



The Effect of Service Quality and Destination Image on Interest in Visiting Again with Visitor Confidence as a Mediating Variable at Ria Beach Kenjeran Surabaya

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ABSTRACT

The purpose of this study was to prove and analyze the influence of service quality and destination image on the intention to revisit with visitor trust as a mediating variable at Pantai Ria Kenjeran Surabaya. The type of research used is quantitative with an explanatory approach. The population in this study of visitors to Ria Kenjeran Beach is an infinite population. The sampling technique used is Purposive Sampling. The sample used was 100 respondents. Data collection used gform and measured using a Likert scale. The analysis technique used the Structural Equation Model (SEM) tool, then the Partial Least Square (PLS) program was used. The results of this study indicate that: 1) Service Quality has a significant positive effect on the Intention to Revisit at Pantai Ria Kenjeran Surabaya. 2) Destination Image has a significant positive effect on the Intention to Revisit at Pantai Ria Kenjeran Surabaya. 3) Service Quality has a significant positive effect on Visitor Trust at Pantai Ria Kenjeran Surabaya. 4) Destination Image has a significant positive effect on Visitor Trust at Pantai Ria Kenjeran Surabaya. 5) Visitor Trust has a significant positive effect on the Intention to Revisit at Pantai Ria Kenjeran Surabaya. 6) Service Quality has a significant positive effect on the Intention to Revisit through Visitor Trust at Pantai Ria Kenjeran Surabaya. 7) Destination Image has a significant positive effect on the Intention to Revisit through Visitor Trust at Pantai Ria Kenjeran Surabaya.

INTRODUCTION

Based on official data from the Surabaya Tourism Object Management Unit, visits to Ria Kenjeran Beach during the Eid holiday period increased to \pm 5,000 people per day (May 3–5, 2024), but dropped drastically to around 2,997 visitors on Friday, May 6, 2024. The following is a diagram: Trend in the Number of Daily Visitors (May 3–6, 2024).

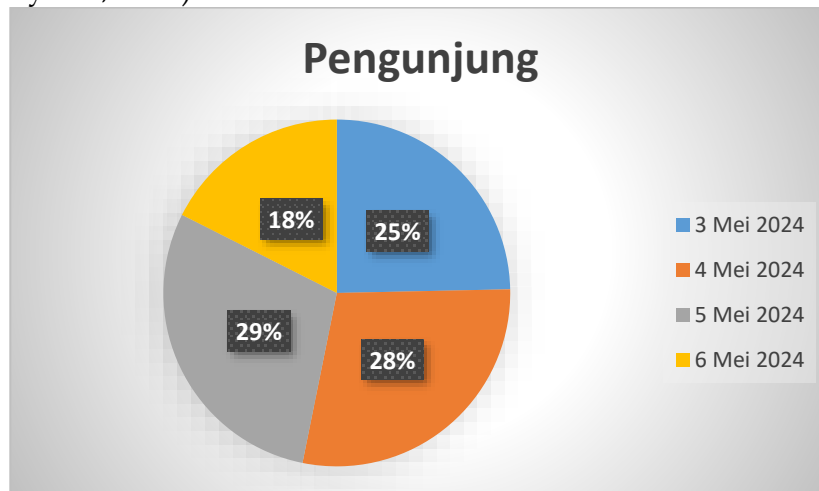


Figure 1. Daily Visitor Trends for May 3-6, 2024

Source: <https://www.detik.com/tag/pantai-ria>

This diagram reflects sharp daily visit fluctuations of more than 40% over four days, indicating that visitor stability is heavily influenced by external factors such as holidays and facilities. According to Kompasiana (2024), Ria Beach and the Kenjeran Park area experienced a decline in image and were slowly "forgotten" due to minimal maintenance of public facilities such as toilets, gazebos, and environmental cleanliness. On the other hand, although it was busy at certain times, Kenjeran Park was considered less competitive than new facilities such as Atlantis Land or the Suramadu Bridge, resulting in a significant decline in public interest.

Several factors are suspected to be contributing to the decline in return visits to Ria Kenjeran Beach. One is the suboptimal quality of service, ranging from poorly maintained public facilities, poor cleanliness, and a lack of professionalism in tourism services. Furthermore, the destination's image also plays a significant role in shaping tourists' perceptions (Djemly, 2024). The negative image formed as a result of media coverage of environmental and security issues around the beach can influence potential tourists' decisions to visit (Sappewali et al., 2022).

Revisit intention is a crucial aspect of consumer behavior in the tourism sector. Generally, revisit intention is defined as a person's desire or interest in visiting a tourist destination in the future (Malikhah, 2023). This interest can arise as a result of various factors, including previous experience, recommendations from others, the image of the destination, and the quality of service received (Salma Sabrina et al., 2022).

Service quality is one of the main factors influencing tourists' decisions when choosing a destination. In the context of tourism, service quality

encompasses all aspects of a tourist's experience at a destination, including interactions with staff, the condition of facilities, comfort, and ease of access to available services (Mochammad Labib Rifqi, 2022).

Destination image is a perception or mental image formed in the minds of tourists regarding a tourist destination (Khoni'ah & Sidanti, 2022). This image is formed through various sources of information, including personal experiences, recommendations from others, social media, advertising, and news coverage in the mass media (Dewi et al., 2022). A positive destination image can be one of the main factors that encourage interest in visiting, while a negative image can hinder tourists' intention to visit a location (Fatimah, 2024). Destination image is formed through two main components, namely: cognitive image and affective image.

Visitor trust is an individual's belief in the ability, integrity, and reliability of a tourist destination to meet their expectations and needs. According to Morgan and Hunt (2010:32), trust is the belief in the honesty and competence of another party in a relationship. In the context of tourism, trust reflects the extent to which visitors feel safe, comfortable, and confident that the destination they visit will provide a positive experience as promised (Salsabila et al., 2024).

State of the Artis a description of previous research that is relevant to this research topic, as well as how this research makes a new contribution to the development of science (Lestari et al., 2022). In the context of research on visiting intentions, various studies have examined the relationship between service quality, destination image, visitor trust, and visiting intentions.

This study conducted a bibliometric analysis using the Scopus and Google Scholar databases. The analysis showed that from 2020–2025, the publication trend on revisit intention increased significantly, with more than 450 scientific articles discussing the relationship between destination image and revisit intention. However, only around 12% of them included trust as a mediator. Meanwhile, studies in the context of local tourist destinations in Indonesia, particularly marine tourism destinations such as Kenjeran, are still very limited. Most studies focus on prime destinations such as Bali, Yogyakarta, and Lombok. This indicates a research gap, both in terms of geographic context and variable models. Therefore, this study is novel through the development of an integrative model that includes visitor trust as a mediating variable and focuses on local tourist destinations that are less explored academically. Thus, the research results are expected to provide theoretical contributions as well as practical implications for the management of tourist destinations based on experience and visitor trust.

The urgency of this research lies in the need to enhance the appeal of Surabaya's Ria Kenjeran Beach as a leading tourist destination in the urban area. This beach has significant potential as a coastal tourism icon, attracting both local and international tourists. However, various challenges related to service quality, destination image, and visitor trust pose obstacles to increasing visitor interest.

The researcher's reason for conducting this research is that amidst the intense competition among tourist destinations, particularly in East Java, Ria Kenjeran Beach management needs to improve service quality to create a memorable tourist experience. This research will provide data-based

recommendations for improving service quality through an in-depth evaluation of tourist experiences. The results of this study will serve as a reference for the Surabaya City Tourism Office, Ria Kenjeran Beach management, and tourism businesses in designing data-driven marketing strategies and service improvements. The resulting practical recommendations will support more targeted decision-making.

LITERATURE REVIEW

Marketing Management

According to Assauri, (2018:12) Marketing management is the process of evaluating, strategizing, and implementing various activities designed to create, maintain, and grow a company's profits. These profits are derived from sales or the exchange of value with consumers in the target market, with the ultimate goal of achieving long-term company sustainability Kotler and Keller, (2018:27). Marketing management is a combination of art and science in attracting, retaining, and expanding a customer base. This is achieved by selecting the right target market and providing superior value to customers to create long-term, mutually beneficial relationships.

Consumer Behavior

According to Kotler and Keller, (2018:179) Consumer behavior is the study of how individuals, groups, and organizations act in selecting, purchasing, and using products, services, or ideas in an effort to fulfill their needs and desires. According to Malau (2017:217) Consumer behavior reflects the actions taken by individuals, groups, or organizations in the process of selecting, acquiring, using, and disposing of products, services, experiences, or ideas, all aimed at achieving satisfaction. This shows that consumer behavior encompasses the entire consumption cycle, including the disposal stage.

Tourism Services Marketing

According to Hasan (2015:11), marketing in the tourism sector has several important functions, including increasing understanding of the essence of tourism products, adapting to ever-changing market dynamics, following the direction of global marketing developments, and aligning regional promotional strategies with national marketing policies within the framework of regional autonomy. Tourism products have special characteristics such as intangibility, perishability, and the simultaneous production and consumption processes (inseparability). These characteristics require tourism marketing strategies to be designed with a specific approach to be able to face these challenges and provide a satisfying experience for tourists.

Quality of Service

According to Kotler and Keller, (2018:60) Service quality reflects the extent to which consumers assess the suitability of the service they receive to their expectations. If the service provided aligns with or even exceeds these expectations, the service is considered to be of good and satisfactory quality. Meanwhile, Kasmir, (2017:64) explains that service quality is a company's ability

to provide services that directly impact customer satisfaction, by tailoring the service to customer needs and desires. Tjiptono (2022:180) adds that service quality is an indicator of the extent to which the service provided can meet or exceed customer expectations. Service quality indicators according to Sudaryono, (2016:177) are as follows:

1. Reliability.
2. Responsiveness.
3. Assurances.
4. Empathy.
5. Tangibles.

Destination Image

Tourism destinations are a crucial element in the development of the tourism sector in Indonesia. The elements that shape a tourism destination include attractions and tourist objects, ease of access to the location, supporting facilities such as accommodation and service facilities, other supporting infrastructure, and the institutional systems that regulate them (Copper et al., in Sunaryo, 2013:150). According to Kotler and Keller (2018:36), image can be defined as a collection of perceptions, views, and impressions that individuals have of an object. In the context of tourism, the image attached to a destination is known as destination image. There are three measurement indicators of destination image according to Hailin Qu et.al., (2014:470), namely:

1. Cognitive destination image
2. Unique image
3. Affective destination image.

Visitor Trust

In tourism, visitor trust refers to tourists' confidence in the honesty, consistency, and credibility of a destination in delivering services that meet their expectations. Wulandari and Santoso (2022) state that trust is a psychological factor formed from personal experience, a positive destination image, and effective communication between management and tourists. This trust is a fundamental element that shapes a positive view of a destination and can increase the likelihood of repeat visits. Meanwhile, according to Suganda and Pratama (2021), visitor trust is tourists' confidence in a tourism destination, which includes reliability in service delivery, security assurance, and the integrity of the destination management. According to Fitriani and Wahyuni (2022), visitor trust in a tourist destination can be measured through several indicators that reflect visitors' confidence in the integrity, competence, and reliability of the destination management. These indicators include:

1. Service Reliability.
2. Information Transparency.
3. Management Commitment.
4. Destination Reputation.
5. Safety and Comfort.

Interest in Returning

Tourists' intention to revisit can be explained through the theory of purchase intention. Interest is understood as an internal drive that drives an individual to pay attention to a particular object. Schiffman and Kanuk (2017:23) suggest that interest is a form of motivation that drives someone to engage in activities they are interested in, which can ultimately increase market share. Meanwhile, according to Kotler and Keller (2018:15), interest is a behavioral reaction to an object that reflects a consumer's desire to make a purchase. Interest can also be defined as a condition in which a consumer has not yet taken concrete action, but their desire can be used to predict future behavior. According to Kotler (2019), interest in returning Tourist interest can be equated with consumer purchasing interest, which is measured using similar indicators. In this context, consumer purchasing interest is typically measured using three main indicators:

1. Preference.
2. Prediction.
3. Future Needs.

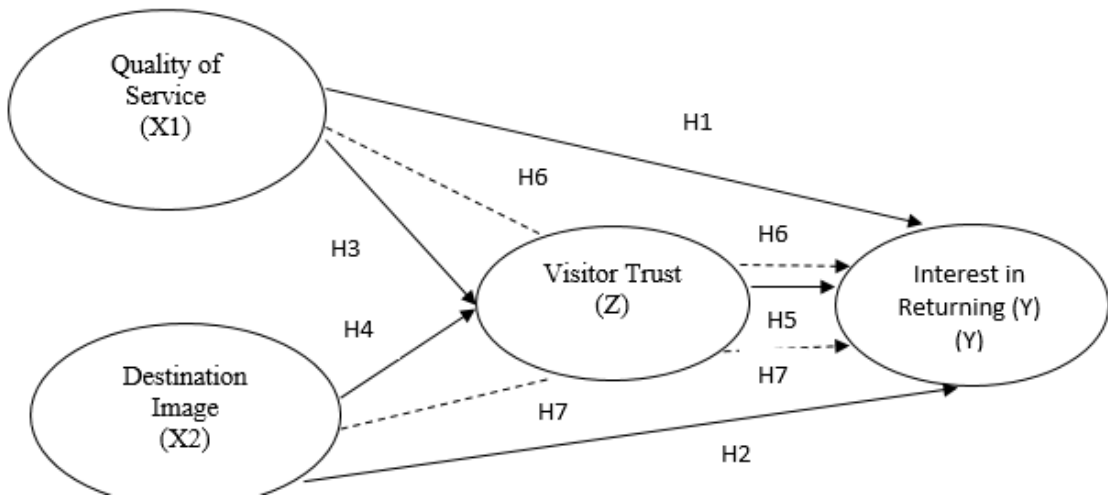


Figure 2. Conceptual Framework

METHODOLOGY

The method used in this research is a quantitative research method with an explanatory causal approach. The population in this study is an infinite population, which means that its number cannot be calculated with certainty. For populations that will be used as research objects whose numbers are unknown, sampling is carried out using the Lemeshow formula:

$$n = \frac{z^2 p (1 - p)}{d^2}$$

Calculation:

$$n = \frac{Z^2 p (1 - p)}{d^2} = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{0,10^2} = 96,04$$

Therefore, the sample size required for this study is 96 respondents, which the researcher will round up to 100. To ensure representative data, the research subject criteria include:

1. Tourists who have visited Ria Kenjeran Beach at least once in the last six months.
2. Minimum age 17 years, to be able to understand and answer the questionnaire properly.
3. Willing to participate in this research by providing honest answers.

Data collection was carried out through a questionnaire with a Likert scale of 1-5, which allows for measuring the level of respondent agreement with the statements submitted.. The data analysis technique in this study the author used SmartPLS (Partial Least Square) 4.0 and SPSS 26.The research stages include descriptive tests, validity, reliability, outer model analysis, inner model analysis, and hypothesis testing.

RESEARCH RESULT AND DISCUSSION

Evaluation of Measurement Model (Outer Model)

According to Ghozali (2015:39) the aim of evaluating the outer model is to assess validity through convergent validity and discriminant validity, as well as the reliability of the model which is evaluated using composite reliability and Cronbach's alpha for the indicator block.

a. Convergent Validity

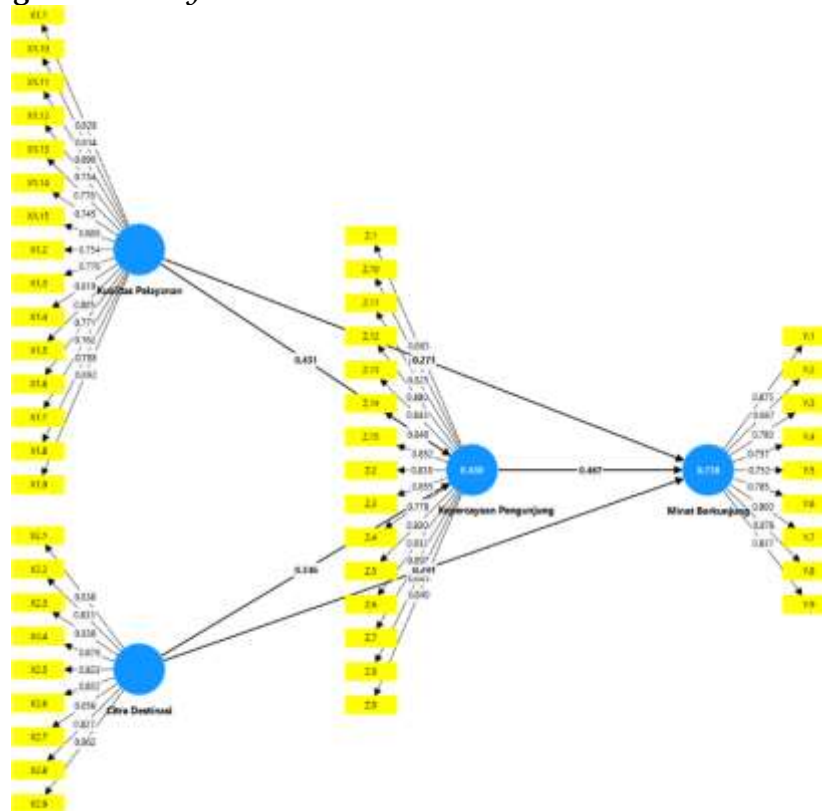


Figure 3. Results of the smartPLS 4.0 algorithm

In Figure 2, the data processing above shows that all indicators have reached the expected value of >0.7.

b. Average Variance Extracted(AVE)

Table 1. Average Variance Extracted (AVE) Test Results

	<i>Average variance extracted(AVE)</i>
Destination Image	0.711
Visitor Trust	0.709
Quality of Service	0.647
Interest in Returning	0.681
Destination Image	0.711

Source: Processing Output with smartPLS 4.0

Based on table 1 above, it can be seen that the AVE value is greater than 0.50, which means that all indicators have met the established criteria and have potential reliability for further testing.

c. Composite Reliability and Cronbach's Alpha

Table 2. Results of Composite Reliability and Cronbach's Alpha Tests

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Destination Image	0.949	0.951	0.957
Visitor Trust	0.971	0.972	0.973
Quality of Service	0.961	0.968	0.965
Interest in Returning	0.941	0.944	0.950

Source: Processing Output with smartPLS 4.0

Based on table 2. above, it can be seen that the results of the Composite Reliability and Cronbach's Alpha tests show satisfactory values, namely all latent variables have been reliable because all latent variable values have Composite Reliability and Cronbach's Alpha values ≥ 0.70 . So it can be concluded that the questionnaire used as a research tool has been reliable or consistent.

Structural Model Evaluation (Inner Model)

Once the estimated model meets the Outer Model criteria, the next step is to test the structural model (Inner Model). Inner model testing involves developing a concept-based model from theory to analyze the influence of exogenous and endogenous variables outlined in the conceptual framework. The steps for testing the structural model (inner model) are as follows.

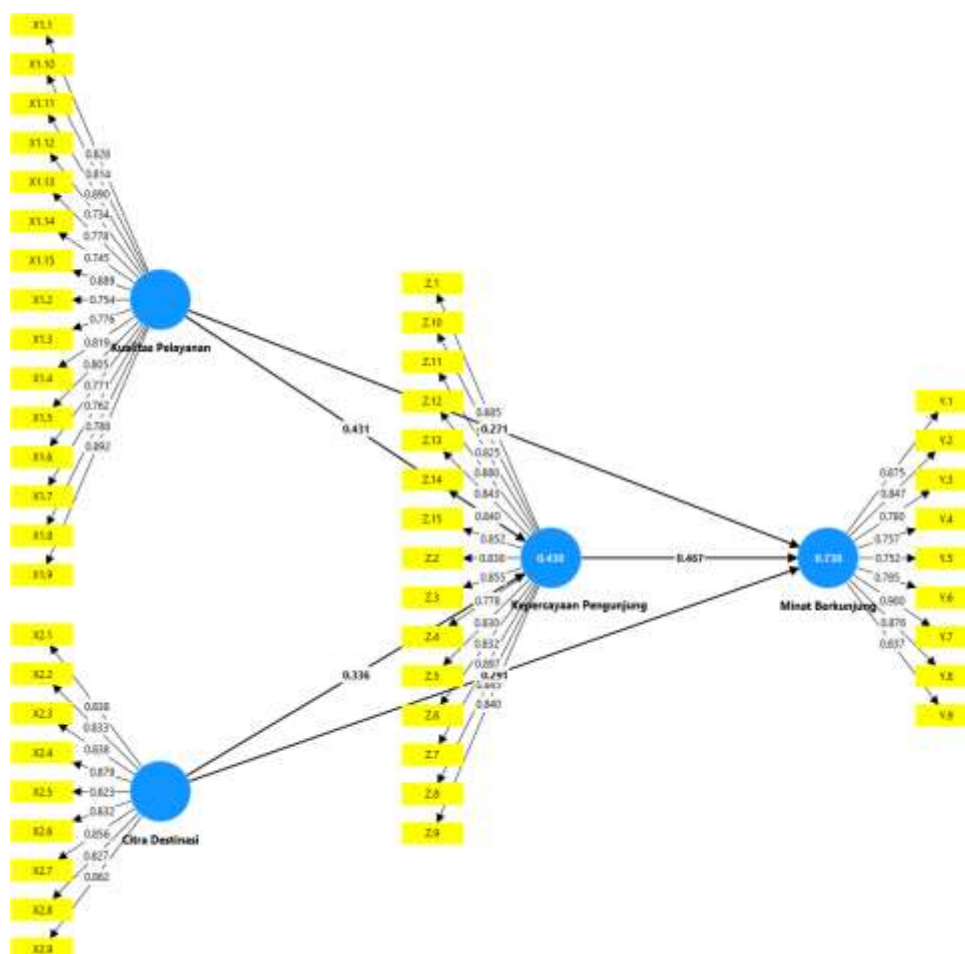


Figure 4. Inner Loadings
 Source: data processed by SmartPLS 2025

a. Path Analysis Coefficient

In the structural model image above, a path coefficient evaluation was performed to determine the strength of each independent variable's influence on the dependent variable in the model. The path coefficient value describes the direction and strength of the relationship between latent constructs. Based on the SmartPLS results, the path coefficient values are as follows:

1. The influence of visitor trust on interest in returning = 0.467. This has the greatest influence on intention to visit, indicating that the higher a visitor's level of trust in a destination, the greater their intention to return. Trust reflects a visitor's sense of security, comfort, and confidence that the destination will provide a positive experience.
2. The influence of service quality on visitor trust = 0.431. This influence demonstrates that service quality plays a crucial role in shaping visitor trust. The better the service provided, such as staff friendliness, facility cleanliness, and speed of service, the higher visitor trust in the tourist destination.
3. The influence of destination image on visitor trust = 0.336. A positive destination image also strengthens visitor trust. If a destination is perceived as having a good reputation, being safe, attractive, and worth

visiting, visitors' trust will be stronger, even if they have no prior direct experience.

4. The influence of destination image on interest in returning = 0.291. This influence illustrates that the better the image a tourist destination creates, the greater the public's interest in visiting. A positive image can stem from promotions, visitor reviews, and social media posts that highlight the beach's appeal and excellence.
5. The influence of service quality on interest in returning = 0.271. Service quality directly influences intention to visit. Good service creates a positive impression that encourages visitors to return or recommend a place to others, although the impact isn't as significant as trust.
6. The influence of service quality mediates visitor trust in interest in returning = 0.201. This indirect pathway suggests that service quality builds trust, which then influences intention to visit. This means that good service increases trust, and trust is a key driver in forming intention to return.
7. The influence of destination image mediates visitor trust in interest in returning = 0.157. The indirect influence of destination image on interest in returning through trust is also significant, although it is in the smallest position. This shows that although image is important, its impact on interest in returning is stronger if you first build visitor trust.

b. R-Square (R2)

Table 4. Results of the R-Square (R2) Value Test

	R-square	R-square adjusted
Visitor Trust	0.430	0.420
Interest in Returning	0.738	0.732

Source: Processing Output with smartPLS 4.0

1. For the Endogenous Variable "Visitor Trust": The R-Square value is 0.430 (with an Adjusted R-Square of 0.420). This indicates that the predictor variables in this model (namely Destination Image and Service Quality) together are able to explain approximately 42.0% to 43.0% of the total variance in Visitor Trust. This level of explanation can be categorized as approaching moderate. The remaining 57.0% to 58.0% (calculated from $1 - 0.430$ or $1 - 0.420$) represents the proportion of the variance in Visitor Trust that is influenced by other factors or variables not included or not examined in this model. Other variables that can influence Visitor Trust include: Online Destination Reputation (e.g., visitor reviews on Google and social media). Credibility of the tourism manager, including commitment to service and transparency of information. Personal experience or recommendations from close friends (word of mouth). Safety and security at tourist sites, including risk management and emergency preparedness. Prices are appropriate for amenities, which creates a perception of value for visitors.

- For the Endogenous Variable "Revisit Intention": The R-Square value is 0.738 (with an Adjusted R-Square of 0.732). This means that the combination of predictor variables in the model (namely Destination Image, Service Quality, and Visitor Trust) can collectively explain approximately 73.2% to 73.8% of the total variance in revisit intention. This level of explanation is considered strong. This implies that only approximately 26.2% to 26.8% (calculated from $1 - 0.738$ or $1 - 0.732$) of the variance in revisit intention is explained by factors other than those in this research model. Several other factors that can influence Revisit Intention include: Price and ease of access, such as distance, transportation, and travel costs. Diversity and renewal of attractions, such as cultural festivals, new rides, or seasonal programs. Environmental conditions and cleanliness of the destination, which provide comfort and inner satisfaction. Emotional satisfaction and positive memories, which give visitors a personal reason to return.

c. Hypothesis Testing Results (Path Coefficient Estimation)

To determine the significance of the hypothesis, look at the parameter coefficient values and the significant t-statistic values in the bootstrapping algorithm report. To determine whether it is significant or not, look at the t-table in $\alpha.0.05$ (5%) = 1.96. Then the t-table is compared with the t-count (t-statistic).

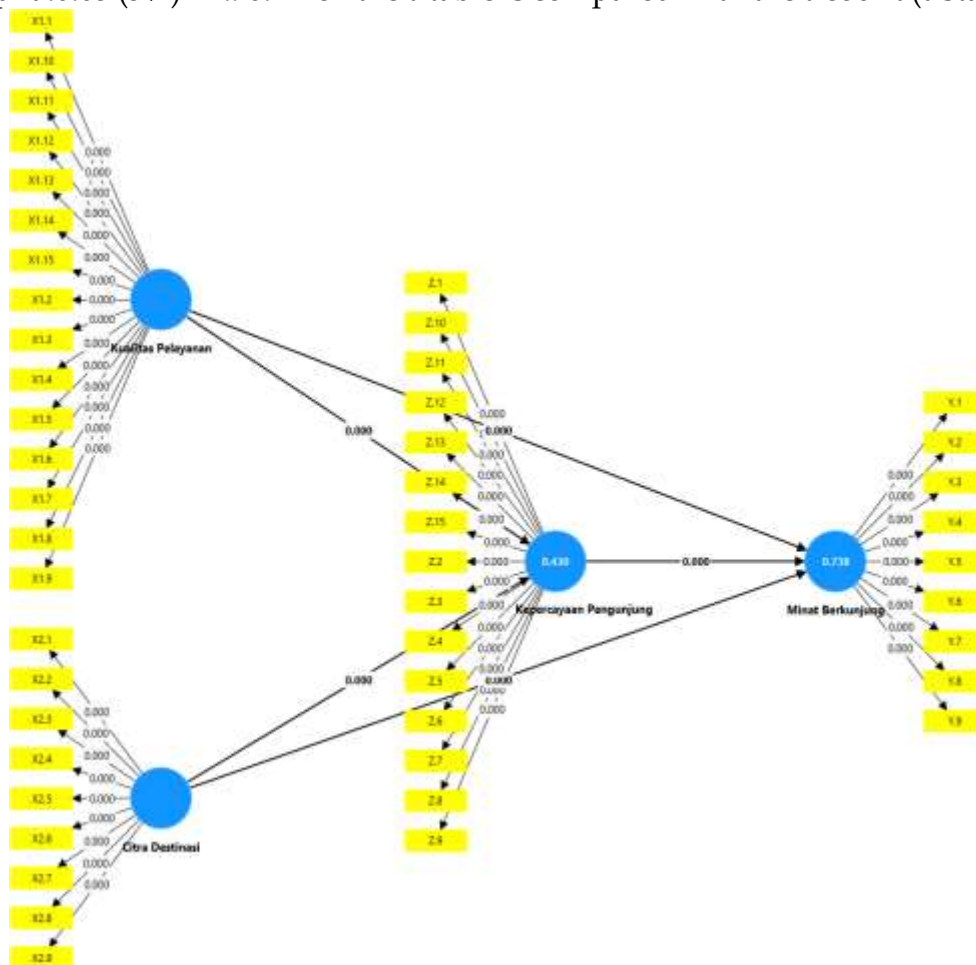


Figure 5. Bootstrapping

Table 5. Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
Service Quality -> Return Visit Intention	0.271	0.269	0.074	3,673	0,000	Significant
Destination Image -> Return Visit Intention	0.291	0.287	0.076	3,839	0,000	Significant
Service Quality -> Visitor Trust	0.431	0.432	0.077	5,606	0,000	Significant
Destination Image -> Visitor Trust	0.336	0.339	0.082	4,093	0,000	Significant
Visitor Trust -> Return Visit Intention	0.467	0.473	0.094	4,948	0,000	Significant
Service Quality -> Visitor Trust -> Return Visit Intention	0.201	0.205	0.057	3,548	0,000	Significant
Destination Image -> Visitor Confidence -> Return Visit Intention	0.157	0.161	0.054	2,898	0.004	Significant

Source: Processing Output with smartPLS 4.0

The following are the results of hypothesis testing on the structural model:

1. The analysis found that service quality has a positive and significant effect on revisit intention. The path coefficient for this relationship is 0.271, with a t-statistic value of 3.673. This t-statistic value is greater than the t-table (1.96) and is supported by a p-value (0.000) which is smaller than the 0.05 significance level, indicating that service quality has a significant impact on encouraging revisit intention.
2. The analysis results show that destination image has a positive and significant influence on revisit intention. The path coefficient obtained is 0.291 with a t-statistic value of 3.839. Because this t-statistic value (3.839) exceeds the t-table value (1.96) and the p-value (0.000) is lower than 0.05,

it can be concluded that destination image significantly influences revisit intention.

3. Service quality has been shown to have a positive and significant effect on visitor trust. The estimated results show a path coefficient of 0.431 with a t-statistic of 5.606. This very high t-statistic ($5.606 > 1.96$) and p-value ($0.000 < 0.05$) provide strong evidence that improving service quality will significantly increase visitor trust.
4. Based on the results of the hypothesis testing, it was found that destination image has a positive and significant effect on visitor trust. This is evidenced by the path coefficient value (Original Sample O) of 0.336 and the t-statistic value of 4.093. This t-statistic value is greater than the t-table at 5% alpha (1.96), and the p-value (0.000) is also smaller than 0.05, which indicates that the hypothesis is accepted.
5. Hypothesis testing for the influence of visitor trust on revisit intention shows a positive and significant relationship. The path coefficient value of 0.467 is supported by a high t-statistic value of 4.948. This t-statistic value is far above the t-table (1.96) and the p-value (0.000) which is less than 0.05, thus confirming that Visitor Trust significantly increases Visiting Intention.
6. The research results also found a positive and significant indirect effect of service quality on revisit intention, mediated by visitor trust. The indirect path coefficient for this relationship is 0.201 with a t-statistic value of 3.548. A t-statistic value higher than 1.96 and a p-value (0.000) lower than 0.05 indicate that visitor trust acts as a significant mediator in explaining how service quality influences revisit intention.
7. The results of the hypothesis testing indicate a positive and significant indirect effect of destination image on revisit intention through visitor trust. The indirect effect coefficient value (Original Sample O) was recorded at 0.157 with a t-statistic value of 2.898. Considering that this t-statistic value is greater than the t-table (1.96 at 5% alpha) and the p-value (0.004) is smaller than 0.05, it can be concluded that visitor trust significantly mediates the relationship between destination image and revisit intention.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results of the research and discussion, the following conclusions can be drawn:

1. Service quality has a significant positive effect on revisit intention to Ria Kenjeran Beach, Surabaya. Service quality, such as staff friendliness, cleanliness, and ease of access, has been shown to significantly influence individual intention to visit a tourist destination. When visitors are satisfied with the service provided, they are more likely to return or recommend the destination.
2. Destination image has a significant positive effect on revisit intention to Pantai Ria Kenjeran Surabaya. Positive perceptions of destination image, including natural beauty, comfort, and reputation, have been shown to

drive returnees. Visitors are more attracted to destinations known for being fun, safe, and having positive reviews.

3. Service quality has a significant positive impact on visitor trust at Ria Kenjeran Beach, Surabaya. Good service creates a sense of security and comfort for visitors, thereby increasing their trust in the destination's management. A pleasant experience and consistent service build the perception of a destination's reliability.
4. Destination image has a significant positive impact on visitor trust at Ria Kenjeran Beach, Surabaya. A positive image creates confidence that the destination is safe, comfortable, and professionally managed. Trust grows along with positive visitor perceptions of various aspects of the destination, such as facilities, cleanliness, and security.
5. Visitor trust has a significant positive effect on revisit intention to Ria Kenjeran Beach, Surabaya. Visitors' trust in the destination, based on previous experiences and positive perceptions, drives their increased interest in visiting or revisiting.
6. Visitor trust is able to mediate the influence of service quality on intention to revisit in a positive and significant manner at Ria Kenjeran Beach, Surabaya. Good service builds visitor trust, and this trust is a key driver in shaping visitor interest. With increased trust, visitors feel more confident in choosing a destination.
7. Visitor trust can positively and significantly mediate the influence of destination image on revisit intention at Ria Kenjeran Beach, Surabaya. Positive perceptions of a destination's image increase trust, which ultimately influences intention to visit. A positive image creates positive expectations, and when these expectations are believed to be met, visitors are more interested in visiting the destination.

Recommendation

1. Adjust promotions based on demographics and tourist origins to be more targeted, especially to reach tourists outside Surabaya.
2. Improve the quality of service, both in terms of physical facilities and non-physical aspects such as empathy, responsiveness, and trustworthiness of officers.
3. Build a destination image through social media, cleanliness, and unique, visually appealing facilities.

ADVANCED RESEARCH

1. Use a larger, more diverse sample for more representative results.
2. Add variables such as price perception, digital promotions, previous experiences, and traveler loyalty.
3. Compare between types of tourist destinations (natural, cultural, man-made) to see the differences in influence between variables.
4. Conduct longitudinal studies to observe changes in beliefs and interests over time.

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