

VISITOR SATISFACTION AND REVISIT INTENTIONS: UNDERSTANDING THE EFFECT OF ATTITUDE, ATTRACTIONS, ACCESSIBILITY, AND DESTINATION IMAGE ON WORD OF MOUTH AT KUMALA ISLAND, TENGGARONG

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Abstract

This study aims to analyze the effects of attitude, tourism attraction, accessibility, and destination image on word of mouth through visitor satisfaction and revisit intentions at Kumala Island, Tenggarong. A questionnaire was distributed to 162 visitors using an accidental random sampling technique. The study applies a quantitative approach, utilizing path analysis with IBM SPSS Statistics 23 and Structural Equation Modeling (SEM) with AMOS 23 software. Data were measured using a 15-point Likert scale. Before testing the hypothesis, validity and reliability tests were conducted, along with classical assumption tests such as linearity, normality, and multicollinearity. The results show significant impacts of attitude, tourism attraction, accessibility, and destination image on satisfaction and satisfaction on revisit intention. Tourism attraction, accessibility, satisfaction, and revisit intention significantly influence word of mouth. However, the study found no significant effects of attitude, tourism attraction, accessibility, and destination image on revisit intention, nor of attitude and destination image on word of mouth. These findings highlight the importance of visitor satisfaction in influencing revisit intentions and word of mouth while also suggesting some areas where the influence of particular variables is less pronounced.

Keywords: *Attitude, Tourism Attraction, Accessibility, Destination Image, Satisfaction, Word of Mouth.*

INTRODUCTION

As the world's largest archipelago, Indonesia boasts unparalleled geographical and cultural diversity (Mattiro et al., 2023). Encompassing 17,000 islands with an area of 1,904,569 square kilometers, the nation is home to various ethnic groups, languages, and traditions (Asmara et al., 2023). This rich cultural mosaic is complemented by Indonesia's abundant natural resources, which include forests, oceans, coal, petroleum, and natural gas (Gozali et al., 2024). The country is also adorned with breathtaking landscapes, making it a prime destination for tourism. Each island in Indonesia offers unique tourist attractions shaped by geographical and cultural characteristics. The natural beauty of Indonesia has drawn the attention of both local and international visitors, positioning the tourism sector as a vital source of regional income.

According to Tourism Law Number 10 of 2009, tourism in Indonesia fulfills visitors' physical, spiritual, and intellectual needs while contributing to state revenue and the welfare of the people (Yusuf et al., 2024). By developing the tourism sector, Indonesia can stimulate economic growth and generate employment opportunities through businesses such as tour guides, lodging, restaurants, transportation, and souvenir shops (Alhammadi, 2023). The government's efforts to enhance the tourism sector include promoting investments and implementing policies to improve the Ease of Doing Business (EODB). For instance, the Ministry of Tourism and Creative Economy actively invites foreign investors, as evidenced by the meeting between Minister Sandiaga Uno and Singaporean investors in 2022 (Syahrani et al., 2024). These initiatives aim to rejuvenate the economy, improve the quality of tourist experiences, and create broader business opportunities. Such efforts have borne fruit, with Indonesia ranking second in the Global Muslim Travel Index (GMTI) in 2022 and 32nd in the Travel and Tourism Competitiveness Index (TTCI).

The tourism industry in Indonesia faced a significant setback during the COVID-19 pandemic, with international visitor numbers plummeting from 16.1 million in 2019 to just 1.5 million in 2021 (Priya et al., 2021). Despite these challenges, destinations like Bali continued to captivate global attention. Renowned for its beaches, cultural heritage, and accessibility, Bali remains a tourist favorite. Similarly, other destinations like Borobudur Temple, Raja Ampat, and Kalimantan offer diverse attractions, ranging from historical landmarks to natural wonders. In addition to Bali, Indonesia boasts many other destinations capable of attracting international visitors, such as Kumala Island in Tenggarong, East Kalimantan (Darmawati & Nuryadin, 2022).

Kumala Island in Tenggarong, East Kalimantan, is a destination that exemplifies Indonesia's tourism potential. In the middle of the Mahakam River, Kumala Island was transformed into a tourist area in 2002. It offers various attractions, including cultural landmarks, recreational facilities, and natural beauty. The island's accessibility, enhanced by the iconic Repo-Repo Bridge, and its array of activities make it a promising destination for visitors. The development of Kumala Island aligns with Indonesia's broader strategy to leverage tourism for economic and cultural growth. This study investigates the impact of attitude, tourism attraction, accessibility, and destination image on word-of-mouth promotion through satisfaction and revisits intention, focusing on visitors to Kumala Island. By analyzing these factors, the research aims to provide actionable insights for enhancing the tourism sector in Indonesia, ensuring sustainable growth and enriched visitor experiences.

LITERATURE REVIEW

Marketing Theory Marketing is the foundation for understanding consumer behavior and creating value for customers and businesses. According to (Jaas, 2022), marketing is a social and managerial process by which individuals and groups obtain what they need and want by creating, offering, and exchanging value products. This definition emphasizes the strategic role of marketing in identifying and fulfilling customer needs, which directly impacts business sustainability. Recent studies, such as (Agu et al., 2024), highlight that effective marketing strategies enhance consumer trust and satisfaction, essential for fostering loyalty in competitive markets. Tourism Marketing Tourism marketing encompasses strategies to promote destinations and enhance visitor satisfaction. Zhang et al., (2023) argues that tourism marketing involves understanding tourist preferences and delivering services that align with their expectations. More recent works (Reddy & Nalla, 2024) suggest that personalized marketing efforts significantly increase tourist engagement and satisfaction. (Zhu et al., 2024) foundational theory on tourism highlights the multifaceted nature of tourism activities, including recreation, health, and cultural exploration. Building on this, (Raj, 2024) underscores the importance of leveraging technology and digital platforms to market tourism destinations effectively in the post-pandemic era.

Marketing Mix The marketing mix, introduced by Baker (2016), remains a vital tool in modern marketing strategies. Comprising seven elements—product, price, place, promotion, people, process, and physical evidence—the framework has evolved to address the unique challenges of service-based industries, including tourism. According to recent findings by Suen and Oetomo (2021), incorporating digital platforms in the marketing mix significantly enhances the customer experience by providing real-time updates and seamless service delivery. For instance, integrating user-friendly booking systems and virtual tours has become critical in attracting and retaining tourists. **Customer Behavior** Understanding customer behavior is pivotal for designing effective marketing strategies. Shevchenko et al., (2023) describe consumer behavior as acquiring, consuming, and disposing of goods and services. Towers & Towers, (2022) emphasize the role of digital touchpoints in influencing purchase decisions. In tourism, studies by (Uzir et al., 2021) reveal that customer satisfaction is strongly linked to the overall experience, including ease of access, service quality, and perceived value. These findings align with (Rachmad, 2024) assertion that businesses must adapt to changing consumer preferences to maintain competitiveness.

Word of Mouth (WOM) Word of mouth is a powerful communication tool that shapes consumer perceptions and influences purchase intentions. Torabi et al., (2021) describes WOM as interpersonal communication that conveys customer experiences. Positive WOM, as highlighted by (Putri & Sharif, 2023) is a cost-effective marketing strategy that enhances brand credibility. Conversely, negative WOM can detract from a brand's image, necessitating proactive measures to manage customer feedback effectively. **Satisfaction and Revisit Intention** Customer satisfaction is crucial in determining revisit intention. (Thompson & Sunol, 1995) defines satisfaction as a psychological state resulting from fulfilling expectations. Studies by (Widowati & Ananda, 2023) demonstrate that satisfied customers are more likely to exhibit loyalty and recommend destinations to others. Additionally, revisit intention, as explored by (Nie et al., 2023) is influenced by accessibility, cultural appeal, and

overall service quality. These findings reinforce the need for businesses to prioritize customer-centric strategies to foster long-term loyalty.

Destination Image and Accessibility Destination image and accessibility are integral to tourist satisfaction. (Guzman-Parra et al., 2021) describes destination image as the perception formed by visitors based on physical attributes, cultural elements, and promotional efforts. Recent research by (Tagiya & Mara, 2024) indicates that well-developed infrastructure and seamless accessibility enhance the overall tourist experience, increasing the likelihood of repeat visits. In the context of Pulau Kumala, strategic investments in accessibility, such as improved transportation networks, have significantly contributed to its appeal as a tourist destination. Collectively, these theoretical frameworks provide a comprehensive understanding of the factors influencing tourist behavior and satisfaction. They also underscore the importance of integrating modern marketing practices to enhance the visitor experience and achieve sustainable growth in the tourism sector. Based on the theoretical basis supported by empirical journals and the theory of the relationship between variables and the development of a Grand Model described previously. Then the conceptual model in this study is as follows:

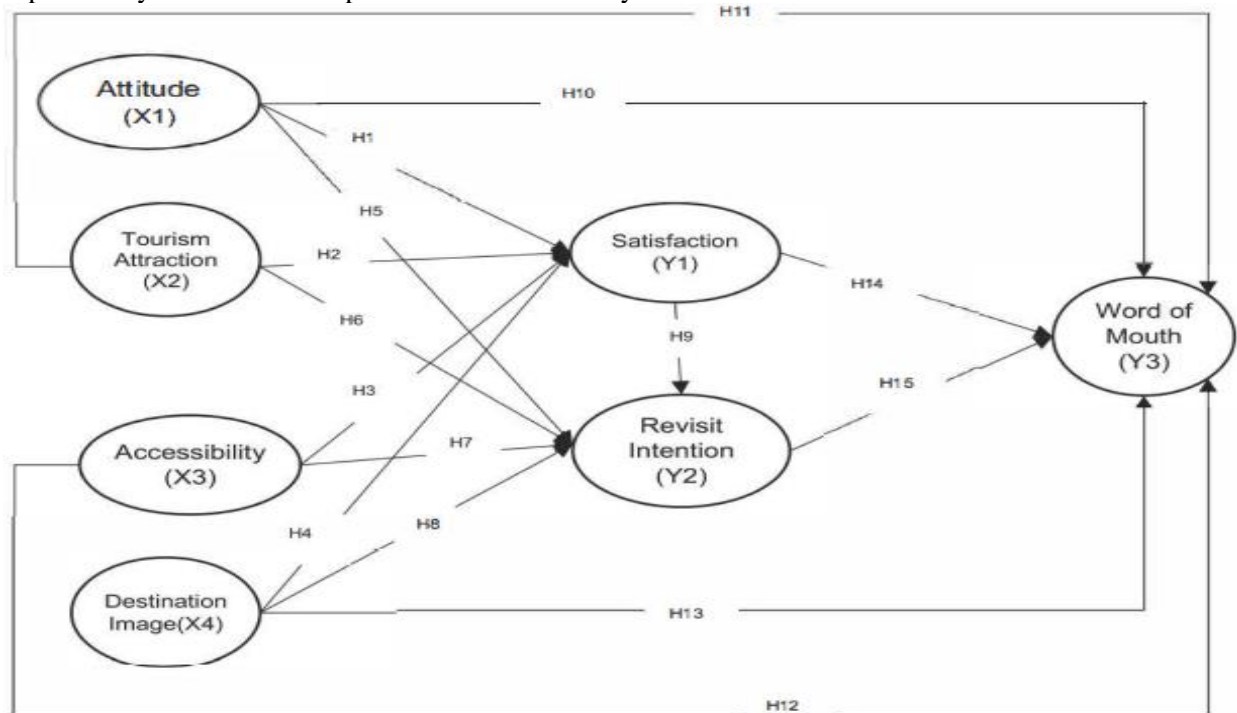


Figure 1. Research Conceptual Model

METHOD

This study uses a quantitative approach to analyze the influence of attitude, tourism attraction, accessibility, and destination image on word of mouth through the mediating variables of satisfaction and revisit intention among visitors to Kumala Island, Tenggara. This method was chosen because it is appropriate for testing the relationship between variables measured numerically and analyzed using statistics. The primary data used in this study was obtained directly through the distribution of questionnaires. The questionnaires were distributed directly to respondents or through intermediary media, such as online platforms. Questionnaires are a standard instrument used to collect data in research, as they allow researchers to collect responses efficiently, either in-person or through remote methods (Pugu et al., 2024).

The population of this study consists of all visitors to Kumala Island, Tenggara, who have visited, are visiting, or are planning to visit the destination. According to (Yuliani & Supriatna, 2023) the population is a group of objects or subjects with specific qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The sample is part or a representative portion of the population to be studied (Pugu et al., 2024). The recommended sample size for analysis using Structural Equation Modeling (SEM) is between 100-200 respondents to ensure proper estimation and interpretation (Rahman, 2023). Additionally, the maximum sample

size for SEM can be determined by multiplying the variables by 15 to 20. In this study, 7 variables were analyzed with a multiplier of 16, resulting in a total sample size of 112 respondents.

RESULTS AND DISCUSSION

In this study, the researcher conducted validity and reliability tests on the research instrument to test whether the answers from the 162 respondents were valid and reliable.

Table 1. Validity and Reliability Test Results

Variable	Indicator	Code	Correlation Coefficient	Note	Reliability
Attitude (X1)	Good	X1.1	0.622	Valid	0.790 (Reliable)
	Wise	X1.2	0.819	Valid	
	Pleasant	X1.3	0.680	Valid	
	Beneficial	X1.4	0.788	Valid	
	Attractive	X1.5	0.783	Valid	
Tourism Attraction (X2)	Natural Attraction	X2.1	0.671	Valid	0.667 (Reliable)
	Building Attraction	X2.2	0.621	Valid	
	Managed Visitor Attraction	X2.3	0.772	Valid	
	Cultural Attraction	X2.4	0.788	Valid	
Accessibility (X3)	Information Access	X3.1	0.803	Valid	0.682 (Reliable)
	Access Road Conditions	X3.2	0.783	Valid	
	Terminal	X3.3	0.774	Valid	
Destinations Image (X4)	Safe and Secure	X4.1	0.820	Valid	0.991 (Reliable)
	Destination Offers	X4.2	0.793	Valid	
	Natural Scenery	X4.3	0.901	Valid	
	Soothing Climate	X4.4	0.890	Valid	
	Value for Pleasure	X4.5	0.896	Valid	
Satisfaction (Y1)	As expected	Y1.1	0.746	Valid	0.779 (Reliable)
	Satisfied with the visit	Y1.2	0.863	Valid	
	Enjoy the visit	Y1.3	0.818	Valid	
	The visit was a good experience	Y1.4	0.693	Valid	
Revisit intention (Y2)	Tendency to revisit	Y2.1	0.787	Valid	0.792 (Reliable)
	Visit intention again	Y2.2	0.902	Valid	
	Plan to revisit	Y2.3	0.831	Valid	
Word of Mouth (Y3)	Say positive	Y3.1	0.886	Valid	0.883 (Reliable)
	Recommend	Y3.2	0.924	Valid	
	Encourage	Y3.3	0.893	Valid	

Based on Table 1 above, it can be concluded that the instrument in this study is valid and reliable, so it can be used for questionnaire distribution.

Descriptive Analysis

In detail, the characteristics of Kumala Island visitors will be explained in the following table:

Table 2. Respondent Description

No.	Gender	Frequency	Percentage
1	Male	41	25,3%
2	Female	121	74,7%
No.	Age	Frequency	Percentage
1	< 20 years	14	8.6%
2	20 -25 years	142	87.7%
3	26-30 years	4	2.5%
4	30-40 years	1	0.6%

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No.	Last Education	Frequency	Percentage
5	> 40 years	1	0.6%
1	SMP/MTs/equivalent	0	0%
2	SMA/MA/ equivalent	117	72.2%
3	Diplomas (D1, D2, D3)	22	13.6%
4	Bachelor Degree (S1)	22	13.6%
5	Postgraduate (S2)	0	0.0%
6	Postgraduate (S3)	1	0.6%
No.	Work	Frequency	Percentage
1	Student	111	68.5%
2	Private Sector Employee	33	20.4%
3	Civil Servant	1	0.6%
4	Businessman	3	1.9%
5	Housewife	1	0.6%
6	Other	13	8.0%
No.	Income	Frequency	Percentage
1	< Rp1.000.000	77	47.5%
3	Rp1.000.000 – Rp5.000.000	72	44.4%
4	Rp5.000.000 – Rp10.000.000	11	6.8%
5	≥ Rp10.000.000	2	1.2%
No.	Frekuensi Mengunjungi	Frequency	Percentage
1	1 time	52	32.1%
2	2 times	36	22.2%
4	≥ 2 times	74	45.7%

Source: Dara processed by researcher, 2024

The demographic and behavioral characteristics of Kumala Island visitors reveal that the majority are female (74.7%) and aged 21–25 years (87.7%), with most having completed Senior High School (72.2%). Students dominate the visitor profile (68.5%), followed by private sector employees (20.4%). Most visitors earn less than Rp1,000,000 monthly (47.5%), and 45.7% have visited the island more than twice. This highlights a predominantly young, educated, and frequent visitor base with varied income levels.

Hypothesis Testing Results

Hypothesis testing is conducted to answer whether the temporary assumptions made in this study, as previously written, can be proven. Therefore, with the large amount of data that has been collected, statistical tests are then carried out with the help of statistical software. A hypothesis can significantly affect if the critical ratio (CR) value is above 1.96 or the probability (p) is below 0.5. The results of the hypothesis testing can be briefly seen in Table 3. as follows:

Table 3. Hypothesis Testing Results

Variable	Stand. Path Coefficient	CR (Critical Ratio)	Probability	Description
Attitude - Satisfaction	0.372	3.569	***	Significant
Tourism Attraction - Satisfaction	0.252	2.500	.012	Significant
Accessibility - Satisfaction	0.193	2.405	.016	Significant
Destination Image - Satisfaction	0.337	2.645	.008	Significant
Attitude - Revisit Intention	-0.010	-0.073	.941	Not Significant
Tourism Attraction - Revisit Intention	0.153	1.617	.106	Not Significant
Accessibility - Revisit Intention	-0.103	1.098	.272	Not Significant

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Destination Image - Revisit Intention	0.046	0.334	.738	Not Significant
Satisfaction - Revisit Intention	0.642	3.586	***	Significant
Attitude - Word of Mouth	-0.033	-0.301	.763	Not Significant
Tourism Attraction - Word of Mouth	0.287	2.473	.013	Significant
Accessibility - Word of Mouth	0.244	2.871	.004	Significant
Destination Image - Word of Mouth	0.194	1.642	.101	Not Significant
Satisfaction - Word of Mouth	0.357	2.265	.024	Significant
Revisit Intention - Word of Mouth	0.175	1.982	.048	Significant

Source: Dara processed by researcher, 2024

Based on the results of the hypothesis testing presented, several significant and non-significant relationships were identified among the studied variables. These findings provide insight into the dynamics between attitude, tourism attraction, accessibility, destination image, satisfaction, revisit intention, and word of mouth in the context of Kumala Island visitors.

Analysis of Significant Relationships

The results indicate that attitude (CR = 3.569, $p < 0.001$), tourism attraction (CR = 2.500, $p = 0.012$), accessibility (CR = 2.405, $p = 0.016$), and destination image (CR = 2.645, $p = 0.008$) have significant positive effects on satisfaction. These findings align with prior studies, such as (Ath'af & Sukaris, 2024), which emphasize that positive perceptions of destination image and accessibility strongly influence visitor satisfaction. Additionally, satisfaction directly and significantly impacts revisit intention (CR = 3.586, $p < 0.001$). This is consistent with the findings of (Thipsingh et al., 2022), which demonstrated that satisfaction is a key determinant of repeat visitation intentions. Moreover, satisfaction also positively affects word of mouth (CR = 2.265, $p = 0.024$), a result supported by (Quynh et al., 2021), who highlighted the role of visitor satisfaction in generating positive recommendations to others. In terms of word of mouth, significant effects were found for tourism attraction (CR = 2.473, $p = 0.013$), accessibility (CR = 2.871, $p = 0.004$), and revisit intention (CR = 1.982, $p = 0.048$). This suggests that attractive tourism features and convenient accessibility contribute to visitors' likelihood of recommending the destination, as evidenced by similar findings in studies by (Marie, 2024). Revisit intention's impact on word of mouth is also supported by the work of (Satyarini, 2022), who found that revisiting a destination enhances the credibility of personal recommendations.

Analysis of Non-Significant Relationships

Conversely, the study found non-significant relationships between attitude and revisit intention (CR = -0.073, $p = 0.941$) and between attitude and word of mouth (CR = -0.301, $p = 0.763$). This result indicates that a positive attitude toward the destination may not necessarily translate into higher revisit intentions or word-of-mouth recommendations. These findings align with studies by (Qu et al., 2022), which found that attitudes alone are insufficient to drive behavior without other mediating factors. Similarly, destination image showed no significant impact on revisit intention (CR = 0.334, $p = 0.738$) and word of mouth (CR = 1.642, $p = 0.101$). This finding contrasts with earlier studies, such as those by (Ath'af & Sukaris, 2024), which suggested a direct link between destination image and revisit behavior. The disparity may be attributed to contextual differences or the influence of more potent mediators like satisfaction in the current study.

Implications and Supporting Literature

The results emphasize the importance of satisfaction as a critical mediating variable that links core attributes of a destination—such as tourism attraction, accessibility, and destination image—with revisit intention and word of mouth. This aligns with the work of (Aldulaimi et al., 2024), which underscores satisfaction as a pivotal driver in forming long-term loyalty and positive word-of-mouth behavior. Furthermore, the findings suggest that tourism management should prioritize enhancing visitor satisfaction through improvements in accessibility and attraction quality to maximize revisit rates and positive recommendations. As demonstrated in prior studies by (Wang et al., 2022), investing in infrastructure and promoting engaging attractions can yield significant outcomes in visitor loyalty and destination marketing.

CONCLUSION

In conclusion, this study highlights the complex relationships among destination attributes, satisfaction, revisit intention, and word of mouth. The significant role of satisfaction as a mediator reaffirms its importance in destination loyalty models. Tourism practitioners should focus on satisfaction-driven strategies to optimize visitor experiences and amplify positive behavioral outcomes. Future research may explore additional mediating or moderating factors, such as perceived value or emotional experiences, to further refine understanding in this domain.

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