THE EFFECT OF DESTINATION IMAGE TO REVISIT INTENTION THROUGH PERCEIVED QUALITY AND TOURIST SATISFACTION

(Study on Tourists in Taman Laut Olele)

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ABSTRACT

This research aims to clarify factors that might affect to revisit intention on tourists in a tourism destination named Taman Laut Olele. This research is categorized into a quantitative research by the approach of explanatory research. The population of this research is taken from all tourists who have ever come to Taman Laut Olele during January – February 2018. From the population, the researcher takes the research sample around 162 respondents (tourist) by the technique of accidental sampling. As for the data analysis, this research exerts the method of structural equation modeling (SEM). The research findings imply that (1) The destonation image affects positively and significantly to the quality perceived quality, (2) The destination image affects positively and significantly to the tourist satisfaction, (3) The perceived quality affects positively but not significantly to the customer satisfaction, (4) The perceived quality affects positively and significantly to the revisit intention, (5) The tourist satisfaction affects positively and significantly to the revisit intention, (6) The destination image through perceived quality to the revisit intention affects positively and significantly, (7) The destination image through tourist satisfaction to the revisit intention affects positively and significantly, and (8) The perceived quality through tourist satisfaction to the revisit intention affects positively but not significantly.

Keywords: Destination Image, Perceived Quality, Tourist Satisfaction, and Revisit Intention

1. INTRODUCTION

The tourism of Indonesia is able to compete with the other countries in the world, by the natural richness and cultural wealth as the huge modality of Indonesia. As the increase of Indonesia

tourism grows, the government conducts reconstruction and repairmen of facilities and infrastructures. Since the reconstruction of tourism facilities is highly needed to keep attracting the tourist, many facilities and infrastructures are then repaired and upgraded to boost tourist satisfaction that might raise the revisit intention on them. So, the tourist who came to the tourism place would not regret the vacation. Based on Kotler& Keller (2012) satisfaction is a sense of pleasure or regret that might appears on somebody as he/she compares the performance of product or service perception to his/her expectation. If the performance is beyond the customer expectation, they might not be satisfied. On the other words, if the performance meets to their expectation, the customer would be satisfied.

The customer satisfaction is able to produce and boost the customer loyalty towards the tourism destination as the customer would repeat the visit and recommend the tourism destination to other tourists. The high satisfaction would create high loyalty of customer. According to Oliver (1999), loyalty means a consistent commitment of customer to repeat a product purchase or trust to selected service in the future. In the term of tourism, loyalty is called as revisit intention. Revisit intention refers to tourist intention to plan and repeat the visit to the same destination place (Cole & Scot, 2004). The good tourism destination should consider the quality of facility and service. Since, it is able to deliver the perceived quality of the tourist. Therefore, the understanding on the perception is very important to the marketer, including to the executive of tourism destination. Aliman et al (2014) explained that the perceived quality refers to the customer perception to value and compare the tourism experience to the other tourism destination. If the tourist is satisfied with a tourism place, then in the next time, the tourist might come and visit the place again. This clarification tells that if the tourist is willing to revisit the place in the next time, it is also possible for him to recommend this place to the other visitors and tourists.

The tourists are regarded as one of significant keys to value the quality of a tourism destination, as they are the customers and devotees of service that offered by the tourism destination. The tourists would value the destination from trust and perception, which is then called as a destination image. According to Cho et al (2004), a destination image is an impression within the tourists' memories as a result of attributes and services that they had during the vacation. From this impression, it would raise the strong factor of motivation or booster to revisit the vacation to the good tourism destination. The destination image might differ from each individual based on the tourist appraisal.

Taman Laut Olele is included into a prioritized tourism destination in Gorontalo Province, which is exactly located in Desa Olele, Kecamatan Kabila Bone, Kabupaten Bone Bolango. Taman Laut Olele offers a beautiful view of Teluk Tomini which has a gorgeous scenery and admirable

biodiversity. This Taman Laut Olele is often called as "The Hidden Paradise". To reach out this place, the tourist should take on 20 kilometer from the city center. Taman Laut Olele has some diving spots that own various characteristics of each like *Jinn Cave*, *Honey Comb, Traffic Circle*, *and Muck Dive*. The most favorite spot of the divers is *Jinn Cave*. Moreover, in Taman Laut Olele, the tourist would find Sponge Coral endemic which is hardly found in other Indonesian waters except Gorontalo. The uniqueness of this sponge coral endemic is that the coral motives look like a painting of one famous Spain artist named Salvador Dali. The painting is named as L'enigma del Desiderio.

Although, Taman Laut Olele has really wonderful scenery, which makes this place hold up high potential as one of best maritime tourism destinations in Indonesia, sometimes there might be problems on the visitors or tourists who come to this place. From the result of survey on Taman Laut Olele, it needs more attention from the government of Gorontalo to notice about the facilities reconstruction and repairmen as access of street, hotel, restaurant, and other supported facilities. This needs so much attention, since in fact; the effort of the government is not in line with the intensive promotion of this tourism destination. It indicates that this good tourism place does not balance to the facility completeness and service repairmen managed by the government. Based on those short descriptions, the researcher aims to do research on "The Effect of Destination Image to Revisit Intention through Perceived Quality and Tourist Satisfaction (Study on Tourist of Taman Laut Olele).

2. LITERATURE REVIEW

2.1 Effect of Destination Image to Perceived Quality in Taman Laut Olele

In field of service, the service provider is difficult to take cover under the name of brand or distributor. There are several factors that could significantly affect to the perception towards the quality through various ways. If the service provider owns a positive image on the customer's mind, minor error would be easily forgiven and tolerated. Yet, if the errors are existed repeatedly, the image would be broken. On vice versa, if the service provider owns a negative image, then the impact of every error would be deeper. Due to the perceived quality, the image is considered as a filter that is used to evaluate the quality in whole. Within the literature of tourism and marketing, the destination image is correlated positively with the perceived quality. The destination image is able to affect the impression and opinion of customer to the concept of quality. This is proven by the research done by Kuo et al, 2011; Khuong et al, 2016, that a destination image positively affect to the quality and satisfaction of customer, because it is able to create an individual expectation before a visit.

H_1: The destination image affects positively and significantly to the perceived quality in Taman

Laut Olele

2.2 Effect of Destination Image to Tourist Satisfaction

Satisfaction of tourist as a customer or service devotee is taken into consideration throughout the tourist appraisal. This appraisal relates to the result quality of the tourism destination that is obtained by the tourist. The perfect development of tourism destination is certainly able to attract and deliver the satisfaction of tourist, which then build intention to revisit the place or recommend the destination place to other prospective people. The destination image is able to influence the satisfaction and loyalty of tourist. Aliman et al (2014) in his research, showed that three antecedents of tourist satisfaction that mostly influential are destination image, perceived quality, and tourist expectation. Coban (2012) proved in his research that the positive destination image is able to deliver the better tourist satisfaction. The tourist who valued positively to the destination image is possibly to revisit and recommend the destination place to other people. This statement is also in line with the research done by Beerli & Martin, 2004; Wu, 2015; Hanif et al, 2016.

H_2: The destination image affects positively and significantly to the tourist satisfaction in Taman Laut Olele

2.3 Effect of Perceived Quality to Tourist Satisfaction

Satisfaction and quality are significant concepts in field of tourism, as they could be an indicator of profitability and goal success. The tourist satisfaction comes from the appraisal of tourist which then becomes a parameter to evaluate the service performance that has been offered by the service provider. This appraisal is then called as a perceived quality. This statement is supported by Khuong et al (2016) in his research, stated that the perceived quality is influential to the tourist satisfaction. Also, Zakbar et al, 2010; Kuo et al, 2011; Aliman et al, 2014; Ranjbarian & Pool, 2015 verified that the perceived quality affects to the tourist satisfaction. In their researches, they asserted that the service provider must identify the related attributes that would facilitate the tourist in a destination place, improve the service and facility quality. Inasmuch as the quality is a precondition of the tourist satisfaction.

H_3: The perceived quality affects positively and significantly to tourist satisfaction in Taman Laut Olele

2.4 Effect of Perceived Quality to Revisit Intention

Perceived quality refers to customer perception about whole quality of service that is expected by

the customer, and in this context is tourist. The good perceived quality indicates that the service expectation is complied or acted upon the tourist expectation. Therefore, the tourist will intend to revisit the destination place in the next time. This statement is in line with Radder & Han (2013) in his research which claimed that there is positive and significant correlation between perceived quality and revisit intention. Ranjbarian & Pool (2015) in his research also stated that perceived quality delivers positive effect to revisit intention. From the tourist's point of view, it is important for the service provider to have good understanding upon the responses and ideas of tourist to consider best quality of service, which is able to raise intention of tourist to revisit the tourism destination.

H$_4$: The perceived quality affects positively and significantly to revisit intention of tourist in Taman Laut Olele

2.5 Effect of Tourist Satisfaction to Revisit Intention

Tourist behavior in the future could be delivered in the form of decision to either revisit or recommend to the other tourists. Within the theory of marketing, variable of satisfaction is included into an important variable that determines success of a business. As well as the revisit intention is also beneficial. The revisit intention refers to the service loyalty that becomes a key in the business success (Chi & Qu, 2008). From this statement, it seems that when the tourist is satisfied to the service of certain tourism destination, it would raise revisit intention or recommendation to other people. A lot of literatures asserted that there is correlation between customer satisfaction and revisit intention (Lee *et al*, 2004; Kuo, 2011; Coban, 2012).

H$_5$: The tourist satisfaction affects positively and significantly to revisit intention

2.6 Effect of Destination Image through Perceived Quality is Influential to Revisit Intention

Destination image produces positive correlation to perceived quality or revisit intention, in either directly or indirectly. Many researches showed that the destination image is considered into an antecedent from the revisit intention. Based on the research done by Bigne et al (2001), the destination image produces indirect effect to the revisit intention, which is mediated by the perceived quality and customer satisfaction. Further, Kuo et al (2011) clarified the same statement. Therefore, the service provider is hopefully to improve the positive image of a place, in order to deliver positive perceived quality and customer idea. The positive perceived quality is able to improve customer satisfaction and revisit intention, which is the key success in the development of tourism destination. This would be happened as long as the service provider consider to the dimensions of destination image.

H_6: The perception of destination image through perceived quality affects to revisit intention in Taman Laut Olele

2.7 Effect of Destination Image through Tourist Satisfaction is Influential to Revisit Intention

An image is created constantly through media of communication. Since, basically a success of how to achieve and maintain the customer loyalty is to show products or deliver services with good quality in order to build positive image on the customer idea. To show the products or services that own positive image is able to increase customer trust. Then, the customer would satisfy and encourage other customers' loyalty, revisit the place, recommend to other people, and say positive things about the place. This idea is proven by the research of Chi & Qu, 2008; Kuo et al, 2014; Munhurrun *et al,* 2014 that examined the model of loyalty that resulted on an idea that the destination image is directly influential to the satisfaction attributes. Furthermore, the satisfaction and its attributes might affect to loyalty, which indicates that the destination image is indirectly affect to the loyalty.

H_7: The destination image through tourist satisfaction affects to revisit intention in Taman Laut Olele

2.8 Effect of Perceived Quality through Tourist Satisfaction is Influential to Revisit Intention in Taman Laut Olele

Quality is a good predictor to concept of satisfaction. While, satisfaction plays a significant role to predict customer behavior to have intention to revisit certain destination places. The perceived quality reflects the whole opinion and impression about offered services. By having positive perceived quality, it would affect to the customer satisfaction, which then raise the revisit intention. It indicates that the positive correlation between perceived quality through customer satisfaction is influential to the revisit intention (Campo & Yague, 2008; Radder & Han, 2013).

H_8: The perceived quality through tourist satisfaction affects to revisit intention in Taman Laut Olele.

3. RESEARCH METHOD

This research is categorized into a quantitative research by approach of explanatory research, as the researcher tries to explain how the effect of destination image (X_1), perceived quality (Z_1), tourist satisfaction (Z_2), and revisit intention (Y). The research population is gathered from domestic tourists who came to Taman Laut Olele during January – February 2018. To take the

research sample, the researcher exerts technique of accidental sampling in around 162 samples. This total sample is already completed based on technique of Maximum Likehood Estimation. Hair et al (2010) stated that the sample size within the model test employs Structural Equation Modeling (SEM) around 100 – 200 samples by technique of Maximum Likehood Estimation. The destination image is measured by the indicators adapted by Cronin and Taylor, 1992; Lee et al, 2004. The tourist satisfaction is measured by the indicators adapted by Aliman et al, 2014; Zabkar et al, 2010. The destination image is measured by the indicators adapted by Chi & Qu (2008). To analyze the research data, the researcher employs Structural Equation Modeling (SEM).

4. RESEARCH FINDINGS

4.1 Findings of Descriptive Analysis

The respondent number of this research is around 162. The researcher determines the highest score of 4 and lowest score of 1. The descriptive analysis aims to examine how great the possibility of tourist to revisit Taman Laut Olele, and tendency of respondent survey relates to the variables of research. As for, the measurement of factors that might affect to revisit intention, the researcher uses the span of scale.

Table 1: Span of Scale

Value	Score	Category
1	25,00% - 43,75%	Very Low / Very Bad
2	43,76% - 62,50%	Low /Bad
3	62,51% - 81,25%	High / Good
4	81,26% - 100,00%	Very High / Very Good

Source: The data processed by the researcher (2018)

From the calculation result on the instrument, it is found the score of destination image variable 76,03%. In term of interval class, this result is in good criteria, which means that some of respondents valued good to the aspect of destination image variable of Taman Laut Olele. The variable of perceived quality 76,08%. In the interval class, this value is good criteria, which means that some of respondents valued good to the aspect of perceived quality variable of Taman Laut Olele. The variable of customer satisfaction 80,29%. Within the interval class, this

result is good criteria, which means that some of respondents valued good on the aspect of tourist satisfaction variable of Taman Laut Olele. The variable of revisit intention 82,66%. In the interval class, this achievement is very good criteria, which means that some of respondents valued very well to this aspect of revisit intention variable of Taman Laut Olele.

4.2 Findings of Structural Equation Modeling (SEM) Analysis

The result of validity test indicates that all indicators deliver the estimation value and loading factor >0.50. This value sums up that all indicators used in this research are valid. The result of validity test in this research is valid. If the result of validity test completes the criteria of construct reliability (CR) > 0.70, the questionnaire items are then valued as reliable or trustable to be used in the next researches. Here is the result of reliability test of this research.
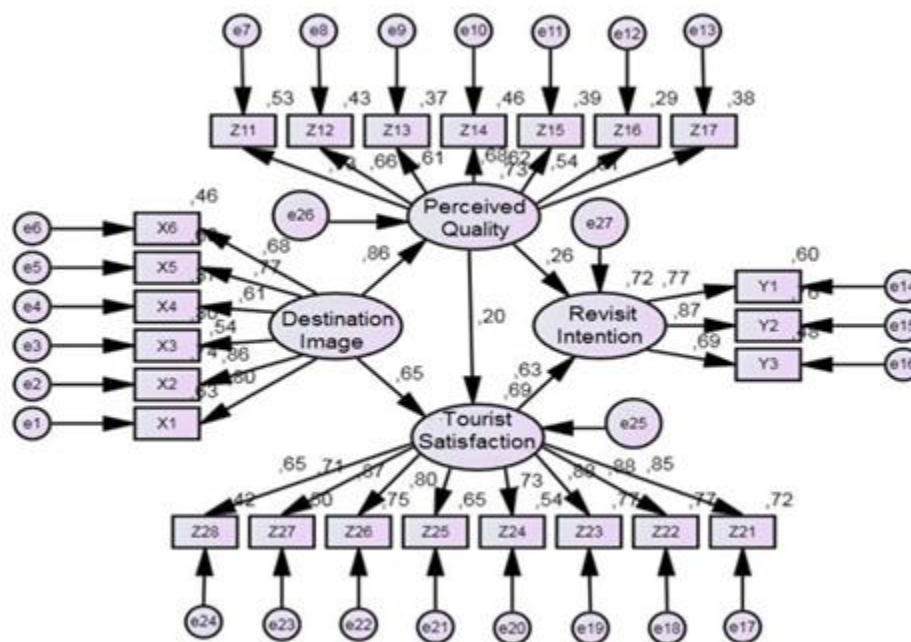

Figure 1: Structural Equation Modeling Full Test Result

Table 2: Goodness Of Fit Test Result

	Index								
	Chi squa re	Probabil ity	DF	RMSE A	GFI	PNF I	CMIN/ DF	TLI	AG FI
Value	576,37 2	0.000	13 2	0,000	0,76 3	0,71 1	2,333	0,855	0,71 2

Source: The data processed by the researcher (2018)

Based on the table 2, it shows that the value of chi square 576,372 with the value of probability 0,000, the value of DF 132, the value of RMSEA 0,000, the value of GFI 0,763, the value of CMIN/DF 2,879, the value of TLI 0,855, and the value of AGFI 0,712. From those results, it indicates that the measurement value based on goodness of fit model is fit.

Table 3: Hypothesis Test Result

					Estimate	S.E	C.R	P	Standardized Estimate	Koefisien 5%
Perceived Quality	<--	Destination Image			,211	,025	8,353	***	,856	H_1 accepted
Tourist Satisfaction	<--	Destination Image			,186	,044	4,258	***	,651	H_2 accepted
Tourist Satisfaction	<--	Perceived Quality			,237	,170	1,388	,165[ns]	,204	H_3 rejected
Revisit Intention	<--	Perceived Quality			,275	,120	2,282	,023*	,256	H_4 accepted
Revisit Intention	<--	Tourist Satisfaction			,587	,105	5,571	***	,634	H_5 accepted
Revisit Intention	<--	Perceived Quality	<--	Destination Image			2,197	,014*		H_6 accepted
Revisit Intention	<--	Tourist Satisfaction	<--	Destination Image			3,315	***		H_7 accepted
Revisit Intention	<--	Tourist Satisfaction	<--	Perceived Quality			1,332	,091*		H_8 rejected

[ns] Not Signifikan
*Significant at the 0.1 level (2-tailed)
** Significant at the 0.05 level (2-tailed)
***Significant at the 0.01 level (2-tailed)

Source: The data processed by the researcher (2018)

According to the explanation in the table 3 and figure 1, the test result of destination image effect to revisit intention through perceived quality and tourist satisfaction in Taman Laut Olele is that the destination image affects positively and significantly to the perceived quality of Taman Laut Olele, with the value of critical ration (CR) 8,353 > 1,96 and the value of significance 0,000 < 0,05. This value result indicates that H_1 is accepted. Second, the destination image affect positively and significantly to the tourist satisfaction of Taman Laut Olele, with the value of critical ratio (CR) 4,258 > 1,96 and the value of significance 0,000 < 0,05. This value result shows that H_2 is accepted. Third, the perceived quality affects positively but not significantly to the tourist satisfaction of Taman Laut Olele, with the value of critical ratio (CR) 1,388 < 1,96 and the value of significance 0,165 > 0,05. This value indicates that H_3 is rejected. Fourth, the perceived quality affects positively and significantly to the revisit intention of Taman Laut Olele, with the value of critical ratio (CR) 2,282 > 1,96 and the value of significance of perceived quality 0,023 < 0,05. This value shows that H_4 is accepted. Fifth, the tourist satisfaction affects positively and significantly to the revisit intention of Taman Laut Olele, with the value of critical ratio (CR) 5,571 > 1,96 and the value significance 0,000 < 0,05. This value shows that H_5 is accepted. Sixth, the destination image through perceived quality affects positively and significantly to the revisit intention of Taman Laut Olele, with the sobel approach that the value of critical ratio (CR) 2,197 > 1,96 and the value of significance of destination image through perceived quality 0,014 < 0,05. This value indicates that H_6 is accepted. Seventh, the destination image through tourist satisfaction affects positively and significantly to the revisit intention of Taman Laut Olele, with the sobel approach that the value of critical ratio (CR) 3,315 > 1,96 and the value of significance of destination image through tourist satisfaction 0,000 < 0,05. This value shows that H_7 is accepted. Eighth, the perceived quality through tourist satisfaction does not affect significantly to the revisit intention of Taman Laut Olele, with the approach of sobel that the value of critical ratio (CR) 1,332 < 1,96 and the value of significance of perceived quality through tourist satisfaction 0,091 > 0,05. This value shows that H_8 is rejected.

5. DISCUSSION

5.1 Effect of Destination Image to Perceived Quality

The research findings show that the destination image affects positively and significantly to deliver the perceived quality. This result is proven by the value of critical ratio (CR) 8,353 > 1,96 and the value of significance 0,000 < the value of probability 0,05. This research is supported by several literature studies, that the destination image correlate positively and significantly to the perceived quality, and might affect to the customer point of view relating to the offered quality. The image is defined as an individual perception about the destination characteristics that are influenced by the promotion media and information, mass media, and other factors (Tasci &

Kozak, 2006). Therefore, the image is regarded as a beneficial filter that is used to evaluate the whole quality (Tjiptono & Chandra, 2015). This research is in line with the previous researches by Kuo *et al*, 2011; Khuong *et al*, 2016, which mentioned that the destination image has positive and significant effect to deliver the perceived quality. From the discussion above, the hypothesis is accepted as the answer of respondents concerning to the image of tourism destination of Taman Laut Olele is good. This result is also supported by the survey of field finding where the variable of destination image is on the category of "good", with the average value 76,03%. The average answer from the respondents says that Taman Laut Olele is a comfortable destination place that could calm mind, attractive natural tourism, and wonderful scenery of under water. Therefore, the destination place of Taman Laut Olele is regarded to be able to be a comfortable place for the tourists or visitors, calm mind to think about, and interesting activity of snorkeling and diving. Gorontalo is then called as "The Hidden Paradise", where there are so many places with beautiful natural scenery that have not ruined yet by people. In Gorontalo, Taman Laut Olele is one of destination place that gives priority to the natural view of under water and coral reefs.

5.2 Effect of Destination Image to Tourist Satisfaction

The analysis result of destination image effect to tourist sastifaction is positive and significant. This result is seen from the value of critical ratio (CR) 4,258 > 1,96 and the value of significance 0,000 < the value of probability 0,05. This result is agreed with some literature studies, which stated that the destination image correlate positively and significantly to the tourist satisfaction. The positive destination image is able to deliver tourist satisfaction and possibility to revisit the vacation or recommend to other people (Coban, 2012). The attributes of tourism destination like ambience, facility, and surroundings could create comfortable and calm sensation on tourist, so that the tourist would be satisfied and might come again in the next time. Then, the image is able to influence the tourist to select the destination, to evaluate and intend some vacation in the future (Chi & Qu, 2008). This research result is supported by the previous researches by Coban, 2012; Aliman *et al* 2014, where the destination image has positive and significant effect to deliver the tourist satisfaction. From the clarification above, this research told that the hypothesis of destination image which affects to the tourist satisfaction is accepted. Moreover, it is also in line with the survey finding that the respondents feel satisfied to everything that is offered in Taman Laut Olele. Although, this place is located quite far from the city, precisely is around 20 kilometer from the city center, the underwater scenery is so beautiful, some spots of snorkeling near to the locals houses, and free wonderful scenery of Salvador Dali, that is sponge corals which seem like the painting of this European artist. Those sponge corals could be only found in Taman Laut Olele, Gorontalo. This sponge grabs attraction from many tourists who come to Taman Laut Olele.

5.3 Effect of Perceived Quality to Tourist Satisfaction

The analysis result of perceived quality which affects to tourist satisfaction is positive but not significant. This result is shown from the value of critical ratio (CR) 1,388 < 1,96 and the value of significance 0,165 > the value of probability 0,05. Moreover, this result is also supported by the research finding of Mifelner et al (2009) that measured the perceived quality, value perception, image, satisfaction and hotel service, and the study case on the tourist of Slovenia and Italian. Mifelner et al (2009) asserted that the perceived quality does not affect significantly to the tourist satisfaction. The quality might not deliver great feeling of satisfaction as well, if it is related to the sacrifice. This research differs from the research by Zabkar et al (2010) which clarified that the perceived quality is able to affect significantly to the tourist satisfaction. This explanation indicates that the perceived quality is able to affect positively but not significantly to the tourist satisfaction. Therefore, it needs some repairmen on the related aspects of quality that is directly in touch with the tourist, like the quality accommodation, food, or transportation. The repairmen are certainly to boost tourist attraction and satisfaction to the tourism destination. Moreover, it is supported by the survey finding in the field that the researcher finds the satisfaction average of tourist is more focused on the beautiful underwater scenery of Taman Laut Olele, which means no relation with service quality of Taman Laut Olele. The tourist is able to access the information related to this tourism destination of Taman Laut Olele from internet media. In some information sources, Taman Laut Olele has been described in more attractive and interesting way. It makes the tourist to have high expectation about the vacation in Taman Laut Olele. But, in fact, they might find only some aspects that are good, like the underwater scenery of Taman Laut Olele. It indicates that the service provider or executive of Taman Laut Olele to conduct some reconstruction on infrastructure and accessibility. Further, the researcher also finds that every tourist might have different treatment and service experience from the executive of Taman Laut Olele.

5.4 Effect of Perceived Quality to Revisit Intention

From the analysis result, it shows that perceived quality effect to revisit intention is positive and significant. This result is proven by the value of critical ratio (CR) 2,282 > 1,96 and the value of significance 0,023 < the value of probability 0,05. Moreover, this analysis result is also agreed with some literature studies, which clarified that the perceived quality correlates positively and significantly to the revisit intention. The good quality would deliver good perception on the tourist's mind. Ranjbharin & Pool (2015) stated that the perceived quality is able to help predicting the revisit intention of tourist. The executive of a tourism destination must improve the quality of service that is offered to the tourist in continuous, in order to keep a long term relation between the tourist and tourism destination. This research finding is agreed with the

previous researches by Radder & Han, 2013; Ranjbarian & Pool, 2015; Zabkar *et al*, 2010, where the perceived quality owns positive and significant effect to the revisit intention. Based on the explanation above, the hypothesis of perceived quality that affects positively and significantly to revisit intention is accepted. It refers that the good perceived quality of tourist is able to increase the revisit intention of Taman Laut Olele. This result is also supported by the field survey finding, where there are many aspects from the perceived quality are valued as very well, for instance, perceived quality on natural tourism attractiveness, hospitality of the locals, and quality of tourism guide. This certainly shows that the factors mentioned above are able to affect the tourist decision to come back and revisit Taman Laut Olele. However, there are still many aspects in Taman Laut Olele that should be repaired and improved, like the quality of food, accommodation, and transportation. As when the researcher visited this destination place and asked to some tourists about the facilities that should be improved in Taman Laut Olele. They suggested the executive to arrange more food trucks, to add transportation to reach for Taman Laut Olele, to build home stay around Taman Laut Olele, and to reconstruct the surroundings of Taman Laut Olele. Overall, the executive has tried to fulfill all demand of tourist, where the street access to this tourism object is on-going construction, to have some support from the banking to cooperate within the home stay building. But, this reconstruction is not fully optimal yet because of lack of support from the local government.

5.5 Effect of Tourist Satisfaction to Revisit Intention

The analysis result of tourist satisfaction that affects to revisit intention is positive and significant. This result is seen from the value of critical ratio (CR) 5,571 > 1,96 and the value of significance 0,000 < the value of probability 0,05. The variable of tourist satisfaction and revisit intention have interrelationship which is positively strengthen one to another. The experience during vacation highly affects to the relation of service provider and tourist. The higher satisfaction on the tourist is able to raise intention to revisit the tourism place in the next time, which is surely able to benefit the service provider, since it is also possible for the tourist to inform and recommend other people to visit the place (Lee et al, 2004). This research finding is as the same as the previous researched by Kuo *et al*, 2011; Radder & Han, 2013; Munhurrun *et al*, 2014, where the tourist satisfaction has positive and significant effect to raise the revisit intention. From the field survey, the researcher finds that the tourists who come to Taman Laut Olele are interested to the vacation they have. Therefore, the probability of revisit intention in Taman Laut Olele is high. Moreover, the researcher also finds that the tourist might consist of individual or group, with either family or friends. As the research finding, the researcher finds that the tourists feel glad and interested during the vacation in Taman Laut Olele. This interest enables the tourists to recommend this place to other people. The inexpensive payment of snorkeling IDR 50,000,00 is also fascinating, since the tourist could enjoy the beautiful

underwater scenery of Taman Laut Olele, by the beauty of sponge corals that are colorful and natural. The tourist could also feed the small fishes in the spot of snorkeling. It is personal experience that is unforgettable for the tourists.

5.6 Effect of Destination Image through Perceived Quality to Revisit Intention

From the analysis result, it indicates that the effect of destination image through perceived quality to revisit intention is positive and significant. This result is proven by the value of critical ratio (CR) 2,197 > 1,96 and the value of significance 0,014 < the value of probability 0,05. This result refers that the destination image affects to the revisit intention which is mediated by the perceived quality. The perceived quality is able to explain indirect correlation between the destination image and revisit intention. Moreover, this analysis result is also supported by the research of Kuo *et al*, 2011; Bigne *et al*, 2001, which asserted that the destination image has indirect effect to the revisit intention by the mediation of perceived quality. Based on Bigne et al (2001), to improve the image of certain tourism destination and achieve the success goal of tourism development, the service provider should consider and support tourist facilities.

5.7 Effect of Destination Image through Tourist Satisfaction to Revisit Intention

The analysis result that the effect of destination image through tourist satisfaction to revisit intention is positive and significant. This result is seen from the value of critical ratio (CR) 3.315 > 1,96 and the value of significance 0,000 < the value of probability 0,05. This analysis result implies that the destination image affects to the revisit intention mediated by the tourist satisfaction. The tourist satisfaction as an intervening is able to contribute improvement of positive effect to the revisit intention. Moreover, this research finding is supported by the research done by Hanif et al, 2016 and Munhurrun et al, 2014 which stated that the destination image delivers indirect effect to the revisit intention through the mediation of tourist satisfaction. The positive destination image is able to raise higher loyalty, especially when the tourist satisfied to the quality. The tourists who have positive knowledge and be able to get good experience from certain object of tourism destination is probably able to get high satisfaction and have loyalty, recommend the place to other visitors, tell them positive information and impression, and revisit the place in the future (Hanif et al, 2016).

5.8 Effect of Perceived Quality through Tourist Satisfaction to Revisit Intention

The analysis result that the effect of perceived quality through tourist satisfaction to revisit intention is positive and significant. This result is indicated from the value of critical ratio (CR) 1,332 < 1,96 and the value of significance 0,091 > the value of probability 0,05. This analysis result shows that the perceived quality affects to the revisit intention and mediated by the tourist

satisfaction. This research finding indicates that the tourist satisfaction is not able to mediate the perceived quality of tourist to the revisit intention of Taman Laut Olele. Due to this result, the researcher presumes that the tourist is willing to revisit Taman Laut Olele, it does not mean that they are not satisfied to the tourism destination, but rather to the fact that the choice of marine tourism objects in Gorontalo is still limited. In Gorontalo, the marine tourism objects are Pulo Cinta, Pulau Saronde, and Tourism of Whale Shark. Taman Laut Olele offers marine tourism destination with affordable price if it is compared to the other marine tourism destinations like Puolo Cinta and Pulau Saronde. Considering to this affordable price of destination, the tourist would rather choose this tourism place over all choices. This research is different from the research done by Radder & Han (2013), which asserted that satisfaction is able to mediate the perceived quality and revisit intention.

6. CONCLUSION AND RECOMMENDATION

Based on the results of the analysis that has been done, it can be concluded that the destination image to the perceived quality of tourist of Taman Laut Olele affects positively and significantly. The effect of destination image to the perceived quality of tourist of Taman Laut Olele is positive and significant. The effect of perceived quality to the tourist satisfaction concerning to Taman Laut Olele is positive but not significant. The effect of perceived quality of Taman Laut to the revisit intention is positive and significant. The effect of tourist satisfaction to the revisit intention to Taman Laut Olele is positive and significant. The effect of destination image to the revisit intention through perceived quality is positive and significant. The effect of destination image to the revisit intention through tourist satisfaction is positive and significant. The effect of perceived quality through revisit intention is positive but not significant.

The rejection on a number of hypotheses within this research indicates that the executive, the service provider, and the local government need to conduct some improvement and reconstruction of facilities and services of Taman Laut Olele. All elements of government should synergize together to manage and maintain Taman Laut Olele. Besides, it needs to have training for the related executive to learn more about the competence and professionalism in the sector of tourism. For instance, they should have the competence to identify interesting and up-to-date attributes that are probably able to boost the attractiveness of Taman Laut Olele, deliver superior service to the tourist of Taman Laut Olele, and conduct some reconstruction and repairmen on infrastructure, build home stay and restaurant for the tourist of Taman Laut Olele. Those actions are really significant to improve the quality of the tourism destination of Taman Laut Olele. Therefore, the local government and executive should consider and prioritize Taman Laut Olele.

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