



The Effect of Destination Image, Service Quality, and Marketing Mix on Tourist Satisfaction and Revisiting Decisions at Tourism Objects

Andi Irfan¹; Mahfudnurnajamuddin²; Sabri Hasan³; Mapparenta³

¹ Doctoral Student in University of Muslim Indonesia (UMI), Makassar, Indonesia

² Professor in University of Muslim Indonesia (UMI), Makassar, Indonesia

³ Associate Professor in University of Muslim Indonesia (UMI), Makassar, Indonesia

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Abstract

This study aims to analyze and examine the effect of destination image, service quality, and marketing mix on tourist satisfaction and its impact on revisiting tourist attractions in Bone Regency, South Sulawesi Province. The research approach used in this research is explanatory, with an associative research method. Respondents sampled visited tourist objects and made repeat visits more than two times, with a total sample of 394 people at six tourist destinations in Bone Regency. Questionnaires were distributed to respondents following the established criteria. Hypothesis testing in this study was carried out using structural equation modeling (SEM) techniques using the AMOS 24 application, and a Sobel test was carried out on the indirect effect testing. The results prove that, of the ten hypotheses, one hypothesis is rejected, where the marketing mix was found to have no significant effect on the decision to revisit tourists. The other hypothesis is accepted, that destination image, service quality, and marketing mix have a positive and significant effect on tourist satisfaction. The destination image and service quality also have a positive and significant impact on revisiting tourist objects in Bone Regency, South Sulawesi Province. In the indirect test, it is proven that the destination image, service quality, and marketing mix indirectly have a positive and significant effect on the decision to revisit tourist objects in Bone Regency, South Sulawesi Province, which is mediated by tourist satisfaction.

Keywords: *Destination Image; Service Quality; Marketing Mix; Tourist Satisfaction; Revisiting Decision*

1. Introduction

Tourism as one of the mainstays of local revenue, and it needs to be developed to attract more tourists to visit a place. Where the Central Statistics Agency (BPS) of South Sulawesi Province noted that the number of foreign tourists visiting through the Makassar gate decreased by 38.53% in April 2018, while the number of tourists whose data in South Sulawesi in May was 659 people compared to almost half in April 2018 which data were as many as 1,072 tourist visits, the tourism sector in Indonesia, which is an opportunity for South Sulawesi to re-develop tourism, is necessary to determine the right strategy in increasing tourists' decisions to return to visit South Sulawesi tourism objects. The factors that influence

tourists' decision to revisit tourist objects are the image of the destination, service quality, marketing mix, and tourist satisfaction. The image of tourism is related to the beliefs held by tourists regarding the products or services that tourists will buy (Pitana and Diarta, 2009), while Coban (2012) suggests that the image of a destination consists of the results of product assessments or cognitive images and emotional assessments of the destination. Itself.

Destination image has an effect on tourist satisfaction, where research conducted by Aprilia, S. et al. (2019), Hanif, et al. (2016), Dananjaya et al. (2017) whose research results found that destination image has a positive and significant effect on tourist satisfaction, and besides that Coban (2012) also found that a positive destination image will make tourists feel better satisfaction. Meanwhile, Musthofa (2019) research results cannot prove that destination image does not significantly affect tourist satisfaction. This research has a research gap because there is a contradiction in the results of research regarding the effect of destination image on tourist satisfaction. The destination image factor not only affects tourist satisfaction but also revisit decisions. Ahmad, Ab. (2018), Cahyanti and Anjaningrum (2017), Makalew, et al. (2019), Putra et al. (2017), whose research results found that the image of a destination has a positive and significant effect on tourists' decisions to visit again. Meanwhile, Dewi (2018) cannot prove that the destination's image has a significant effect on the decision to visit again.

Then the factor that influences the decision of tourists to visit again is the quality of service. The results of research conducted by Alvianna (2017), Sengkaeng, et al. (2015), Priyanto (2018), whose research results found that service quality has a positive and significant effect on tourist satisfaction. While the results of research conducted by Astuti (2017) found that physical evidence, responsiveness, and empathy have a positive and significant effect on tourist satisfaction, while the convenience and guarantee variables do not affect tourist satisfaction. The effect of service quality not only affects tourist satisfaction but also affects the decision to revisit tourists. This is based on research conducted by Indayatin et al. (2016), Nuraeni (2014), Gusful and Prasetyo (2015), Putra et al. (2016), whose research results found that service quality has a positive and significant effect on the intention to revisit tourists so that in this study it was found that there was a research gap conducted by previous researchers.

Furthermore, the effect of the marketing mix on tourist satisfaction, this is by the results of research conducted by Koesworodjati (2017), Gunawan (2013), Syahrul and Saputra (2018), Wahyundari et al. (2015), whose research results found that the marketing mix has a positive and significant effect on tourist satisfaction. On the other hand, the marketing mix affects tourist satisfaction and affects the return visit decision. This is by research conducted by Suratman et al. (2018), Basyir and Mayasari (2018), Lita (2010), Dhiba and Maduwinati (2014), whose research results found that the service marketing mix had a positive and significant effect on the decision to revisit tourism objects. Then Syahrul and Saputra (2018) found that the marketing mix did not significantly affect the decision to revisit tourism objects so that this study found a research gap due to inconsistency in the results of research conducted by previous researchers.

Then the factor that influences the decision to revisit tourists in tourist satisfaction. This is by the results of research conducted by Wiratman et al. (2019), Krisanti (2018), Listyowati (2018), whose research found that tourist satisfaction has a positive effect on the intention to revisit tourism objects. However, Irawan (2017), whose research results found that tourist satisfaction had no significant effect on revisiting. Based on a review of several studies conducted by previous researchers, the implementation of this study is to examine the effect of destination image, service quality, and marketing mix on return visit decisions mediated by tourist satisfaction; this is done by replicating research conducted by Isnaini and Abdillah (2018). that tourist satisfaction can mediate the influence between the image of the destination on the interest in revisiting. Meanwhile, Mahadewi (2018) found that tourist satisfaction can mediate the effect of the marketing mix on the decision to return to tourism objects. Likewise, with research conducted by Isnana et al. (2015) found that visitor satisfaction was unable to mediate the effect of service quality on revisit decisions.

2. Literature Review

Tourist satisfaction is a factor that needs to be needed by tourism distribution organizers in increasing the number of domestic and foreign tourists so that it is necessary to increase tourist satisfaction in order to influence the decision to revisit tourist objects. From the results of several previous studies, namely Wiratini et al. (2018), whose research results found that tourist satisfaction has a significant effect on returning tourists' intention. Meanwhile, research conducted by Basiya and Rozak (2012) found that satisfaction has a significant effect on the intention of returning tourists, besides Isnana (2015), which shows that satisfaction has a significant effect on visiting decisions.

Factors that influence tourist satisfaction and decision to revisit tourist objects are the destination image, which shows the tourist destination's image. Coban (2012) states that the destination image consists of the results of a rational assessment or cognitive image and an emotional assessment or affective image of the destination itself. Tourism destinations affect tourist satisfaction; this is based on research by Aprilia, s. et al. (2019), Hanif, et al. (2016), Dananjaya et al. (2017), whose research results found that destination image has a positive and significant effect on tourist satisfaction.

Then the influence of destination image affects tourist satisfaction and affects the decision to revisit tourist objects. This is by the results of research conducted by Ahmad, Ab. (2018), Cahyono and Anjaningrum (2017), Makalew et al. (2019), who found that the destination's image had a significant influence on tourists' decisions to return visits.

The factor that affects tourist satisfaction and revisit decisions is the quality of service. The theory put forward by Payangan (2014: 136) states that the concept of service quality is a revolution as a whole, permanently in changing the human perspective in carrying out or pursuing efforts related to dynamic processes, taking place, continuously fulfilling expectations, wants and needs and perception. Kieran (2015: 3) states that the policy of improving the best possible form of service to consumers is a policy that is a public demand. Therefore, service quality is one factor that needs to be considered by the organizers because good service quality can increase customer satisfaction.

Service quality factors affect tourist satisfaction and the decision to revisit tourist objects. This is based on research conducted by Alvianna (2017), Priyanto et al. (2018), Putra, et al. (2016), whose research results found that service quality has a significant effect on tourist satisfaction. In fact, in research conducted by Fachmi et al. (2020), high satisfaction is greatly influenced by the quality of a service provided to customers. Meanwhile, service quality not only affects tourist satisfaction but also affects the decision to revisit, namely Indayati et al. (2016), Nuraeni (2014), Gusful and Prasetyo (2015), whose research results found that service quality influences the decision to revisit tourism objects.

As it is already known, the marketing mix consists of 4 elements, namely: product, price, distribution, and promotion. With several adjustments, these four elements are also very important in service marketing. However, in-service marketing, other elements can be controlled and coordinated for communication purposes by satisfying service consumers (Payangan, 2014: 82). The marketing mix that affects tourist satisfaction, wherein research conducted by Yudhi (2017), Wahyundari (2015), and Mahendra (2018), wherein the study found that service marketing mix has a significant effect on tourist satisfaction. The marketing mix factor not only affects tourist satisfaction but also influences the decision to revisit tourism objects. This is based on research conducted by Diba and Maduwinarti (2014), Suratman et al. (2018), Basyir and Mayasari (2019), whose research results found that the marketing mix has a positive and significant effect on revisiting tourism objects.

In this study, tourist satisfaction can mediate the influence of destination image, service quality, and marketing mix on return visit decisions. This is based on research conducted by Isnaini and Abdillah (2018); the study results show that visitor satisfaction has the greatest contribution in mediating the

influence of destination image on interest in repeat visits. Meanwhile, Isnana et al. (2015) stated that tourist satisfaction could not mediate service quality on visiting decisions. Likewise, Mahadewi (2018) shows that the marketing mix has a positive and significant effect on interest in returning to visit mediated by tourist satisfaction.

Based on this description, a research hypothesis can be presented which can be described as follows:

1. Destination image has a significant effect on tourist satisfaction at Bone Regency, South Sulawesi Province.
2. Service quality has a significant effect on tourist satisfaction at the tourism object in Bone Regency, South Sulawesi Province.
3. The marketing mix has a significant effect on tourist satisfaction at the tourism object in Bone Regency, South Sulawesi Province.
4. Destination image has a significant effect on the decision to revisit tourism objects in Bone Regency, South Sulawesi Province.
5. Service quality has a significant effect on the decision to revisit tourism objects in Bone Regency, South Sulawesi Province.
6. The marketing mix has a significant effect on the decision to revisit tourism objects in Bone Regency, South Sulawesi Province.
7. Tourist satisfaction has a significant effect on the decision to revisit tourism objects in Bone Regency, South Sulawesi Province.
8. Destination image has a significant effect on the decision to revisit tourism objects in Bone Regency, South Sulawesi Province through tourist satisfaction.
9. Service quality has a significant effect on the decision to revisit tourism objects through tourist satisfaction in Bone Regency, South Sulawesi Province.
10. The marketing mix has a significant effect on the decision to revisit tourism objects through tourist satisfaction in Bone Regency, South Sulawesi Province.

3. Methodological Review

The research approach used in this research is explanatory. The research approach, according to the explanatory level, aims to explain the position of the variables studied and the relationship between one variable and another (Sugiyono, 2016: 11), while in the explanatory research approach, the method used is the associative research method/relationship which aims to determine the relationship between two variables. Or more. The location in this study was carried out at Bone Regency tourist destinations, such as Tanjung Palette, Waetuo Bath, Lanca Natural Bath, Salomekko Dam, Mampu Cave, and Cinnong Bath. The reason for choosing a tourist destination in Bone Regency is because it has attractive tourist destinations and has differences and uniqueness so that tourists tend to make decisions to visit tourist objects in Bone Regency. In this study, the sample was 394 people with the technique of determining the sample, namely by purposive sampling.

The statistical analysis used in this study begins with testing the research instrument. The research instrument test can be done in 2 ways: the validity test and the reliability test. After the instrument test was carried out, data analysis was continued using the structural equation modeling (SEM) technique using the SEM Amos 24 application. The reason for using SEM analysis is because SEM can simultaneously test and estimate the relationship between multiple latent independent variables and multiple latent dependent variables with many indicators. In SEM-AMOS analysis, it is necessary to test the goodness-of-fit criteria on the model formed in this study, aiming to determine whether the data used can meet the SEM assumptions. Meanwhile, in testing the indirect effect of destination image, service quality, and marketing mix through tourist satisfaction on the decision to revisit tourism objects, the Sobel test is used.

4. Results and Analysis

In general, before performing a structural model analysis, it is necessary to measure the model in order to know the dimensions of a construct. Confirmatory factor analysis was used to test for dimensional and constitutional exogenous and endogenous constructs. Confirmatory analyzes were performed between exogenous variables and between endogenous variables. From the results of the confirmatory test, which is based on the standard value of regression weight of each indicator, both on the construct of the destination image, service quality, marketing mix, tourist satisfaction, and re-visit decisions, the confirmatory test shows that each indicator in each variable has High significant value with \square value far from 0.05, and besides that the standard regression weight value of each indicator is already greater than 0.50. Therefore, it can be said that the indicators of forming destination image, service quality, marketing mix, tourist satisfaction, and revisiting decisions have good dimensions so that they are feasible in hypothesis testing. In addition, the results of the feasibility test of the exogenous and endogenous variable measurement models show that overall the 8 goodness fit indices are in accordance with the index required by Amos so that it can be concluded that the measurement model in each variable already has a good model fit. fit.

After confirmatory testing of each research variable (exogenous and endogenous variables), a Structural Equation Model (SEM) analysis will be carried out in testing the research hypothesis. But first, the suitability of the model will be presented which aims to test whether the structural model in full model is fit. Based on the results of the model feasibility test (initial model), the full structural model will be tested. the results of the feasibility test of the structural model (initial model), where there are still 2 unfulfilled criteria, it is necessary to improve the model in order to obtain the results that all the results of the goodness of fit index are as required by Amos. As for improving the model by correlating the error values tested by Amos, it can be seen in Figure 1, which is as follows:

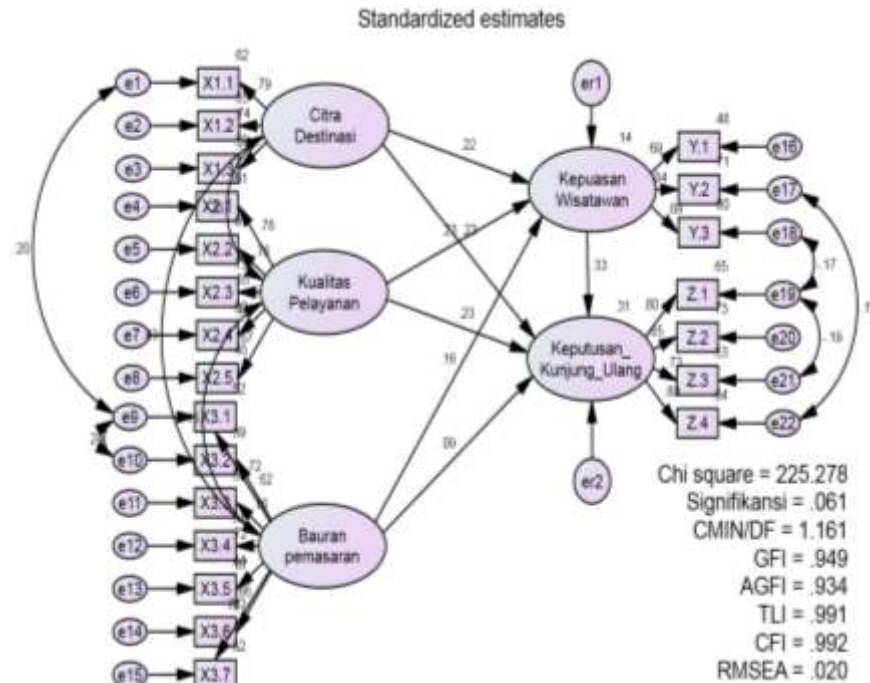


Figure 1. Overall Structural Model (Revised model)

Table 1. Results of the Structural Model Goodness of Fit

No.	GOF	Cutt of Value	Result	Decision
1.	Chi Square (df=194)	Excpeted small	225,28	Good
2.	Probabilty	$\geq 0,05$	0,061	Good
3.	RMSEA	$\leq 0,08$	0,000	Good
4.	GFI	$\geq 0,90$	0,949	Good
5.	AGFI	$\geq 0,90$	0,934	Good
6.	CminDF	≤ 2	1,16	Good
7.	TLI	$\geq 0,95$	0,991	Good
8.	CFI	$\geq 0,95$	0,992	Good

Based on Figure 1, namely the structural model as a whole (revised model), the goodness of fit index can be presented which can be presented in Table 1. Based on the table of the results of the feasibility test of the structural model (Revised Model), it appears that after the revision of the model is carried out, it can be seen that all the goodness indexes of fit has met the requirements set. So that research hypothesis testing can be done.

Furthermore, after the final model has met the predetermined criteria, then hypothesis testing is carried out. Research hypothesis testing aims to prove whether each research hypothesis can be accepted or rejected. Where the research hypothesis testing is to test whether the destination image, service quality and marketing mix have a significant effect on the decision to re-visit through tourist satisfaction at tourism objects in Bone Regency, South Sulawesi Province. Based on the results of processed data using the SEM Amos 24 program, then it can be presented in Table 2, which is as follows:

Table 2. Path Test Results Using SEM Amos 24

No	Path testing model	Critical Ratio	pvalue	Result
1	X1 → Y1	4,250	0,000	(+) Significant
2	X2 → Y1	3,115	0,002	(+) Significant
3	X3 → Y1	1,677	0,093	(+) Significant
4	X1 → Y2	4,921	0,000	(+) Significant
5	X2 → Y2	3,599	0,000	(+) Significant
6	X3 → Y2	1,721	0,085	(+) Not Significant
7	Y1 → Y2	4,380	0,000	(+) Significant
8	X1 → Y1 → Y2	3,050	0,002	(+) Significant
9	X2 → Y1 → Y2	2,138	0,011	(+) Significant
10	X3 → Y1 → Y2	1,566	0,117	(+) Significant

The results of hypothesis testing are as shown in Table 2, that on the effect of destination image on tourist satisfaction in Bone Regency, South Sulawesi Province, the path coefficient value is 0.218, while the pvalue is 0.005. <0.05. This shows that the image of the destination has a significant positive effect on tourist satisfaction. Hypothesis 1 is accepted. Furthermore, based on the results of data processing using SEM Amos 24, the path coefficient value is 0.231 and pvalue is 0.000 <0.05. It can be said that service quality has a significant / real effect on increasing tourist satisfaction, especially in Bone Regency, South Sulawesi Province. Hypothesis 2 is accepted. Then, the effect of the marketing mix on tourist satisfaction, where the value of the path coefficient is 0.156, with a value of 0.030. This shows that the marketing mix has a positive and significant effect on tourist satisfaction. Where the marketing mix will increase tourist satisfaction. Hypothesis 3 is also accepted.

Hypothesis testing on the effect of the destination image on the return visit decision, the results of the analysis in the path coefficient using SEM Amos obtained a path coefficient of 0.226 with a value of 0.002 which is smaller than 0.05. This means that the image of the destination has a significant effect on the decision to re-visit, which means that the image of the destination has a significant effect on increasing tourists to re-visit. Hypothesis 4 is accepted. Then, the results of hypothesis testing on the effect of service quality on revisit decisions, obtained a coefficient value of 0.234 and a value of 0.000. Empirically, in this study, it was found that the quality of service can improve tourists' decisions to revisit each tourist destination in Bone Regency, South Sulawesi Province. Hypothesis 5 is also accepted. As for testing the effect of the marketing mix on the return visit decision, the path coefficient value is 0.093 and the pvalue is 0.161. The results of this study indicate that the marketing mix does not have a real / significant effect on the return visit decision, because there are still tourists who perceive that the price / tariff set by the destination manager is not in accordance with the benefits felt by tourists, it can be seen that the facilities existing ones such as toilets that are still inadequate, there are buildings in tourist destinations that are damaged. Hypothesis 6 is rejected.

The results of the path coefficient analysis on the influence of tourist satisfaction on the decision to re-visit using SEM Amos, where the path coefficient is obtained of 0.331 with a value of 0.000. This shows that tourist satisfaction has a significant effect on re-visit decisions. This means that tourist satisfaction can increase tourists' decision to revisit tourist destinations in Bone Regency. Hypothesis 7 is accepted. Furthermore, looking at the role of tourist satisfaction as an intervening variable shows that the magnitude of the indirect effect of the image of the destination on the decision to re-visit through tourist satisfaction in Bone Regency, South Sulawesi Province is 0.072, with a sig value of 0.007 <0.05. This shows that tourist satisfaction mediates the effect of destination image on re-visit decisions. Hypothesis 8 is accepted. Then, the amount of indirect effect of service quality on the decision to re-visit through tourist satisfaction is 0.076 or 7.60%. The sobel statistical test value is 3.137 and the pvalue is 0.001.

Where the statistical sobel test value is $3.137 > 1.96$ and $p\text{value } 0.001 < 0.05$, it can be concluded that tourist satisfaction can mediate the effect of service quality on decisions to revisit tourism objects in Bone Regency, South Sulawesi Province. Hypothesis 9 is accepted. Finally, in testing the indirect effect of the marketing mix on the decision to revisit through tourist satisfaction, the indirect coefficient value is 0.052 with a $\text{sig} = 0.024 < 0.05$, it can be concluded that tourist satisfaction can mediate the effect of the marketing mix on re-visit decisions. on tourism objects in Bone Regency, South Sulawesi Province.

5. Discussion

The effect of destination image on tourist satisfaction

The results of data analysis in this study indicate that the destination image in several tourism objects in Bone Regency, South Sulawesi Province is already in the good category. This is obtained from the perception of tourists who have visited several tourism objects in Bone Regency that tourism objects in several destinations in Bone Regency have attracted tourists such as Tanjung Palette tourist destination, which is the most favorite tourist attraction in Bone Regency. Tanjung Palette tourist attraction, which has a very attractive sea view and the air, is very fresh, and besides that, it has a water park and water boom, which are in the same location. Goa Mampu has an exotic historical value, where other tourist destinations such as Banca Natural Baths have a cool natural feel, and besides that, they have a large swimming pool and are directly adjacent to the water source, and this is what is very popular and increases tourist satisfaction.

The results of data analysis in this study are the effect of destination image on tourist satisfaction. The implementation of this study found that the image of the destination has a significant effect on tourist satisfaction. Meanwhile, the analysis results by testing the hypothesis that empirically, the image of the destination can significantly influence the increase in Bone Regency tourists. The reason is that a destination image in Bone Regency has been felt satisfied by tourists when making tourist visits.

The results of research conducted by previous researchers, namely Hanif et al. (2016), Dananjaya, et al. (2017), and Coban (2012), who found that destination image has a significant effect on tourist satisfaction. Meanwhile, Musthofa (2019), whose research results cannot provide evidence that destination image has a significant effect on tourist satisfaction. So that in this study supports the results of research conducted by Hanif et al. (2016), Dananjaya, et al. (2017), and Coban (2012), and not in line with research conducted by Musthofa (2019).

The effect of service quality on tourist satisfaction

The analysis results regarding tourist perceptions related to the quality of service provided by the destination manager to some tourists visiting tourist objects in Bone Regency are quite good. This can be seen in terms of reliability (reliability) has been felt to be quite good; the reason is that the ability of officers who serve tourists while traveling is considered good enough by tourists. Then in terms of responsiveness, which relates to employees on duty at each tourist attraction in Bone Regency in helping tourists when facing problems when traveling is considered lacking by tourists, the reason is because of the perception of tourists assessing that employees on duty are considered slow in solving problems faced by tourists so that This is a concern for the destination manager to improve the responsiveness of employees in handling any problems faced by tourists when visiting tourist attractions in Bone Regency.

The analysis results regarding the effect of service quality on tourist satisfaction in Bone Regency indicate that service quality has a significant effect on tourist satisfaction. This means that the quality of service can have a significant effect on increasing tourist satisfaction in Bone Regency; the reason is that the quality of service in each tourist destination is good enough to increase tourist satisfaction. The theory

put forward by Tjiptono (2019: 271) confirms that if the performance of an attribute increases greater than the expectation or attribute in question, then satisfaction and service quality will increase. Meanwhile, from research on the effect of service quality on tourist satisfaction, namely Alvianna (2017), Sangkaeng, et al. (2015), Setiawan & Fachmi (2018), Priyanto (2018), Astuti (2018), Fachmi, et al., (2020) who found that service quality has a significant effect on satisfaction. Meanwhile, Rahayu (2012) found that service quality has no significant effect on tourist satisfaction.

The effect of marketing mix on tourist satisfaction

The results of data analysis in this study are particularly related to respondents' perceptions of the marketing mix on tourist satisfaction in Bone Regency. The results of distributing questionnaires to a number of tourists visiting tourist destinations in Bone Regency with tourist destination products are quite good, the reason is because tourist destinations in Bone Regency already have very beautiful and open natural scenery and besides that they are surrounded by mountains that are fresh in your eyes. create an attraction for tourists. Then from the results of the analysis regarding the effect of the marketing mix on tourist satisfaction. Where in this study shows that the marketing mix has a significant effect on tourist satisfaction, this means that the marketing mix can significantly influence the increase in tourist satisfaction in Bone Regency.

The results of research conducted by Koesworodjati (2017), Gunawan (2013), Syahrul and Saputra (2018), Wahyundari, et.al. (2015) stated that the marketing mix has an effect on tourist satisfaction. Meanwhile, Mahadewi (2018) found that the service marketing mix has a negative effect on tourist satisfaction. Meanwhile, the theory put forward by Adam (2015: 26) states that the marketing mix is a controllable marketing variable that is interrelated, blended, organized and used appropriately, so that companies can achieve their marketing objectives effectively while satisfying consumer needs and desires. So that this study is in line with research conducted by Koesworodjati (2017), Gunawan (2013), Syahrul and Saputra (2018), Wahyundari, et.al. (2015) and the theory put forward by Adam (2015) and is not in line with research conducted by Mahadewi (2018).

The effect of destination image on revisiting decisions

The analysis results regarding the influence of the destination image on the decision to revisit in Bone Regency, South Sulawesi Province. This shows that the destination's image has a significant effect on the decision to revisit in Bone Regency. It can be said that the image of the destination has a significant effect on increasing the decision to return visits; this is by the theory put forward by Echtner and Ritchie (2003: 38), which states that the image of the destination is an important aspect for visiting decisions in which there is post-visit behavior. The image of the destination plays an important role in understanding the behavior of tourists in traveling.

The results of research conducted by previous researchers, namely Ahmad, Ab. (2018), Cahyanti and Anjaningrum (2017), Makalew, et al. (2019), Putra et al. (2017), whose research results show that tourism image has a significant effect on the decision to visit again. So this is in line with previous studies' results and not in line with research conducted by Dewi (2018).

The effect of service quality on revisiting decisions

The results of the analysis in this study were the effect of service quality on revisit decisions, which indicated that service quality had a significant influence on the decision to revisit tourism objects in Bone Regency. This may imply that the quality of service has a significant effect on increasing the return visit decision. The theory put forward by Schiffman & Kanuk (2010: 486) states that a return visit gives a signal that the service felt is in accordance with the hopes and desires of tourists. actual service after service.

The results of research conducted by Indayati, et.al. (2016), Nuraeni (2014), Gusful and Prasetyo (2015) and Putra, et.al. (2016) which is in line with the research results found by researchers that there is a significant effect of service quality on the decision to re-visit by tourists in Bone Regency, South Sulawesi Province.

The effect of marketing mix on revisiting decisions

The results of research on the effect of the marketing mix on the decision to revisit in Bone Regency, South Sulawesi Province, the findings in this study were that marketing mix had no significant effect on the decision to re-visit. This means that the application of the marketing mix carried out by the management of tourist destinations does not significantly affect the increase in re-visit decisions, the reason is that the price / fare for entrance tickets is affordable for tourists, but there are still tourists who are not satisfied with the facilities at a number of tourist objects such as toilets less functioning and not kept clean.

Then natural tourism in each tourist destination that has damaged buildings around the tourist destination area and generally there are still residents' houses that are still integrated with tourist locations. So this needs to be considered by the Regional Government of Bone Regency to be able to further improve existing facilities in the tourist destination area in Bone Regency. The results of research conducted by Suratman, et.al. (2018), Baysir and Mayasari (2018), Lita (2010), Dhiba and Maduwinarti (2014) which are inconsistent with the results of research conducted by researchers, while Syahrul and Saputra (2018) are in accordance with the findings made by researchers.

The effect of tourist satisfaction on revisiting decisions

The results of the analysis conducted by researchers are the effect of tourist satisfaction on repeat visits. The findings obtained in this study indicate that there is a significant effect of tourist satisfaction on the decision to revisit. Where the higher the satisfaction felt by tourists, it can significantly increase the decision to re-visit tourists at each tourist destination in Bone Regency, the reason is because from the perception of tourists they are satisfied with the tourist destinations that have been visited, the reason is because it is supported by beautiful natural scenery and surrounded fresh mountains to the eye so that it is attractive to tourists.

The results of research conducted by Wiratman, et.al. (2019), Krisanti (2018) and Listyowati (2018) whose research results match those found by researchers. And not in accordance with the results of research conducted by Irawan (2017).

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The results of research conducted by researchers through distributing questionnaires, the findings in this study indicate that tourist satisfaction can mediate the influence of destination images on the decision to revisit each tourist attraction in Bone Regency. This means that the better the tourist destinations offered to tourists will increase tourist satisfaction so that it can have an impact on the decision to revisit. The results of research conducted by Isnaini and Abdillah (2018) found that tourist satisfaction can mediate the effect of destination image on return visit decisions, so that research conducted by researchers is in line with research conducted by Isnana and Abdullah (2018).

The findings of research conducted by researchers obtained through distributing questionnaires, it can be said that tourist satisfaction can mediate the effect of service quality on decisions to revisit tourism objects in Bone Regency. This means that the quality of service can increase satisfaction so that it has an impact on the decision to revisit tourists. The results of research conducted by researchers are not in line

with research conducted by Isnana, et.al. (2015), the reason is because the results of the analysis in the sobel test prove that tourist satisfaction can mediate the effect of service quality on re-visit decisions.

This study also shows that tourist satisfaction can mediate the effect of the marketing mix on return visit decisions. It can be said that the marketing mix can increase tourist satisfaction so that it has an impact on the decision to revisit each tourist destination in Bone Regency. Then in research conducted by researchers that the marketing mix does not have a significant effect on the decision to return visits. However, in the mediation test, the marketing mix can increase tourist satisfaction, so that it has an impact on re-visit decisions. The implication in this research is that the application of the marketing mix can increase tourist satisfaction so that it can generate interest in tourists to revisit tourist destinations in Bone Regency. The results of research conducted by researchers namely Mahadewi (2018) show that visitor satisfaction can mediate the effect of the marketing mix on return visit decisions, so this research is in line with research conducted by Mahadewi (2018).

Conclusion

Based on the results of the research and discussion that has been stated previously, several conclusions will be presented from the results of the analysis, namely as follows:

- 1) The results of this study found that empirically, the destination's image has a significant effect on tourist satisfaction at tourist destinations in Bone Regency.
- 2) The results of this study indicate that service quality significantly affects tourist satisfaction at tourist destinations in Bone Regency.
- 3) The results of this study found that the marketing mix significantly affected tourist satisfaction at tourist destinations in Bone Regency.
- 4) The results of this study indicate that the destination's image has a significant effect on the decision to revisit tourist destinations in Bone Regency.
- 5) The results of this study found that service quality had a significant effect on revisiting tourist destinations in Bone Regency.
- 6) The results of this study indicate that the marketing mix has a significant effect on the decision to revisit tourist destinations in Bone Regency.
- 7) The results of this study indicate that tourist satisfaction has a significant effect on the decision to revisit tourism objects in Bone Regency.
- 8) The results of this study indicate that tourist satisfaction can mediate the influence of destination image on the decision to revisit tourists to tourist destinations in Bone Regency.
- 9) The results of this study indicate that tourist satisfaction can mediate the effect of service quality on the decision to revisit tourists to tourist destinations in Bone Regency.
- 10) The results of this study indicate that tourist satisfaction can mediate the effect of the marketing mix on the decision to revisit tourists to tourist destinations in Bone Regency.

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