Does Brand Image and Attributes of Selecta Park Influence Revisit Intention through Satisfaction as a Mediating Variable? The Case of Tourism Park's Visitors

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ABSTRACT

The purpose of this study is to investigate the relationship between visitor intention to revisit Selecta Tourism Park in Batu City and the brand image of the destination, the destination attributes, and their satisfaction as a customer. The study aims to examine whether customer satisfaction mediates the relationship between these factors and visitors' intention to revisit the park. The sampling technique for this study used random sampling of 170 visitors to her Selecta Tourism Park for partial least squares data collection and analysis. The findings of this study reveal several significant relationships. Firstly, there is a direct positive influence of customer satisfaction, destination brand image, and destination attributes on visitors intention to revisit the park. Secondly, destination attributes and destination brand image have a positive impact on customer satisfaction. Lastly, there is an indirect effect of destination brand image and destination attributes on visitors intention to revisit the park through customer satisfaction as a mediating variable.

Keywords: brand image destination, attributes of destination, consumer satisfaction, revisit intention

INTRODUCTION

Scholars have extensively researched the subject of how returning to a tourist destination can contribute to the stability and sustainability of the tourism industry (Hung et al., 2016) and (Khuong & Giang, 2014). The long-term benefit of revisit intention for the sustainable growth of the tourism sector is the presence of tourists who visit again (Mat Som et al., 2012). The significance of revisit intention is further emphasized by research that suggests it can lead to tourist loyal-ty, as visitors who continually revisit a destination are more likely to recommend it to others (Parahiyanti & Hussein, 2014). This

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is important because attracting old tourists is more cost effective than attracting new tourists (Shoemaker & Lewis, 1999).

Tourists consider destination brand image to be a crucial factor in evaluating a destination, as it significantly influences their decision to revisit the destination (Puad et al., 2011). According to (Wayan et al., 2017) the better brand image of a destination, the more positive information received by tourists and will lead to a desire to visit that destination. Destination brand image will be an important key to influencing tourists' intentions to visit again, although it is impossible to control all the elements that make up a destination brand image, but building an image will greatly benefit tourism (Foroudi et al., 2018). According to (Bigné Alcañiz et al., 2009) destination brand image not only influences the decisions of tourists but also influences the behavior of tourists in general, a good image will spread good news in the community and later this will influence the behavioral intention to revisit.

The research by (Nafisah & Suhud, 2016) shows that four dimensions of the destination brand image consisting of local eating, the environment, infrastructure and accessibility, existing entertainment influence the intention of tourists to visit again. Another research says that the destination brand image indirectly has a positive relationship with the intention to return (Timur, 2018). It's different with research by (Herstanti et al., 2014) states that the results of exploratory analysis with 3 models show that destination brand image with indicators including tourist leisure, entertainment, touristic attractiveness and environment does not have a significant effect on intention to return.

According to (Mahdzar & Gani, 2018) attributes of destination which consist of buildings, facilities, and nature appeals have a positive influence on the intention of tourists to revisit tourist attractions. Research has shown that there is a correlation between the characteristics of a destination and visitors' intention to return (Ozturk & Gogtas, 2016). Another research by (Alegre & Cladera, 2006) also said that there is a correlation between destination attributes and intention to visit.

The main factor that is statistically significant in predicting the intention to revisit a tourist destination is the perceived satisfaction of international tourists with the attributes of the tourist destinatio (Thiumsak & Ruangkanjanases, 2016). The satisfaction felt by tourists has a positive and significant effect on the intention to visit again (Nafisah & Suhud, 2016). The research by (Shafiee et al., 2016) concluded that consumer satisfaction as a moderating variable can influence revisit intention, as a sign of satisfaction in general tourists tend to give positive opinions and recommend them to others.

Tourism is considered a major economic framework in many countries and a creator of jobs, besides that tourism is also one of the pioneers of international growth in the world of service industries (Fourie & Santana-Gallego, 2011). *United Nations World Tourism Organization* (UNWTO) estimates that the level of demand in the world of tourism will increase rapidly until 2020 and even reach 1.6 billion (Coshall & Charlesworth, 2011). Batu City is a very famous city for its diversity of tourism, both natural and artificial tourism and one of them is Selecta Tourism Park. Selecta Tourism Park is a tourist destination that combines flower gardens and rides that have been around for a long time and is well-known as a tourist icon in Batu City (Rizky, 2018).

Selecta was first built to be used as a resting place for Dutch citizens living in Indonesia, but over time Selecta has changed its function as an icon of a tourist destination

in Malang Raya, East Java (Wisata Aneka, 2019). The tourist icon of Batu City is Selecta Recreation Park, which is a recreational park which is famous for its flower gardens and baths (Sudarmaji, 2016). As new tourist destinations emerge, it demands Selecta Tourism Park to continue to innovate in developing its business.

Selecta Tourism Park in several years was still able to compete and experienced an increase in the number of visitors from 2012 to 2013 which experienced a fairly high increase, namely 528,818 visitors to 756,174 visitors. From 2014 to 2015 there were 702,740 visitors to 788,185 visitors. This increase is the highest increase in the number of visitors during the period 2012 to 2015. Starting in 2013, Selecta Park has been able to reach around 700,000 visitors per year until now, whereas previously it was only around 500,000 visitors per year. Selecta Park also experienced a decrease in visitor numbers between 2013 and 2014 (Badan Pusat Statistik, 2016).

The number of visitors to Selecta Park fluctuates every year. The large number of visitors did not make Selecta Tourism Park remain silent. The emergence of new tours is really a serious threat, thus demanding that Selecta Tourism Park continue to evaluate its strategies and make various preparations by providing innovations to improve facilities and infrastructure to attract visitors.

Previous research has not explored the connection between destination attributes, destination brand image, customer satisfaction, and revisit intention. Therefore, the authors of this study found it necessary to investigate these variables and their relationships. The study titled "Does the Brand Image and Attributes Influence Revisit Intention through Satisfaction as a Mediating Variable? The Case of Selecta Tourism Park's Visitors" was conducted based on this rationale.

LITERATURE REVIEW
Revisit Intention

According to (Ajzen, 1991) Intention is a psychological construct that refers to an individual's readiness to perform a particular behavior. It is a crucial factor that impacts behavior because it reflects the level of effort and determination that individuals are willing to invest to carry out a behavior. In other words, intention is an indicator of the amount of effort and planning that people are willing to put in to perform the behavior. When an individual intends to perform a behavior, it means that they have a conscious goal to carry out that behavior. This goal can be influenced by a range of internal and external factors, such as their attitudes, beliefs, values, social norms, and personal goals. For example, if an individual has a strong belief in the importance of recycling, they are more likely to intend to recycle their waste than someone who does not share that belief. Intention is also related to the level of effort that individuals are willing to invest in performing a behavior. If an individual has a strong intention to perform a behavior, they are more likely to invest the necessary effort and resources to carry out that behavior. For example, if an individual intends to exercise regularly, they are more likely to plan their workouts, set goals, and persist in the face of challenges than someone who does not have a strong intention to exercise.

Revisit intention refers to the visitors' intention to return to a destination and their willingness to do so frequently (Baker & Crompton, 2000). Revisit intention refers to a visitor's evaluation of the likelihood of returning to a destination and their willingness to recommend that destination to others (Chen & Tsai, 2007). Revisit intention is the possibility to revisit based on his assessment of a tourist destination. According to (Kiage,

2018) there are five indicators of revisit intention, which include the willingness to visit the tourism attraction again, the intention to visit the attraction in the future, the perceived likelihood of revisiting the attraction, and the willingness to recommend the attraction to others.

Destination Brand Image

Destination image is defined as the overall perception, prejudice, impression, thought and emotional imagination of an individual regarding a particular place and this image is very important because it greatly influences the decision making of potential tourists (Lee, 2009). Other studies have seen that destination image is an emotional aspect such as beliefs, experiences, memories, impressions and ideas possessed by individuals for certain purposes (Chen & Tsai, 2007). According to (Çoban, 2012) Destination brand image refers to the overall impression that tourists have of a particular destination. It is an important factor in the decision-making process of tourists when choosing a destination to visit. To measure destination brand image, researchers often use a multi-dimensional approach that assesses various factors that contribute to tourists' perceptions of the destination. One common approach to measuring destination brand image is based on six factors, including tourist attractions (traditions), basic facilities, cultural attractions, accessibility and tourism infrastructure, natural environment, and quality or value proposition. These factors represent the key attributes of a destination that are likely to influence tourists' perceptions and expectations.

In addition to the six factors, destination image can be further divided into two dimensions: cognitive image and affective image. Cognitive image refers to the factual and objective characteristics of the destination, such as its natural attractions, general infrastructure, atmosphere, social environment, and value for money. These indicators reflect tourists' perceptions of the destination's physical and tangible attributes. On the other hand, affective image refers to the emotional and subjective aspects of the destination, such as its lively city, exciting city, and pleasant city indicators. These indicators reflect tourists' emotional responses to the destination, such as the level of excitement or enjoyment they experience during their visit. By measuring both cognitive and affective image, researchers can gain a more comprehensive understanding of tourists' perceptions of the destination. This information can be used to develop effective destination branding strategies that highlight the destination's unique attributes and appeal to tourists' motivations and preferences (Permana, 2018).

Attributes of Destination

Attributes of destination are defined as something attached to a tourist destination and can satisfy tourists and create re-visit intentions (Güzel, 2017). According to (Dann, 1977) there are push and pull factors that influence individual behavior in conducting tourism visits, where the pull factors are factors that attract tourists to visit certain tourist objects, namely the existing attributes or values of a tourist attraction, while the push factors are factors that make tourists run or not making visits. These attributes can take the form of sunshine, beaches, existing facilities, and so on (Klenosky, 2002).

Examines the attitude of the Theory of Plan Behavior towards destination attributes, a good attitude towards attributes can influence the intention of tourists to visit again. So, tourist attributes are things that exist in a tourism place to attract and satisfy visitors (Suid, 2019). According to (Dayour & Adongo, 2015) there are 2 several components of

destination attributes that create expectations and perceptions of a destination, namely primary groups such as nature, culture, technology, and other elements of the destination environment. The secondary group includes special features developed for tourism such as hotels, transportation, entertainments and so on. There are 3 indicators of destination attributes including Friendly Service/Quality, Outdoor Activities, Natural Scenery, Lodging (Meng et al., 2008).

Customer Satisfaction

Satisfaction is the level of an individual's feelings after comparing the results obtained with his expectations (Ranjbarian & Pool, 2015). Meanwhile according to (Wang & Chiu, 2015) satisfaction is the feeling of an individual in response to the goods or services that have been obtained. Other research says that satisfaction is a comparison between the service or results obtained with what consumers expect, where to create satisfaction the least expectations and what is obtained must match. Satisfaction is the level of visitor feelings towards expectations and what is obtained after visiting. According to (Fourie & Santana-Gallego, 2011) Tourist satisfaction refers to the extent to which tourists' expectations of a destination or tourism product are met or exceeded. It is an important factor in determining the success of a tourism business or destination, as satisfied tourists are more likely to return and recommend the destination to others. To measure tourist satisfaction, researchers use a range of indicators that capture different aspects of tourists' experiences. One commonly used approach to measuring tourist satisfaction is based on three indicators: overall satisfaction, confirmation of expectations, and comparison with ideal. Overall satisfaction refers to tourists' general level of satisfaction with their experience, while confirmation of expectations measures the extent to which the destination or tourism product meets tourists' expectations. Comparison with ideal measures tourists' perceptions of how well the destination or product matches their ideal or desired experience. In addition to these three indicators, there are six other indicators commonly used to measure tourist satisfaction. These include dimensions of customer satisfaction, intention to repurchase, willingness to recommend, and customer dissatisfaction.

Dimensions of customer satisfaction refer to the specific aspects of the tourism experience that contribute to overall satisfaction, such as accommodations, attractions, and customer service. Intention to repurchase measures tourists' likelihood of returning to the destination or using the tourism product again, while willingness to recommend measures their likelihood of recommending the destination or product to others. Customer dissatisfaction measures the extent to which tourists are dissatisfied with their experience, and can provide important feedback for improving the destination or product. By using these indicators, researchers can gain a more comprehensive understanding of tourists' satisfaction with the destination or tourism product. This information can be used to identify areas for improvement and develop strategies for enhancing the tourism experience and increasing tourist satisfaction (Artuger & Cetinsoz, 2017).

RESEARCH METHOD

The study will be conducted at the Selecta Tourism Park located in Tulungrejo Village, Bumiaji District, Batu City. The research will be carried out by the researcher through survey research using a quantitative method, with a questionnaire as the main

data collection tool. The target population of the study is all tourists who have visited the Selecta Tourism Park in Batu City. Due to the unknown size of the population, a sample of 170 respondents who visited the park will be used to represent the population. The study will use the accidental sampling technique, which is based on chance encounters with tourists who are deemed suitable as a data source.

To gather data for this study, both primary and secondary data were used. Primary data was collected through a questionnaire consisting of a list of statements distributed to tourists who had visited Selecta Tourism Park in Batu City. On the other hand, secondary data were obtained from various relevant research documents and journals. The Likert scale was used as the measurement scale in this study. The data were analyzed using Partial Least Square (PLS), which is a statistical analysis method that can be applied to various data scales and has more flexible assumptions.

RESULT AND DISCUSSION
Characteristics of respondents

The research entitled The Effect of Destination Brand Image and Attributes of Destination on Revisit Intention with Customer Satisfaction as a Mediation Variable used a questionnaire distributed to 170 respondents to obtain the data. The results of the characteristics of the respondents which will be explained below:

Table 1. Respondent's Gender

No	Gender	Number of Respondents	Presentation (%)
1	Male	77	45.3%
2	Female	93	54.7%
	Total	**170**	**100%**

Data Sources: Processed research, 2020

According to the information presented in Table 1, it can be inferred that the majority of respondents in the study were females with 93 respondents (54.7%) while male respondents were 77 (45.3%). This suggests that female visitors dominated the respondents in this study, possibly because women tend to be more interested in taking photos compared to men. One possible reason for the higher number of female respondents could be related to their interest in photography. Selecta Tourism Park is known to offer a flower garden with various attractive photo spots, which could be a reason why many female visitors come to the park to take photos. Women are often more interested in taking and sharing photos on social media compared to men, and this could have contributed to their higher representation in the study.

Table 2. Respondent's Age

No	Age	Number of Respondents	Presentation (%)

1	18 - 27 Years old	91	53.5%
2	28– 37 Years old	44	25.9%
3	38– 47 Years old	22	12.9%
4	> 48 Years old	12	7.6%
	Total	**170**	**100%**

Data Sources: Processed research, 2020

Based on Table 2 it can be seen that 91 (53.5%) are respondents aged 18 years – 27 years, 44 (25.9%) are respondents aged 28 years – 37 years, 22 (12.9%) are respondents aged 38 years – 47 years, and the remaining 12 (7.6%) were respondents aged over 48 years. Based on the data presented, it can be inferred that Selecta Tourism Park in Batu City is more popular among teenagers. The data shows that the majority of visitors to the park are between the ages of 15-19 years old. This could be due to the recent innovations and designs at the park that cater to the preferences of teenagers, such as the romantic flower gardens and heart-shaped flowers. These features are likely to attract teenagers who are interested in taking photos and sharing them on social media.

Moreover, the Sky Bike ride mentioned in the study is also a factor that may appeal to teenagers who are seeking adventure and fun activities. Teenagers are often more likely to engage in such activities compared to other age groups, which could contribute to their higher representation at the park. It is worth noting that the study did not investigate the specific reasons why teenagers are more attracted to the park, so further research would be needed to explore this aspect in more detail. Nevertheless, the data suggests that the recent innovations and designs at the park, such as the flower gardens and Sky Bike ride, may have contributed to the higher number of teenage visitors at Selecta Tourism Park in Batu City.

Table 3. Place of Origin

No	Place of Origin	Number of Respondents	Presentation (%)
1	Outside Malang	138	81.2%
2	Around Malang Raya	32	18.8%
	Total	**170**	**100%**

Data Sources: Processed research, 2020

Table 3 above shows that the respondents who had visited Selecta Tourism Park were visitors from outside Malang, namely 138 (81.2%), the remaining 32 (18.8%) were visitors around Greater Malang. Based on the data presented, it can be inferred that people from outside of Malang are more interested in visiting Selecta Tourism Park compared to those in the surrounding Malang Raya area. This could be because Selecta Tourism Park offers a unique combination of flower garden tours and rides, which appeals to visitors who are interested in experiencing both types of attractions. The data shows that out of the 170 respondents, 111 were from outside of Malang while only 59 were from the surrounding Malang Raya area.

This indicates that Selecta Tourism Park has a higher level of attraction for visitors who are willing to travel from outside the immediate area It is possible that visitors from outside of Malang are more likely to be interested in the park's unique offerings, such as the flower garden tours and rides, as they may not have similar attractions available in their own region. In contrast, visitors from the surrounding Malang Raya area may have other similar attractions available to them, which could explain their lower representation

in the data. Overall, the data suggests that Selecta Tourism Park's unique combination of flower garden tours and rides may be a significant factor in attracting visitors from outside of Malang, which contributes to the higher number of visitors from outside the immediate area.

Table 4. Visitor Frequency

No	Visit Frequency	Number of Respondents	Presentation (%)
1	1 Time	86	50.6%
2	2 Times	30	68.2%
3	More than 2 Times	54	31.8%
	Total	**170**	**100%**

Data Sources: Processed research, 2020

Table 4 shows that 86 (50.6%) of the respondents had visited for the first time, while 30 respondents (68.2%) had visited 2 times, and the remaining 54 visitors (31.8%) had visited Selecta Tourism Park. Based on the data presented, it can be inferred that the majority of respondents in this study (86 out of 170) visited Selecta Tourism Park in Batu City for the first time. This suggests that the destination has a high level of novelty and is attractive to visitors who are curious about new experiences. The fact that many visitors came to the park for the first time also suggests that the park's marketing efforts and reputation have been successful in attracting new visitors. Additionally, visitors who come to the park for the first time may have high expectations for their experience, which could influence their level of satisfaction and their likelihood of revisiting the destination.

If Selecta Tourism Park meets the expectations of first-time visitors and provides a positive experience, there is a possibility that they will return to the destination in the future. Positive experiences and high satisfaction levels can also lead to visitors recommending the destination to others, which could further increase the park's popularity and attract more visitors in the future. Overall, the high number of first-time visitors in this study suggests that Selecta Tourism Park is an attractive and novel destination that has been successful in attracting new visitors. The park's ability to provide a positive experience for these visitors could lead to increased satisfaction levels and a higher likelihood of repeat visitation.

Coefficient of Determination (R^2)
The R square value in this study can be seen in Table 5 as follows:

Table 5. Coefficient of Determination (R^2)

No	Variable	R Square (R^2)
1	*Consumer Satisfaction* (Z)	0.6084
2	*Revisit Intention* (Y)	0.5438

Data Sources: Processed research, 2020

R-squared (R^2) is a statistical measure that represents the proportion of the variation in a dependent variable that can be explained by the independent variables in a regression model. In this study, the R^2 values for both consumer satisfaction and revisit intention indicate the proportion of variation in these dependent variables that can be explained by the independent variables of destination brand image, destination attributes, and

consumer satisfaction. The R² value of 60.84% for consumer satisfaction indicates that a significant proportion of the variation in consumer satisfaction can be explained by the independent variables included in the study. However, there may be other factors that were not considered in the study, such as personal preferences or individual experiences that could account for the remaining 39.16% of the variation in consumer satisfaction. Similarly, the R² value of 54.38% for revisit intention indicates that a significant proportion of the variation in revisit intention can be explained by the independent variables in the study.

However, there may be other factors that were not considered in the study, such as seasonality or competing destination that could account for the remaining 45.62% of the variation in revisit intention. Therefore, while the results of the study suggest that destination brand image, destination attributes, and consumer satisfaction are important factors in determining visitor behavior, there may be other factors that could also influence visitor satisfaction and intention to revisit. It is important for destination managers and researchers to consider a range of factors when assessing visitor behavior and satisfaction.

Goodness of Fit Test

The goodness of fit test in this study uses the total coefficient of determination (Q2). The Q2 value indicates that the model value has a relevant predictive value. The formula for calculating the total determination coefficient (Q2) is as follows:

Q^2 $= 1 - (1 - R^2_1)(1 - R^2_1)$

Q^2 $= Predic\ Relevance$

R^2 $= R\ Square$

The calculation results from the above formula are as follows:

Q^2 $= 1 - (1 - 0.5438)(1 - 0.6084)$

$= 1 - (0.4562)(0.3916)$

$= 1 - 0.1786$

$= 0.8214$

This means that the research model has a predictive relevance or Q2 value of 0.8214, which indicates that the model has a high predictive power and can be used to predict future outcomes related to consumer satisfaction and revisit intention with a high degree of accuracy.

Hypothesis Test

In order to assess the impact of independent variables on the dependent variable, hypothesis testing is utilized. This method can determine whether the independent variables have a direct or indirect effect on the dependent variable. This study has 7 hypotheses, of which 5 are direct effects between the two variables tested using SmartPLS 2.
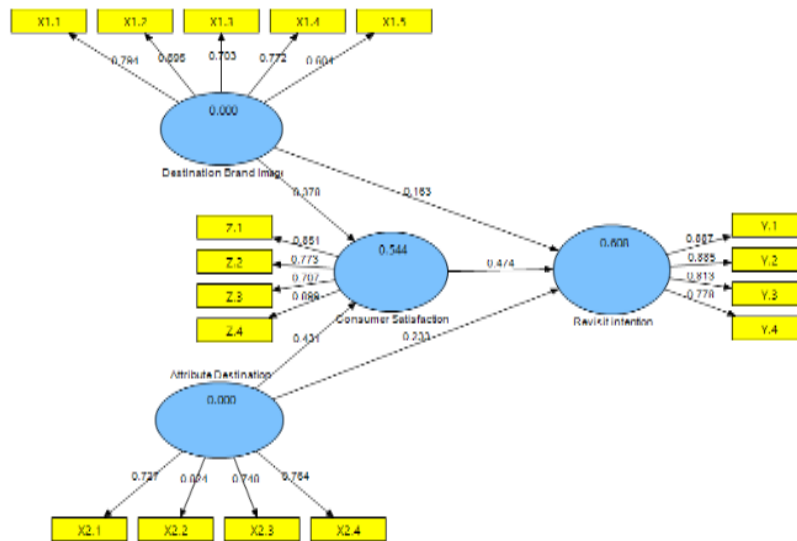
Data Sources: Processed research, 2020

Figure 1. Results of Partial Least Square Analysis (PLS)

Figure 1 shows the research model used in hypothesis testing. Destination brand image (X1) and destination attributes (X2) as independent variables, consumer satisfaction (Z) as a moderating variable, and revisit intention (Y) as the dependent variable.

Table 6. Hypothesis Test Results Direct and Indirect Effect between Variables

Hypothesis	Path Coefficient	Standard Deviation	T Statistic	P values	Description Ha	Description H0
H1	0.4741	0.0841	5.8235	0.0000	Accepted	Rejected
H2	0.1631	0.0785	2.0774	0.0386	Accepted	Rejected
H3	0.2326	0.0831	2.7999	0.0054	Accepted	Rejected
H4	0.4309	0.0659	6.5392	0.0000	Accepted	Rejected
H5	0.3778	0.0670	5.6394	0.0000	Accepted	Rejected
H6	0.1631	0.0785	4.0512	0.0000	Accepted	Rejected
	0.4741	0.0841				
H7	0.4309	0.0659	4.3491	0.0000	Accepted	Rejected
	0.4741	0.0841				

Data Sources: Processed research, 2020

H1: Customer satisfaction has a positive and significant effect on revisit intention

The importance of visitor satisfaction and meeting their expectations in encouraging their desire to revisit Selecta Tourism Park. When visitors are satisfied with their overall experience, they are more likely to want to return to the destination in the future. Additionally, visitors who recommend Selecta to others are likely to have had a positive experience and are more likely to visit again. Matching visitor expectations with actual experiences is also crucial in encouraging repeat visits. Visitors who feel that Selecta Tourism Park meets or exceeds their expectations are more likely to keep the destination in mind when planning future trips. This can be reinforced by visitors placing Selecta as their top choice over other destinations, indicating that they view Selecta as a

preferred destination. Furthermore, visitors who actively seek out information about Selecta Tourism Park are likely interested in visiting again or recommending it to others. They may be looking for new attractions or experiences to try, and the park's ability to provide this information can help keep it top-of-mind for future visits. In summary, visitor satisfaction, meeting expectations, recommendation, and top-of-mind awareness are all key factors that can encourage visitors to revisit Selecta Tourism Park. Meeting these factors can contribute to positive visitor experiences and ultimately lead to increased visitor return rates

H2: Destination brand image has a positive and significant effect on revisit intention

The positive sign in the regression analysis indicates a positive relationship between the brand image of Selecta Tourism Park and visitors' intention to return to the destination. This means that the better the brand image of the destination, the more likely visitors are to return to Selecta Tourism Park. A positive brand image can enhance the overall experience and satisfaction of visitors, creating a memorable and positive impression that encourages visitors to revisit. In addition, the beautiful surroundings of Selecta Tourism Park also play a significant role in encouraging visitors to return. The natural beauty of the environment can provide a relaxing and enjoyable experience for visitors, creating a desire to return to the destination. Visitors who are willing to recommend Selecta Tourism Park to others indicate their interest in the environment and their positive experience at the destination. The beauty of the environment at Selecta Tourism Park can also keep consumers looking for the latest information about the destination, which may encourage them to plan a future visit.

The positive impression created by the environment can also make visitors choose Selecta as their first choice when considering destinations to visit, further increasing the likelihood of their return. Visitors will come back when Selecta's infrastructure is good. Selecta Tourism Park's good infrastructure encourages visitors to recommend. Adequate infrastructure encourages visitors to place Tourism Parks as the top choice. The novelty of Selecta Tourism Park infrastructure encourages visitors to keep looking for the latest information. The cool air at Selecta Tourism Park encourages visitors to come back. Visitors will recommend that the air in Selecta Tourism Park is cool. Air at Selecta Tourism Park encourages visitors to continue to search for information and place in the top choices.

The safe environment of Selecta Tourism Park encourages visitors to come back. Visitors will recommend the safe Selecta Tourism Park to others. Safety in the neighborhood encourages visitors to place Selecta first. Security encourages visitors to continue searching for information about Selecta. Cheap tickets encourage consumers to come back, recommend, and place Selecta as the first choice. Ticket prices encourage visitors to keep looking for the latest information

H3: Attributes of destination have a positive and significant effect on revisit intention

The text describes a scenario where the positive sign indicates that the better the attributes of Selecta Tourism Park's destination, the higher the visitor's intention to return. This means that visitors perceive Selecta Tourism Park as a positive destination and are likely to visit again in the future. One factor that contributes to this positive perception is the friendliness of Selecta's employees. When employees are friendly, visitors are more likely to have a positive experience and feel welcomed at the park. This positive

experience encourages visitors to come back and recommend Selecta Tourism Park to others. Additionally, the friendliness of employees makes it more likely that visitors will choose Selecta Tourism Park as their main destination. When visitors feel comfortable and welcomed, they are more likely to choose Selecta over other tourism parks in the area. Finally, the friendliness of employees encourages visitors to keep looking for information about Selecta. Visitors may ask employees for recommendations, directions, or other information about the park, which can help them have a better experience and feel more connected to the destination. This positive interaction can further increase the visitor's intention to return and recommend Selecta Tourism Park to others.

Sky Bike Selecta rides encourage visitors to come back. Sky Bike has visitors recommending Selecta. Sky Bike is the main choice of visitors. Its existence encourages visitors to keep looking for information about Selecta. Hotels in Selecta encourage visitors to come back. Visitors will recommend when Selecta has a hotel. Hotel Selecta encourages visitors to keep looking for information about Selecta. The distinctive flower garden encourages visitors to come back to Selecta. This flower garden is also encouraged to recommend. A typical flower garden puts Selecta as the top choice for visitors. Visitors will continue to look for information with a typical flower garden

H4: Destination brand image has a positive and significant effect on customer satisfaction

The text describes a scenario where a positive sign indicates that a better destination brand image leads to higher visitor satisfaction and intention to return to Selecta Tourism Park. This means that visitors perceive Selecta as a positive destination with a good brand image, which increases their satisfaction with the park and makes them more likely to visit again in the future. One factor that contributes to this positive brand image is Selecta's beautiful environment. When visitors experience a beautiful environment, they are more likely to feel satisfied with their experience and enjoy their time at the park. Meeting visitors' expectations of a good environment can enhance their satisfaction and encourage them to return to Selecta Tourism Park. Additionally, the beautiful environment setting makes Selecta different from other tourism destinations in the area. Visitors are more likely to remember their experience at Selecta and recommend it to others if they perceive it as unique and memorable. Thus, the beautiful environmental setting can also encourage visitors to recommend Selecta Tourism Park to their friends and family.

Ease of access to Selecta increases visitor satisfaction. Ease of access meets visitor expectations. The ease of access makes it different from other destinations. Visitors will recommend that Selecta is easily accessible. The cool air at Selecta increases visitor satisfaction. The cool air at Selecta meets the expectations of visitors. Visitors will recommend that the air in Selecta is cool. Selecta security increases visitor satisfaction. Selecta's security meets visitor expectations. Selecta Security encourages visitors to recommend. Cheap ticket prices encourage visitors to come to Selecta again. Selecta ticket prices are in line with visitor expectations. The cheap Selecta ticket prices are different from the others. Visitors will recommend that Selecta tickets are cheap.

H5: Attributes of destination have a positive and significant effect on customer satisfaction

The text describes a scenario where the positive sign indicates that the better the attributes of the destination, the higher the visitor satisfaction for returning to Selecta Tourism Park. This means that when visitors perceive Selecta as having positive attributes, such as friendly employee service, they are more likely to feel satisfied with their experience at the park and want to return in the future. One of the key factors that contribute to visitor satisfaction is the friendliness of Selecta's employees. When employees are friendly and provide excellent service, visitors are more likely to feel satisfied with their experience at the park. This positive interaction can enhance the visitor's satisfaction and encourage them to return to Selecta Tourism Park in the future. Additionally, when Selecta's employees are friendly and provide excellent service, they meet the visitor's expectations of a good experience at the park. This can further enhance the visitor's satisfaction and make them more likely to recommend Selecta to others. Finally, the friendliness of Selecta's employees encourages visitors to recommend the park to others. When visitors have a positive experience and feel welcomed by the employees, they are more likely to share their experience with others and recommend Selecta Tourism Park to their friends and family.

Sky Bike rides make visitors feel satisfied. The existence of Sky Bike realizes the expectations of visitors. The existence of the Sky Bike makes Selecta different from the others. The existence of Sky Bike encourages visitors to recommend. Hotel facilities make visitors feel satisfied. The existence of the Selecta hotel can meet the expectations of visitors. Hotel Selecta encourages visitors to recommend. The typical flower garden at Selecta makes visitors feel satisfied. The flower garden is able to meet the expectations of visitors. A typical flower garden only exists in Selecta. The distinctive flower garden at Selecta encourages visitors to recommend.

H6: Through consumer satisfaction, destination brand image has a positive and significant effect on revisit intention

The results of the analysis show that customer satisfaction and destination brand image have a positive and significant effect on revisit intention at Selecta Tourism Park. The path coefficients obtained for the relationship between customer satisfaction, destination brand image, and revisit intention are 0.3777 and 0.4741 respectively, with a statistical T-value of 4.0635 and a significance level of P value 0.0000. This suggests that customer satisfaction mediates the effect of destination brand image on revisit intention, and that a better destination brand image can lead to higher visitor satisfaction and a greater intention to revisit the tourism park.

There are several factors that contribute to visitor satisfaction and intention to revisit at Selecta Tourism Park in Batu City. The first factor is the environmental arrangement of the park. A well-arranged and beautiful environment can enhance the visitor experience, making it more enjoyable and memorable. Visitors who appreciate the natural beauty and environmental arrangement of the park are more likely to have a positive impression of the destination, which can increase their satisfaction level and intention to revisit in the future. The second factor is accessibility. An easily accessible park can make it more convenient for visitors to get there, which can positively impact their experience. Visitors who have an easy time reaching the park are more likely to feel satisfied with their visit and are more likely to consider returning in the future. The third factor is the temperature or climate of the park. A cooler climate can provide visitors with a more comfortable and refreshing experience, which can enhance their satisfaction level

and encourage them to return to the destination in the future. The fourth factor is safety. Visitors want to feel safe and secure while visiting the park. A safe and secure park can help visitors feel more at ease, which can enhance their satisfaction level and encourage them to consider returning in the future. Overall, these four factors are important considerations for creating a positive visitor experience and encouraging visitors to return to Selecta Tourism Park in Batu City. By prioritizing these factors, the park can enhance visitor satisfaction and increase the likelihood of visitors returning in the future.

H7: Through consumer satisfaction, attributes of destination have a positive and significant effect on revisit intention

Visitor satisfaction and intention to revisit are positively impacted by the quality of destination attributes at Selecta Tourism Park. This means that when visitors perceive Selecta as having positive attributes, such as a beautiful environment and friendly employee service, they are more likely to feel satisfied with their experience at the park and want to return in the future. Destination attributes refer to the different elements that make up a tourism destination, such as natural attractions, cultural attractions, infrastructure, services, and amenities. The quality of these attributes can impact the overall visitor experience and influence their satisfaction with the destination. The study found that the better the quality of the destination attributes at Selecta Tourism Park, the higher the visitor satisfaction and intention to revisit. This suggests that improving the quality of these attributes can have a positive impact on visitor satisfaction and loyalty.

The friendliness of employees is an important factor in enhancing the overall visitor experience. Friendly and helpful staff can make visitors feel welcome and comfortable, which can positively impact their perception of the destination and increase their satisfaction level. The presence of friendly employees can also encourage visitors to return to the destination in the future, as they feel valued and appreciated. The Sky Bike ride is another distinctive feature that can contribute to visitor satisfaction and intention to revisit. The ride is likely a unique and thrilling experience that sets the destination apart from others. Visitors who enjoy the Sky Bike ride are more likely to have a positive impression of the destination and are more likely to recommend it to others. This can lead to increased visitation and revenue for the park. Additional facilities, such as amenities, food and beverage options, and entertainment, can also contribute to visitor satisfaction and intention to revisit.

These facilities can provide visitors with additional value and enhance their overall experience. Visitors who have a positive experience with these facilities are more likely to return to the destination in the future, as they feel that their needs and preferences are being met. Finally, the flower garden is a distinctive feature that can enhance the visitor experience and contribute to satisfaction and intention to revisit. The garden may offer a beautiful and serene environment that is unique to the destination. Visitors who appreciate the garden are more likely to have a positive impression of the destination and are more likely to return in the future to experience it again or explore new areas of the park.

CONCLUSION

Based on the results of the research and discussion above, it can be concluded as follows:
1. The study found that customer satisfaction has a significant and positive impact on revisit intention, as indicated by the good score on the customer satisfaction scale.

This suggests that visitors with high levels of satisfaction are more likely to intend to revisit the destination.

2. The results indicate that the destination brand image has a significant and positive impact on visitors' intention to revisit. The scale range of the destination brand image also shows good results, indicating that the positive image of Selecta Tourism Park can enhance visitors' intention to revisit.

3. The study found that destination attributes have a positive and significant impact on revisit intention, as indicated by the scores in the good category on the scale range of destination attributes. This suggests that when Selecta Tourism Park offers good attributes, it can increase visitors' intention to revisit the destination.

4. Based on the study, it can be inferred that the destination brand image has a positive and significant impact on customer satisfaction. This indicates that if the brand image of Selecta Tourism Park is good, it can increase visitor satisfaction. The higher the satisfaction level of visitors, the greater the possibility that they will make a revisit intention. The scale scores of the destination brand image show results in the good category, further supporting the notion that a good brand image of Selecta Tourism Park can increase visitor intention to visit.

5. The better the attributes of the destination, the higher the visitor satisfaction. This can lead to a higher likelihood of visitors returning to Selecta Tourism Park in the future.

6. Destination brand image and revisit intention through customer satisfaction, the results show that destination brand image has a positive and significant effect on revisit intention through customer satisfaction. The results of this study indicate that a good brand image of Selecta Tourism Park can increase visitor satisfaction and then after satisfaction increases, visitor intention will also increase.

7. Attributes destination and revisit intention through customer satisfaction, the results show that attribute destination has a positive and significant effect on revisit intention through customer satisfaction. The results of this study indicate that the good attributes of Selecta Tourism Park can increase visitor satisfaction and then after satisfaction increases, visitor intention will also increase.

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