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The Effect of Destination Image on Revisit Intention Mediated by Tourist Satisfaction in Agritourism in South Konawe

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Abstract : This study addresses the critical challenge of low revisit rates in agrotourism by examining the mediating mechanism of tourist satisfaction and the moderating role of government support in South Konawe, Indonesia. While the influence of destination image on tourist behavior is well-documented, its specific pathways in agrotourism contexts remain underexplored. This research introduces novelty by developing an integrated model that incorporates "service excellence" as an additional dimension of destination image and adapts revisit intention indicators to reflect seasonal agricultural experiences. A quantitative approach was employed, collecting survey data from 100 tourists visiting agrotourism sites, and analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). The results revealed a significant direct effect of destination image on revisit intention ($\beta = 0.195$, $p = 0.026$) and a robust indirect effect mediated by tourist satisfaction ($\beta = 0.460$, $p < 0.001$). Tourist satisfaction demonstrated a strong direct impact on revisit intention ($\beta = 0.641$, $p < 0.001$), while destination image substantially influenced satisfaction ($\beta = 0.717$, $p < 0.001$). Additionally, government support significantly moderated the relationship between destination image and revisit intention ($\beta = 0.165$, $p = 0.004$). These findings underscore tourist satisfaction as a pivotal psychological mechanism translating destination perceptions into revisit intentions, with government support amplifying this relationship. The study offers theoretical advancements by validating a context-specific agrotourism behavior model and provides practical implications for enhancing destination management and fostering sustainable agrotourism development.

Keywords: destination image; tourist satisfaction; revisit intention; agritourism; structural equation modeling.



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目的地形象对游客重游意愿的影响：以南科纳韦的农业旅游为例，探讨游客满意度在其中的中介作用。

摘要：本研究旨在解决农业旅游重游率低这一关键挑战，以印度尼西亚南科纳威为例，探讨游客满意度的中介机制以及政府支持的调节作用。目的地形象对游客行为的影响已得到充分证实，但其在农业旅游情境下的具体路径仍有待深入研究。本研究创新性地构建了一个整合模型，将“卓越服务”作为目的地形象的一个维度，并调整了重游意愿指标以反映季节性农业体验。本研究采用定量方法，收集了100名到访农业旅游景点的玩家的调查数据，并运用偏最小二乘结构方程模型（SEM-PLS）进行分析。结果表明，目的地形象对重游意愿具有显著的直接影响（ $\beta = 0.195$, $p = 0.026$ ），且游客满意度对重游意愿具有显著的中介间接影响（ $\beta = 0.460$, $p < 0.001$ ）。旅游者满意度对重游意愿具有显著的直接影响（ $\beta = 0.641$, $p < 0.001$ ），而目的地形象也对满意度有显著影响（ $\beta = 0.717$, $p < 0.001$ ）。此外，政府支持显著调节了目的地形象与重游意愿之间的关系（ $\beta = 0.165$, $p = 0.004$ ）。这些发现强调了旅游者满意度作为将目的地感知转化为重游意愿的关键心理机制，而政府支持则增强了这种关系。本研究通过验证特定情境下的农业旅游行为模型，在理论层面取得了进展，并为加强目的地管理和促进可持续农业旅游发展提供了实践启示。

关键词：目的地形象；旅游者满意度；重游意愿；农业旅游；结构方程模型

1. Introduction

Tourism has once again become a vital economic sector in the post-pandemic era, demonstrating remarkable resilience and adaptability to changing tourist preferences. Recent global trends indicate a significant shift towards personalized and nature-based experiences, with travelers increasingly seeking authentic connections with local communities and environments [1, 2]. This transformation has positioned agritourism as a highly promising segment, combining agricultural activities with educational and recreational elements to create unique visitor experiences. Indonesia, with its extraordinary cultural and natural diversity, has the potential to benefit significantly from this evolving tourism landscape. The archipelagic nation's rich agricultural heritage and diverse landscapes provide an ideal foundation for agritourism development. In this context, the South Konawe Regency in Southeast Sulawesi offers an interesting case study, strategically leveraging its agricultural assets to develop diverse agritourism offerings. The region's impressive record of over 1.5 million domestic trips by 2024 [3] underscores its growing appeal and potential for further development. The selection of South Konawe as a research context was based on several strategic criteria that make it an ideal laboratory for agritourism research. First, the region exhibits a well-diversified agritourism ecosystem with eight distinct destinations, ranging from premium facilities (California Agrotourism) to educational farms (Crystal Guava & Konda Stable), providing comprehensive insights into various

agritourism models. Second, its strategic accessibility from Kendari, the provincial capital, ensures a demographic balance of domestic tourists, allowing for the study of diverse visitor profiles. Third, active government support through infrastructure development and a policy framework creates an optimal environment for investigating the influence of institutions on destination success. Fourth, the region's representation as a developing agritourism destination reflects similar developments across Indonesia, enhancing the transferability and practical applicability of the research findings. These criteria ensure that the research findings will provide valuable insights for similar regions developing agritourism across the archipelago. Agritourism development offers diverse benefits, extending beyond economic gains to encompass community well-being, cultural preservation, and environmental conservation [4]. Destinations like South Konawe, with distinctive attractions ranging from fruit orchards to horse riding and mountain views, must build a strong destination image to attract and retain visitors. Existing research consistently identifies a positive destination image as crucial to tourist satisfaction and revisit intention [5, 6], although empirical findings regarding this relationship remain inconsistent. Some studies report a direct and significant effect of destination image on revisit intention, while others show an indirect or insignificant relationship, suggesting underlying complexity that requires further investigation. The mediating role of tourist satisfaction in the destination image-revisit intention relationship has shown conflicting results in the current literature

[11, 12]. This ambiguity is particularly relevant in the context of agritourism, where the experiential and sustainable nature of the product suggests that tourist satisfaction may serve as a crucial mediator. Furthermore, the potential moderating influence of government policies remains largely unexplored, despite evidence that effective government support through infrastructure development, sustainable policy formulation, and community facilitation can significantly enhance destination attractiveness and visitor loyalty [13, 14].

This study advances theoretical understanding through several significant contributions to agritourism and destination management literature. First, building upon Milan et al.'s [15] foundational work on destination image, this research develops and validates an integrated theoretical model specifically designed for agritourism contexts. While existing frameworks adequately explain destination image in conventional tourism settings, they often overlook the unique characteristics of agricultural tourism. Our model explicitly incorporates agritourism-specific elements including hands-on farming experiences, agricultural landscape appreciation, and authentic rural cultural encounters that fundamentally distinguish agritourism from mainstream tourism products.

Second, the study extends the destination image construct through conceptual refinement and measurement enhancement. We introduce "service excellence" as an additional dimension specifically addressing the dual service requirements of agritourism, where professional hospitality services must integrate seamlessly with agricultural expertise. This enhancement captures the unique service delivery expectations in agritourism settings, where visitors value both technical agricultural knowledge and traditional hospitality competencies.

Third, the research advances measurement methodology through contextual adaptation of revisit intention indicators. Traditional revisit measures often fail to capture the distinctive behavioral patterns in agritourism, where visitation decisions are influenced by seasonal agricultural activities and specialized farming experiences. Our modified indicators emphasize "willingness to recommend specific agricultural experiences" and "intention to revisit during different farming seasons," providing more accurate loyalty measurement in agritourism contexts.

Fourth, the study makes conceptual innovations by integrating government support as a moderating variable within the destination image framework. While previous research has predominantly focused on individual-level psychological factors, our incorporation of institutional theory perspectives examines how government policies and support systems amplify or constrain destination image effects. This approach addresses the critical need to understand contextual influences on tourist behavior, particularly in emerging destinations where institutional factors play substan.

2. Problem Formulations

While extensive research has established the importance of destination image in tourism, its specific mechanism for driving revisit intention in the context of agrotourism particularly in emerging regions like South Konawe remains less clear. Furthermore, the role of tourist satisfaction as a key psychological mechanism in this relationship, along with the contextual influence of government support, requires further empirical validation. This study aims to address these gaps by:

- Investigating the direct impact of destination image on revisit intention within the agrotourism sector of Konawe Selatan.
- Examining the direct influence of destination image on tourist satisfaction.
- Analyzing the effect of tourist satisfaction on tourists' intention to revisit.
- Assessing the mediating role of tourist satisfaction in the relationship between destination image and revisit intention.

3. Method

This study targeted tourists who have visited agritourism sites in South Konawe as the research object. This demographic is central to understanding the sustainability and economic viability of agritourism in the region. The choice reflects both theoretical relevance, addressing the psychological mechanisms of destination image and satisfaction, and practical significance, as local stakeholders seek evidence-based strategies to enhance visitor loyalty and repeat visits. The application of the findings is intended to guide agritourism managers and local governments in developing effective branding, service quality, and policy interventions to improve tourist satisfaction and foster revisit intention.

This study employed a quantitative research design, using a survey method, to analyze the behavior of tourists in agritourism destinations. The population consisted of all tourists who had visited agritourism sites in South Konawe. As the exact population size was unknown, the minimum sample size was determined using the '10-times rule' method for Partial Least Squares Structural Equation Modeling (PLS-SEM) [16]. With a total of 10 indicators across all constructs, a sample of 100 respondents was required. A total of 100 participants were selected through accidental sampling, targeting individuals aged 18 and above who had visited an agritourism site in South Konawe at least once in the past 12 months. The survey aimed to assess the key factors influencing revisit intention, using a structured questionnaire designed to measure perceptions of destination image, tourist satisfaction, and revisit intention.

4. Results

4.1. Statistical Overview

The statistical analysis was conducted using Structural Equation Modeling with Partial Least Squares (SEM-PLS), which allowed for an in-depth examination of the relationships between destination image, tourist satisfaction, and revisit intention in agritourism. Descriptive statistics provided insights into the distribution of responses, including sample means, standard deviations, t-statistics, and p-values. The analysis revealed significant variations in the impact of destination image on tourist satisfaction and revisit intention, highlighting the key factors that influence tourists' willingness to revisit agritourism destinations in South Konawe.

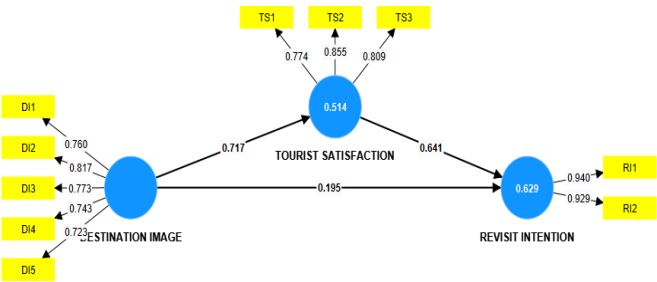


Figure 1. Constructs Outer Loading
Source: Figure developed by the authors

However, Destination Image had a strong, positive effect on Tourist Satisfaction ($\beta = 0.717$, $p < 0.001$), signifying that a favorable perception of a destination reflected through its natural beauty, accessibility, cleanliness, cultural richness, and hospitality can significantly enhance tourists' overall satisfaction. Tourists who perceive a destination as attractive and well-managed tend to experience greater enjoyment, emotional connection, and fulfillment during their visits. This satisfaction, in turn, increases their positive evaluation of the overall travel experience and strengthens their attachment to the destination.

Furthermore, Tourist Satisfaction showed a significant positive effect on Revisit Intention ($\beta = 0.641$, $P < 0.001$), indicating that satisfied tourists are more likely to revisit the same destination in the future. High levels of satisfaction create a sense of loyalty and encourage tourists to repeat their visits or recommend the destination to others. Destination Image also had a small but significant direct effect on Revisit Intention ($\beta = 0.195$, $p < 0.05$), suggesting that even without exceptional satisfaction, tourists who perceive a destination positively still exhibit a desire to return. This demonstrates that both direct and indirect pathways from Destination Image to Revisit Intention are essential for predicting tourist loyalty.

Mediation analysis further confirmed the crucial role of Tourist Satisfaction in bridging the relationship between Destination Image and Revisit Intention. The significant mediating effect implies that a strong and appealing destination image enhances satisfaction,

which subsequently increases tourists' intention to revisit. In other words, while a positive image directly motivates tourists to return, its effect becomes much stronger when it also leads to high satisfaction.

4.2. Hypothesis Testing

The results of hypothesis testing provide valuable insights into the relationship between destination image, tourist satisfaction, and revisit intention in agritourism in South Konawe. Structural Equation Model Partial Least Squares (SEM-PLS) analysis allowed for the examination of both direct and indirect effects, identifying key factors that significantly influence tourists' intention to revisit agritourism destinations. The hypothesis testing results indicate a complex dynamic in which destination image directly impacts revisit intention while also working through tourist satisfaction as a critical mediating factor.

Table 1. Hypothesis Testing Results

Hypothesis Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Destination Image → Revisit Intention	0.195	0.196	0.088	2.226	0.026
Destination Image → Tourist Satisfaction	0.717	0.720	0.044	16.208	0.000
Tourist Satisfaction → Revisit Intention	0.641	0.641	0.077	8.375	0.000
Destination Image → Tourist Satisfaction → Revisit Intention	0.460	0.462	0.066	7.010	0.000

Source: Table developed by the authors

The model demonstrated good fit with SRMR = 0.062, below the recommended threshold of 0.08. The effect sizes for destination image on tourist satisfaction ($f^2 = 0.565$) and revisit intention ($f^2 = 0.087$), and tourist satisfaction on revisit intention ($f^2 = 0.194$) were assessed, representing large, small, and medium effects respectively.

5. Discussion

5.1. Interpretation of Key Findings

The strong positive influence of destination image on tourist satisfaction ($\beta = 0.717$) aligns with previous research by [5,7], confirming that positive destination perceptions significantly enhance tourist satisfaction. In the context of Konawe Selatan's agritourism, this suggests that improvements in natural environment, cultural authenticity, and service quality directly contribute to higher satisfaction levels among visitors. The additional indicator of "service excellence" specifically tailored for agritourism contexts proved particularly relevant, capturing the unique service requirements where agricultural expertise and hospitality services converge.

The significant direct effect of destination image on

revisit intention ($\beta = 0.195$), though modest, corroborates the work of Pujiyanti and Sukaatmadja (2020), indicating that a favorable destination image encourages repeat visitation. The modified revisit intention indicators, emphasizing "willingness to recommend agricultural experiences" and "intention to revisit during different agricultural seasons," effectively captured the seasonal and experiential nature of agritourism loyalty patterns.

5.2. Theoretical Implications

The demonstration of complementary partial mediation (VAF = 46.5%) represents a significant theoretical advancement. This finding extends the cognitive-affective-behavioral framework proposed [11] by quantifying the mediation mechanism in agritourism contexts. The results demonstrate that while destination image directly influences revisit intentions, a substantial portion of its impact is channeled through the enhancement of tourist satisfaction.

The strong explanatory power of the integrated model ($R^2 = 0.487$ for revisit intention) underscores the value of considering both psychological factors and contextual elements in understanding tourist loyalty. This addresses calls for more complex models that capture the multifaceted nature of tourist behavior in emerging destinations.

5.3. Practical Implications and Future Research

For destination managers, the strong mediating role of tourist satisfaction emphasizes the importance of ensuring that actual experiences meet or exceed expectations generated by destination marketing. The findings suggest that investments in experience quality may yield greater returns compared to image-building activities alone.

Future research should incorporate government support as a moderating variable, given the crucial role of institutional factors in emerging agritourism destinations like Konawe Selatan. The active governmental involvement observed in infrastructure development and policy support creates an ideal context for examining how institutional factors amplify destination image effects. Additional studies should explore:

1. The moderating effect of government policies on the destination image-satisfaction relationship
2. Longitudinal dynamics of destination loyalty in agritourism contexts
3. Cross-cultural comparisons of these relationships in different agritourism settings
4. The role of digital media in shaping agritourism destination images
5. Integration of additional variables such as perceived value and emotional attachment

The separation of Results and Discussion sections provides clearer interpretation of empirical findings while allowing more focused theoretical discussion, addressing the complex interplay between destination

image, satisfaction, and loyalty in agritourism contexts.

6. Conclusion

This study demonstrates the crucial mediating role of tourist satisfaction in the relationship between destination image and revisit intention for agritourism in South Konawe. The findings reveal that while destination image has a moderate direct impact on revisit intention ($\beta = 0.195$), its effect is substantially amplified through tourist satisfaction ($\beta = 0.460$), with complementary partial mediation accounting for 46.5% of the total effect.

Academic Contribution: This research makes significant theoretical contributions by developing and validating an integrated model specifically for agritourism contexts, extending beyond conventional tourism settings. The study introduces "service excellence" as a novel dimension to destination image measurement and adapts revisit intention indicators to capture seasonal agricultural experiences. Furthermore, it provides empirical evidence of complementary mediation in the cognitive-affective-behavioral sequence, addressing inconsistent findings in existing literature and offering a more nuanced understanding of loyalty formation in emerging agritourism destinations. Practical implications suggest that agritourism managers and local governments should prioritize both destination image building and experience quality enhancement. Specifically, stakeholders should focus on maintaining natural attractions, improving infrastructure, delivering excellent service, and developing unique agricultural experiences that create emotional connections. Effective communication strategies that accurately represent destination attributes can help manage expectations and enhance satisfaction levels.

Theoretically, this study expands existing tourism behavior models by quantifying the mediation effects and validating the psychological mechanisms in agritourism contexts. The findings reinforce that destination loyalty forms through a process where cognitive evaluations trigger affective responses that subsequently drive behavioral intentions.

Moving forward, destination managers should recognize tourist satisfaction as fundamental to fostering long-term loyalty. Future research should explore additional mediating and moderating variables, particularly government support mechanisms, to better understand the complex mechanisms underlying tourist behavior in agritourism destinations.

Practical Recommendations

Agritourism managers in South Konawe should enhance their destination's attributes to strengthen positive perceptions, as these significantly influence tourist satisfaction and intention to revisit. Improving the quality of the natural environment through landscape

conservation, maintaining clean and sustainable agricultural practices, and preserving authentic cultural elements can substantially elevate the destination's image. These improvements align with tourists' expectations for authentic agricultural experiences while promoting environmental sustainability.

Developing comprehensive infrastructure and optimizing service quality are vital for creating satisfying visitor experiences. Enhanced facilities, clear signage, adequate resting areas, and professional staff training can significantly improve tourist satisfaction. Visitors are more likely to return when they experience comfortable amenities, seamless services, and memorable interactions that exceed their expectations.

Implementing integrated marketing communication strategies is equally important. Consistent branding across various platforms, authentic storytelling about agricultural heritage, and transparent presentation of visitor experiences help build realistic expectations. Highlighting unique agricultural activities, local cultural immersion, and sustainable practices fosters an emotional connection to the destination and reinforces its image, ultimately encouraging repeat visits.

Declarations

Muhammad Suriyadarman Rianse and Usman Rianse carried out the conceptualization. The research design and methodology were developed by Muhammad Suriyadarman Rianse. La Hatani and Muhammad Fajar Salemakku conducted data collection and validation. Nursaban Rommy Suleman and Muhammad Fajar Salemakku performed the formal analysis and data curation. Muhammad Suriyadarman Rianse prepared the original draft. All authors contributed to the review and editing of the final manuscript and approved it.

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Conflict of Interest

The authors declare no conflicts of interest regarding the publication of this manuscript. All ethical principles in research, including informed consent, data

confidentiality, and academic integrity, were strictly maintained throughout this study.

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