

Development of Revisit Intention Model on Geotourism of Lava Bantal Berbah Sleman

Anandia Ayu Setiawati^a, Wisnalmawati^{b*}, Nina Fapari Arif^c

^a Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia. anandia85@gmail.com

^{b*} Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia. wisnalmawati@upnyk.ac.id

^c Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia. nnafapari@gmail.com

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Abstract

This study aims to develop a revisit intention model in the context of geotourism at Lava Bantal Berbah Sleman by examining the direct influence of destination image on revisit intention, as well as the mediating role of tourist satisfaction. The research involved 101 respondents selected using an accidental sampling technique by distributing questionnaires to visitors reachable through WhatsApp groups. The variables measured included destination image, tourist satisfaction, and revisit intention, and the data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (SmartPLS) approach. The findings reveal that destination image has a significant direct effect on revisit intention and that this relationship is strengthened through the mediation of tourist satisfaction. The novelty of this study lies in demonstrating that tourist satisfaction plays a crucial role in enhancing revisit intention within the geotourism context. Practically, these findings contribute to consumer behavior research and offer valuable insights for geotourism managers at Lava Bantal, particularly in optimizing destination image and satisfaction strategies to encourage repeat visitation.

Keywords: Destination Image, Tourist Satisfaction, Revisit Intention, Geotourism



INTRODUCTION

The COVID-19 pandemic caused a significant decline in domestic tourist mobility throughout 2020 and most of 2021; however, the tourism sector has gradually recovered following the relaxation of mobility restrictions. National tourism statistics indicate steady improvement, with domestic tourist trips reaching 825.80 million in 2023, representing a 12.37% increase from 2022. Tourism remains a vital economic engine for many regions, stimulating local business activities such as hospitality, food services, and creative industries while creating employment opportunities and supporting community-based entrepreneurship. The Special Region of Yogyakarta (DIY), as one of Indonesia's leading tourism provinces Pratondo & Zaid (2021), possesses distinctive geotourism potential through its geopark areas, which integrate natural uniqueness, geological heritage, and cultural richness.

Geoparks serve as an important mechanism to protect geosites, biosites, and culturesites while promoting community education and enhancing local economic development through geoproducts and geotourism. The sustainable development of geoparks requires a holistic approach that combines protection, education, and economic empowerment. In this context, the Lava Bantal Berbah Geotourism area holds strategic importance due to its unique geological formations and ecological value, making it an appealing destination for both domestic and international visitors. Recent studies highlight that geotourism destinations with strong educational and environmental attributes tend to enhance experiential value and foster long-term tourist engagement, thereby increasing revisit potential (Chen et al., 2023; Dowling & Newsome, 2017).

Despite its strategic relevance, empirical findings regarding the predictors of revisit intention remain inconsistent. Research by Libre et al., (2022) and Manoppo & Santosa (2023) reports that tourists in the Philippines and Indonesia do not perceive destination image as a dominant factor influencing their intention to revisit; instead, service quality exerts stronger influence on satisfaction and subsequent behavioral intentions. Similarly, Shatnawi et al., (2023) found that destination image does not significantly affect revisit intention in the case of Petra, a UNESCO World Heritage Site, as the site's inherent global reputation may overshadow other attributes. These contradictory results highlight the need to examine contextual factors, particularly in geotourism settings where destination characteristics differ significantly from conventional tourism spots.

Conversely, several empirical studies demonstrate a positive and significant relationship between destination image and revisit intention. Research by Salsabila & Ernawadi (2024), Sitepu & Rismawati (2021), Syafrida et al., (2023), Amalia et al., (2023), and Rosli et al., (2023) confirms that a favorable destination image encourages tourists to return. Tourist satisfaction often functions as a mediating variable linking destination image to revisit intention, suggesting that emotional and cognitive evaluations formed during the visit shape future behavioral decisions. Recent tourism behavior literature further reinforces this mechanism, showing that satisfaction acts as a key psychological pathway through which perceptions of environmental quality, authenticity, and service performance influence revisit behavior (Nguyen Viet et al., 2020).

Considering these research gaps and the unique characteristics of geotourism destinations, this study aims to develop a revisit intention model that specifically examines the Lava Bantal Berbah Geotourism area. The objectives of this study are to analyze: (1) the influence of destination image on revisit intention, (2) the influence of destination image on tourist satisfaction, (3) the influence of tourist satisfaction on revisit intention, and (4) the mediating role of tourist satisfaction in the relationship between destination image and revisit intention. This model is expected to contribute to strengthening theoretical understanding in geotourism behavior, an area that remains underexplored in current tourism research.

Theoretically, this study contributes to the development of consumer behavior models by clarifying how destination image and satisfaction interact in shaping revisit intention within the context of geotourism. Practically, the findings are expected to provide strategic insights for the managers of Lava Bantal Berbah Geotourism, particularly in formulating effective marketing, service enhancement, and visitor engagement programs aimed at increasing repeat visitation. Strengthening revisit intention is essential not only for economic sustainability but also for ensuring long-term environmental preservation and community participation in geopark-based tourism development.

LITERATURE REVIEW

Expectancy Disconfirmation Theory (EDT)

Expectancy–Disconfirmation Theory (EDT) posits that individuals form satisfaction or dissatisfaction based on a cognitive comparison between their initial expectations and the perceived performance of a product or service (Elkhani & Bakri, 2012). In marketing, EDT is widely used to explain customer satisfaction across sectors, including hospitality and tourism Chan et al., (2022) and education Carraher-Wolverton & Zhu (2021). The theory comprises two core dimensions: expectations, which represent pre-consumption beliefs, and perceived performance, which reflects the actual experience with the product or service (Rosli et al., 2023). Satisfaction arises when perceived performance meets or exceeds expectations, while disconfirmation occurs when there is a discrepancy between the two. EDT is considered highly relevant to geotourism research because tourist expectations toward natural attractions often determine their emotional and behavioral responses after visitation. Thus, EDT provides a conceptual foundation for examining how tourists at Lava Bantal Geotourism evaluate their experience and form subsequent behavioral intentions.

Destination Image

Destination image refers to the set of impressions, beliefs, expectations, and emotional responses that individuals associate with a particular location (Chan et al., 2022). A strong and positive image influences tourist motivation, satisfaction, and future travel decisions (Assaker & Hallak, 2013). The destination image construct is commonly conceptualized through several components, including natural and cultural attractions, accessibility through transportation infrastructure, supporting amenities, ancillary services, and institutional governance that facilitates tourism operations. These dimensions collectively shape the cognitive and affective evaluation of a tourism site and determine the destination's competitiveness in the tourism market. Empirical

studies have consistently shown that a favorable destination image enhances tourists' likelihood of revisiting and recommending the destination to others (Zainuddin et al., 2012), which underscores its relevance to geotourism sites like Lava Bantal.

Tourist Satisfaction

Tourist satisfaction is conceptualized as an emotional and psychological response that emerges after tourists compare their expectations with the actual performance of a destination (Kotler, Keller, 2022). Satisfaction represents a subjective evaluation informed by both cognitive judgement and emotional experience, making it challenging to standardize across individuals (Abbasi et al., 2021; Syakier & Hanafiah, 2022). In tourism studies, satisfaction is considered a key determinant of behavioral outcomes such as destination preference, loyalty, and revisit intention (Afshardoost & Eshaghi, 2020). The role of satisfaction is particularly significant in geotourism settings, where experiential value, educational engagement, and environmental quality directly influence visitor assessments. As destination image strongly affects satisfaction levels, understanding this relationship is essential for improving management strategies at Lava Bantal Geotourism.

Revisit Intention

Revisit intention refers to an individual's likelihood or willingness to return to a destination after an initial visit (Chan et al., 2022). It is a crucial dimension of tourist loyalty and signifies sustained interest in the destination (Seetanah et al., 2020). Revisit intention is commonly measured through indicators such as willingness to visit again, willingness to recommend the destination, positive word-of-mouth communication, and prioritizing the destination in future travel plans (Zeithaml et al., 2018). A satisfying experience significantly enhances revisit intention, which aligns with various empirical findings demonstrating positive relationships between tourist satisfaction, destination image, and repeat visitation (Abbasi et al., 2021; Atmari & Putri, 2021). In geotourism contexts, revisit intention is strongly influenced by the uniqueness of natural attractions and the emotional connection developed through learning and environmental appreciation.

METHOD

This study employed a descriptive-quantitative research design to examine the development of a revisit intention model in the context of geotourism at Lava Bantal, Berbah, Sleman. The population consisted of all visitors who engaged with the Lava Bantal geotourism site; however, the exact total number of visitors was unknown, making non-probability sampling appropriate. The sample comprised 101 respondents selected using an accidental sampling technique, in which participants were approached based on their availability during the data collection period. Primary data were collected directly from visitors using a structured questionnaire designed to measure key constructs related to revisit intention and geotourism experiences (Sugiyono, 2018).

The instrument underwent validity and reliability testing prior to analysis to ensure that all measurement items met acceptable statistical criteria. Data were processed and examined using Structural Equation Modeling with the SmartPLS software, enabling the evaluation of both measurement and structural models (Hair et al., 2019). The analysis included assessments of

convergent validity, discriminant validity, composite reliability, and model fit to ensure robustness. This methodological approach allowed for a comprehensive examination of the relationships between variables and the development of an empirical revisit intention model tailored to the geotourism context of Lava Bantal.

ANALYSIS AND DISCUSSION

The assessment of construct validity and reliability is an essential stage in structural model evaluation to ensure that each latent variable is measured accurately and consistently. The following tables present the Average Variance Extracted (AVE) and Composite Reliability values for the constructs examined in this study.

Table 1. Average Variance Extracted (AVE)

Variable	Criteria	Average Variance Extracted (AVE)
Destination image	> 0,5	0.558
Revisit Intention	> 0,5	0.716
Tourist Satisfaction	> 0,5	0.645

Source: primary data processed through SmartPLS (2025)

Based on Table 1, the AVE values for all constructs exceed the recommended threshold of 0.50, which indicates that each latent variable successfully captures more than half of the variance of its observed indicators. This demonstrates that the measurement model meets the requirement for convergent validity and that the indicators are well aligned with their respective constructs. These results also imply that the conceptual structure of destination image, tourist satisfaction, and revisit intention is theoretically sound, supporting the robustness of the proposed model in the context of geotourism.

Before examining structural relationships, the internal consistency reliability of the constructs is presented to further verify the stability and accuracy of the measurement items.

Table 2. Composite Reliability

Variable	Criteria	Composite reliability (rho_a)	Composite reliability (rho_c)	Cronbach's alpha
Destination image	> 0.7	0.846	0.883	0.842
Revisit Intention	> 0.7	0.931	0.938	0.920
Tourist Satisfaction	> 0.7	0.901	0.916	0.890

Source: primary data processed through SmartPLS (2025)

Referring to Table 2, the composite reliability values (rho_c) for all variables exceed the minimum requirement of 0.70, confirming that the indicators consistently represent their latent constructs. Cronbach's Alpha values also surpass the reliability threshold of 0.70, further validating the

stability and internal consistency of the measurement items. These combined results indicate that each construct is highly reliable and suitable for subsequent structural model analysis.

Quantitative Analysis

The structural model was examined using the SmartPLS SEM approach, which generated the path estimates for the direct and mediating relationships among destination image, tourist satisfaction, and revisit intention. The structural analysis summary is presented in the following table.

Before presenting the detailed results, the following section displays the bootstrapping outcomes of the direct effects that form the foundation for hypothesis testing.

Table 3. Bootstrapping Results of Direct Effects

Path	Original sample (o)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P values	Description
Destination image -> Revisit Intention	0.426	0.100	4.258	0.000	Accepted
Destination Image -> Tourist Satisfaction	0.658	0.055	11.315	0.000	Accepted
Tourist satisfaction -> Revisit Intention	0.420	0.091	4.538	0.000	Accepted

Source: primary data processed through SmartPLS (2025)

Based on Table 4, the results of hypothesis testing are described as follows.

H1: Destination image positively influences revisit intention

The coefficient for the effect of destination image on revisit intention is 0.426. This value indicates that a stronger destination image is associated with an increased likelihood of tourists intending to revisit. The t statistic of 4.258 exceeds the minimum threshold of 1.96, and the p value of 0.000 confirms strong statistical significance. Therefore, Hypothesis 1 is supported. This finding reinforces the notion that a favorable cognitive and affective perception of a geotourism site substantially motivates tourists to re-experience its attractions, particularly in destinations characterized by unique geological features.

H2: Destination image positively influences tourist satisfaction

The relationship between destination image and tourist satisfaction displays a path coefficient of 0.658. This coefficient signifies a robust positive effect, suggesting that an appealing destination image substantially enhances satisfaction levels. The t value of 11.315 provides strong evidence of statistical significance, supported by the p value of 0.000. Thus, Hypothesis 2 is accepted. These results imply that tourists’ perceived image of Lava Bantal Geotourism strongly shapes their evaluative judgments regarding service quality, natural uniqueness, and overall experience.

H3: Tourist satisfaction positively influences revisit intention

The effect of tourist satisfaction on revisit intention is reflected in a path coefficient of 0.420, indicating a meaningful positive association. With a t statistic of 4.538 and a p value of 0.000, the result is statistically significant. This confirms that Hypothesis 3 is supported. This outcome emphasizes the pivotal role of satisfaction as a driver of loyal behavioral intentions, which aligns with the theoretical framework of consumer behavior in tourism.

Meanwhile, the mediating effect of tourist satisfaction is presented in the following table.

Before the mediation analysis is further interpreted, the subsequent table displays the bootstrapping results that capture the indirect effect in the structural model.

Table 4. Bootstrapping Results of Mediation Effect

Path	Original sample (o)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P values	Description
Destination image -> Tourist Satisfaction -> Revisit Intention	0.276	0.279	0.065	4.244	Supported

Source: primary data processed through SmartPLS (2025)

H4: Tourist satisfaction mediates the relationship between destination image and revisit intention

Based on Table 5, the mediation analysis reveals an indirect effect coefficient of 0.276, demonstrating that tourist satisfaction transmits the positive influence of destination image toward revisit intention. The t statistic of 4.244, which is far above the critical value, and the significant p value indicate that the mediating role is statistically validated. Hence, Hypothesis 4 is supported. This result confirms that tourist satisfaction serves as a crucial mechanism through which destination image strengthens tourists' intention to revisit. This mediation suggests that even when a destination possesses a strong image, tourists' intention to return is realized more effectively when their experience surpasses expectations. Satisfaction therefore operates as a psychological bridge connecting perception and behavioral intention.

Model Fit Evaluation

The Q square value is employed as an indicator of predictive relevance, comparable to the R square in regression analysis. The calculation is shown as follows:

$$Q\text{-Square} = 1 - [1 - R^2]$$

$$Q\text{-Square} = 1 - [1 - 0.593]$$

$$Q\text{-Square} = 1 - 0.407$$

Q-Square = 0.593

A Q-Square value of 0.593 indicates that the model has substantial predictive capability. This demonstrates that the structural model possesses strong explanatory power in predicting revisit intention within the geotourism context, particularly for destinations characterized by geological heritage such as Lava Bantal.

Discussion

The Influence of Destination Image on Revisit Intention

The findings of this study support Sitepu & Rismawati (2021), who reported that destination image significantly influences revisit intention. A positive image strengthens tourists' perceptions, satisfaction, and likelihood of returning, especially when supported by good service quality and enjoyable experiences. This underscores the importance of maintaining a coherent image that matches tourists' expectations to reinforce loyalty.

However, the results differ from Manoppo & Santosa (2023), who found that destination image does not directly influence revisit intention, possibly because tourists may prioritize satisfaction or service quality over image. Through the Expectation and Disconfirmation Theory, destination image shapes expectations that, when fulfilled, generate satisfaction and increase revisit intention. This suggests that at Lava Bantal, aligning promotional image and actual experience is essential.

The Effect of Destination Image on Tourist Satisfaction

Consistent with Shatnawi et al., (2023), this study confirms that destination image significantly enhances tourist satisfaction by shaping expectations prior to the visit. When the actual experience aligns with this image, tourists report higher satisfaction and greater willingness to revisit. Thus, maintaining a clear and positive image is a strategic tool for satisfaction enhancement.

In contrast, Libre et al., (2022) found that destination image does not significantly impact satisfaction, highlighting differences in destination contexts. Based on the Expectation and Disconfirmation Theory, a positive image raises expectations that, when met, lead to satisfaction. For Lava Bantal, strengthening consistent image representation through service quality and visitor feedback is crucial.

The Influence of Tourist Satisfaction on Revisit Intention

The results align with Atmari & Putri, (2021) and Sugiama et al., (2024), who confirmed that tourist satisfaction significantly increases revisit intention. Satisfied tourists are more likely to return and recommend the destination, making satisfaction a key driver of behavioral loyalty.

According to the Expectation and Disconfirmation Theory, positive disconfirmation produces satisfaction and strengthens revisit intention, while negative experiences reduce the desire to

return. This indicates the need for continuous improvement of tourism services at Lava Bantal to ensure consistently positive evaluations.

The Mediating Role of Tourist Satisfaction Between Destination Image and Revisit Intention

Supporting Syafrida et al., (2023), this study finds that tourist satisfaction significantly mediates the relationship between destination image and revisit intention. The image influences expectations, and satisfaction formed after the visit becomes the pathway through which revisit intention is strengthened.

This mediation implies that image alone is insufficient without quality experiences that generate satisfaction. Lava Bantal must integrate image-building with service enhancement to create a unified and satisfying experience that encourages repeat visitation.

CONCLUSION

The findings of this study demonstrate that destination image plays a crucial role in shaping behavioral intentions within the geotourism context of Lava Bantal Berbah Sleman. A positive and memorable destination image was shown to significantly enhance both tourist satisfaction and revisit intention, indicating that visitors who perceive the site favorably are more likely to feel satisfied and to plan future visits. Furthermore, tourist satisfaction was found to exert a significant direct influence on revisit intention, reinforcing its central role as an evaluative response that drives future behavioral outcomes.

Additionally, tourist satisfaction was confirmed to serve as a mediating variable in the relationship between destination image and revisit intention. This mediation emphasizes that a strong destination image contributes indirectly to revisit intention through heightened satisfaction levels. These results collectively underscore the importance of strategically managing geotourism experiences to strengthen destination image and enhance visitor satisfaction.

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