for Vague and Realistic Image is 4.47, indicating that tourists have realistic expectations before visiting the destination. The Distortion of Image score is slightly higher at 4.49, implying that the destination's image may undergo some distortion following a direct experience. Improved Image averages 4.40, showing that the destination image tends to improve after the visit. The resulting image receives the highest score of 4.88, suggesting that the destination leaves a very positive and strong impression on tourists after their visit. Overall, tourists initially have realistic expectations, but their direct experience at the destination can slightly alter their perceptions, ultimately creating a highly positive and satisfying impression.

Table 8. Destination Image

Indicators	Mean
Vague and Realistic Image	4.47
Distortion of Image	4.49
Improved Image	4.40
Resulting Image	4.88

The mean test results on the variable of tourists' intention to revisit Lombok show that respondents' average ratings across four aspects related to travel experiences indicate a very high level of satisfaction. Travel Comfort scores an average of 4.82, indicating that respondents found the travel experience very comfortable. Loyalty and Future Travel Planning, each with an average score of 4.84,

demonstrate a high level of trust and willingness to use the service or revisit the destination in the future. Recommendation receives the highest average score of 4.88, indicating that respondents are highly likely to recommend this travel experience to others. Overall, these high scores reflect that the travel experience was highly satisfying for respondents, with high levels of satisfaction in terms of comfort, loyalty to the service, intention to return, and likelihood to recommend it to others.

Table 9. Tourist Revisit Intention

Indicators	Mean
Traveling Comfort	4.82
Loyalty	4.84
Return Travel Planning	4.84
Recommendation	4.88

Results of Linear Regression Analysis

The dependent variable, Total Intention to Revisit by Tourists to Lombok, is influenced by the independent variables of service quality, customer value perception (tourists), and destination image (Table 10). It can be observed that the constant value of 13.036 in this analysis indicates the estimated total intention to revisit when all other independent variables—service quality, perceived value, and destination image—are considered non-influential or zero. The statistically significant constant value ($p < 0.001$) suggests that the other variables have a significant impact on total intention to revisit. Furthermore, the variable Service Quality shows a coefficient of 0.095 with a standard error of 0.029, indicating a positive relationship with Total Intention to Revisit. In this context, every one-unit increase in service quality rating correlates with a 0.095-unit increase in total intention to revisit. The provided significance level ($p = 0.001$) indicates that this relationship is statistically significant, underscoring the importance of service quality in attracting tourist interest.

Table 10. The Significance Between the Variables Based On The Regression Analysis

	Value of Each Variable		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	13.036	.587		22.216	.000
Service Quality	.095	.029		3.335	.001
Customer Value Perception (Tourists)	.015	.043		.346	.730
Destination Image	.221	.030		7.477	.000

Dependent Variable: **Tourist Revisit Intention**

On the other hand, the perceived value variable shows a weak correlation with the total intention to revisit, with a coefficient of only 0.015 and a standard error of 0.043. This suggests that perceived value has a minimal impact on the dependent variable. The low significance level ($p = 0.730$) confirms that in this model, perceived value does not significantly influence total intention to revisit. On the other hand, the Destination Image variable shows a highly significant impact on total intention to revisit. With a standard coefficient of 0.221 and a standard error of 0.030, each one-unit increase in Destination Image rating correlates with a 0.221-unit increase in Total Intention to Revisit. The very high significance level ($p < 0.001$) confirms that destination image is a crucial factor in determining tourist interest in visiting a place or using a specific service. Overall, these findings indicate that service quality and destination image are significant factors influencing total intention to revisit in this study. Good service quality can enhance tourist interest and willingness to return or recommend a destination or service to others. Conversely,

perceived value did not prove significant in this model, suggesting that this aspect may need further attention or does not strongly impact tourist interest.

Discussion

Several key findings emerged from the study after a thorough analysis focused on exploring the significance among the variables of service quality, perceived value, and destination image and their impact on tourists' total intention to revisit Lombok. The research involved 366 verified respondents, predominantly women, and utilized rigorous reliability and validity tests to ensure robustness in the findings, establishing a low significance level ($p < 0.0005$). The study found that tourists typically stayed for 4 days and 3 nights, perceiving this as a satisfying experience, especially on group tours where they showed the highest interest and satisfaction. This duration likely reflects a balance between experiencing the main attractions of Lombok and accommodating practical travel considerations. In terms of the variables studied, the analysis of mean scores highlighted significant insights. Within the service quality variable, the empathy dimension garnered the highest mean score of 4.48, indicating that tourists highly valued the attention and understanding shown by service providers. This dimension underscores the importance of personalized and empathetic service in enhancing tourist satisfaction and fostering positive perceptions of service quality. Examining the perceived value variable, the emotional value dimension stood out with a notable mean score of 4.73. This dimension suggests that tourists derive substantial emotional satisfaction from the products or services they receive in Lombok, emphasizing the emotional connection and positive affective experiences that contribute to overall satisfaction and an intention to revisit. Furthermore, the analysis of the Destination Image variable revealed compelling findings. The destination created a lasting impression in the Resulting Image dimension, which received the highest mean score of 4.88. This indicates that Lombok successfully leaves a strong and favorable impression on tourists, influencing their perceptions and likelihood to recommend the destination to others. Such positive destination image plays a crucial role in attracting repeat visitors and fostering destination loyalty.

The study's analysis reveals that women made up the majority of the 366 verified respondents, suggesting their significant participation in the research on perceptions and experiences related to tourism services. The reliability and validity analyses underscored the robustness of this research, with a low significance level ($p < 0.0005$), affirming the reliability of the collected data and its suitability as a basis for accurate conclusions. The most common duration of stay among respondents was 4 days and 3 nights, perceived to provide high satisfaction among tourists, particularly in the context of group tours. In terms of Service Quality, the Empathy dimension had the highest mean score of 4.48, indicating that tourists highly value the care and attention to their needs, positively influencing their experience. Regarding Perceived Value, although the Emotional Value dimension scored highest at 4.73, it did not significantly impact tourists' intention to revisit ($p = 0.730$), suggesting that emotional factors may not be the primary determinant for tourists' decisions to return. The Destination Image analysis showed that the Resulting Image dimension had the highest mean score of 4.88, suggesting that tourists' interest and decisions to revisit are significantly influenced by a strong positive image of Lombok. Intention to Revisit findings highlighted that tourists are inclined to recommend Lombok for future visits, reflecting high satisfaction with their experiences in the destination (Solís-Radilla et al., 2019). Linear regression analysis showed that Service Quality significantly correlates with Total Intention to Revisit ($p = 0.001$), whereas Perceived Value did not significantly influence this intention ($p = 0.730$). Destination Image had a highly significant impact on intentions to revisit ($p < 0.001$).

The study also employed multiple linear regression to explore how these variables collectively influence tourists' total intention to revisit Lombok. The results indicated significant relationships and varying impacts among the variables (see Figure 2). Service Quality demonstrated a standardized

coefficient of 0.095 with a standard error of 0.029, signifying a positive and statistically significant relationship with Total Intention to Revisit ($p = 0.001$). This suggests that improvements in service quality, particularly in aspects like reliability, responsiveness, assurance, empathy, and tangibles, can increase tourists' inclination to revisit Lombok. A standardized coefficient of 0.015 and a standard error of 0.043 ($p = 0.730$) showed that the perceived value variable had a weak and non-significant relationship with Total Intention to Revisit Lombok. This finding suggests that while tourists value the emotional, social, performance, and price aspects of their experiences in Lombok, these factors do not significantly drive their intention to return. The most striking finding was related to the Destination Image variable, where a standardized coefficient of 0.221 with a standard error of 0.030 demonstrated a highly significant relationship ($p < 0.001$) with total intention to revisit. This indicates that enhancing the destination's image and managing tourists' expectations effectively can substantially increase their intention to revisit, emphasizing the critical role of destination branding and marketing efforts.

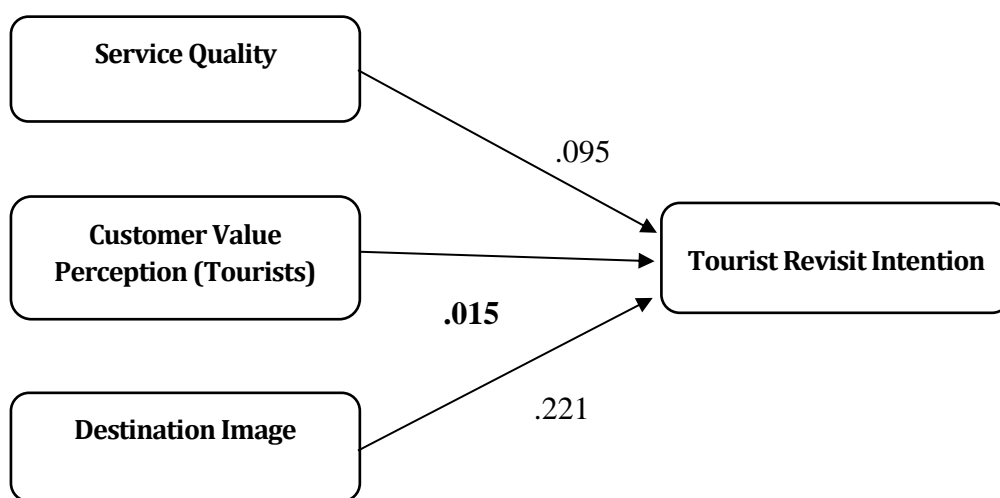


Figure 2. Multiple Linear Regression Result

E. CONCLUSION

To enhance attractiveness and maintain tourist loyalty, it is crucial to continually improve service quality, particularly empathy dimensions, and strengthen the positive image of the destination. The linear regression analysis, in particular, indicates that tourists' perceptions of value regarding products or services in Lombok fall short of service quality and destination image considerations. This suggests that tourists may not feel they are receiving commensurate value for their expenditure while visiting Lombok. Perceived value is the subjective evaluation by tourists of the benefits and sacrifices associated with the products or services they receive (Wu & Huang, 2023). In Lombok, this perception includes emotional value, which entails enjoyable, memorable, and emotionally satisfying experiences; social value, providing opportunities for socializing, meeting new people, and building community; quality/performance value, encompassing attractive tourism facilities, adequate infrastructure, and stunning natural beauty; and price/value of money, depicting the alignment of the price paid with the quality of the products or services received.

Improving tourists' perceived value is crucial to enhancing Lombok's attractiveness as a tourist destination, increasing tourist loyalty, and strengthening its position in the competitive tourism industry. Tourists who perceive greater value are more likely to recommend Lombok to others, return for future

visits, and become loyal customers. Strategies to enhance tourists' perceived value in Lombok include: improving tourism service quality by ensuring friendly, professional, and efficient service; maintaining cleanliness and natural beauty; offering unique and authentic experiences; developing adequate tourism infrastructure and tourist facilities; and providing competitive pricing that matches the quality of products or services offered. Despite the robust analysis presented, this study acknowledges several limitations. Firstly, reliance on self-reported data from tourists may introduce response bias and social desirability effects. Secondly, the study's focus on Lombok limits generalizability to other destinations with different contexts. Additionally, the cross-sectional design restricts causal inference, and external factors during data collection could have influenced results. Future research could explore longitudinal approaches to track tourist perceptions over time, comparative studies across diverse destinations, and qualitative methods to deepen understanding of tourist behaviors.

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