

# THE INFLUENCE OF SERVICE QUALITY AND DESTINATION IMAGE ON INTEREST IN REVISITING VISITOR SATISFACTION AS A MEDIATION VARIABLE

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## ABSTRACT

*This research aims to prove the influence of service quality and destination image on interest in revisiting visitor satisfaction as a mediating variable in a case study at the Gandorih Pariaman Beach tourist attraction. This research uses a quantitative approach. The population in this study is all people who have visited the Gandorih Pariaman Beach tourist attraction with a sample size of 100 respondents. Samples were taken using a purposive sampling technique. The results of this research were assisted by SPSS 26 and Smart-PLS 3. The results of this research can be concluded that the variables of service quality and visitor satisfaction have a positive effect on interest in revisiting, service quality has a positive impact on visitor satisfaction, and the destination image variable has no effect on interest in returning to visit. and visitor satisfaction. Another result is that the visitor satisfaction variable mediates the relationship between service quality and interest in revisiting and visitor satisfaction does not mediate the relationship between destination image and interest in reviewing.*

**Keywords:** *Service Quality, Destination Image, Visitor Satisfaction, Intention to Revisit*

## INTRODUCTION

Tourism is a source of state and regional income apart from the migration sector which has high potential and has a big influence in building economic growth which is currently increasingly rapid. Apart from that, tourism is part of development that can create business opportunities to minimize unemployment in an area. Therefore, by increasing and developing tourism, we can take advantage of this situation as a reliable source of economic activity. One of the most important things about tourism is the tourist object itself, where this object is one of the considerations for tourists to visit.

Pariaman City is a city that has various tourist attractions ranging from natural tourism, beach tourism, traditional tourism, and cultural tourism. One of the famous tourist attractions in Pariaman City is the Gandorih Beach tourist attraction. The Gandorih Beach tourist attraction is located in the center of Pariaman city. The distance from Pariaman city center is only about 100 meters. Gandorih Beach is a tourist attraction with a panoramic view of small islands. The view

of these small islands is one of the main advantages of Gandorih Beach. Besides its beautiful beaches, Gandorih Beach has a strategic position that can be accessed by various transportation accesses such as motorbikes, buses, and inter-city transportation.

Apart from that, there is a train line that directly connects this beach with Padang City. The station is right in front of the Gandorih Beach gate. With its strategic position, this beach can be superior to other beach tourist attractions in Pariaman City. Apart from its charming natural beauty and great tourism potential, it has an important role in improving the local economy and creating job opportunities. As one of the leading tourist destinations, this beach attracts visitors from both inside and outside the region, supporting the development of the tourism sector. The increase in tourist visits drives the need for various services, such as accommodation, restaurants, and tour guide services, thereby creating job opportunities for locals. In addition, developing infrastructure around the coast can attract greater investment, strengthen the local economy, and

encourage the sustainability of existing natural resources. Thus, Gandorih Beach not only offers beauty but also becomes a driving force for economic growth for the surrounding community. The natural beauty of Gandorih Beach can attract tourists to visit this beach tourism (<https://indonesiakaya.com/pustaka-indonesia/pantai-gandorih-primadona-wisata-community-pariaman/>).

In 2019, the number of tourists visiting Pariaman City was 3,925,344 people. In 2020, tourists visiting Pariaman City experienced a decline with the number of tourists reaching 1,682,368, one of the reasons being the Covid-19 pandemic. During the Covid-19 pandemic, people were prohibited from traveling, so tourist visits decreased. But in 2021 and 2022 tourists visiting Kota Pariaman will begin to increase with the number of visitors reaching 1,945,551 and 2,200,234. In 2023 the number of tourists visiting Pariaman City will also increase by 2,201,100 visitors. With the increasing number of visitors, it can be said that tourist attractions in Pariaman City have become one of the choices for tourists to visit, and their interest in visiting has also increased.

According to Kotler and Keller (2009), repurchase interest is the consumer's desire and action to repurchase a product, because the satisfaction received is by what is desired from a product. According to Ferdinand (2002), repurchase intention or interest in revisiting is a consumer commitment that is formed after the consumer purchases a product or service. The purpose of this repurchase interest is to revisit the Gandorih Pariaman Beach tourist attraction. Several variables influence interest in reviewing, one of which is satisfaction. Several variables influence interest in reviewing, one of which is satisfaction. Satisfaction is a person's happiness or disappointment that arises after comparing the expected performance (or results) according to (Kotler and Keller (2009)). The satisfaction felt by visitors can be a benchmark for tourism managers regarding the success of the tourist destinations they manage. Visitor satisfaction is one form of promotional strategy by tourism managers to attract tourists to visit again.

Service quality is one of the factors that can determine the level of satisfaction of visitors. Service quality reflects consumers' perceptions of the services received at a certain time. Service quality is determined based on the level of importance of service dimensions (Parasuraman et al., 1988), according to Manggala and Adirineksa (2022), who concluded that the higher the level of service quality of a tourist attraction, the tourist

satisfaction will also increase. Apart from service quality, other factors can influence interest in revisiting, such as destination image, which is important for tourists as a medium of information regarding the tourist attractions they will visit. If a tourist attraction has a good image, tourists will feel satisfied, because it meets expectations. Destination image can be defined as an expression of all the objective knowledge, prejudices, imagination, and emotional thoughts of an individual or group about a particular location (Lopes, 2011).

## RESEARCH METHODS

The object of this research is the Gandorih Beach tourist attraction, Pariaman City, West Sumatra Province. The population in this study is all people who have visited the Gandorih Pariaman Beach tourist attraction, the exact number of which is not yet known. Meanwhile, the sample is part of the population, namely several people who have visited the Gandorih Beach tourist attraction, Pariaman City who were selected as respondents in this research. According to Sugiyono (2013) to determine the number of samples in a population whose data is unknown by multiplying the number of variables by 20. In this study, there are 4 variables (service quality, destination image, visitor satisfaction, and interest in repeat visits), so the minimum sample size required is  $4 \times 20 = 80$  samples. This research used a sample of 100 samples to strengthen the research results. The sampling technique used is purposive sampling, namely a sampling technique based on certain criteria that have been determined by the researcher. The sampling technique uses a nonprobability sampling technique with a purposive sampling method. The type of data used is primary data. The data analysis technique uses Smart-PLS 3 software, namely the Measurement Model Assessment (MMA) test which uses convergent validity and discriminant validity. Next, the R square is analyzed, and the Structural Model Assessment (SMA) test is used to test the hypothesis.

## RESULTS

The profile of respondents in this study is grouped based on gender, age, education, occupation, income/income, and origin which can be seen as follows:

**Tabel 1. Respondent Profile**

<b>Demografi</b>	<b>Category</b>	<b>Number of people</b>	<b>Persentase (%)</b>
Gender	Man	41	41,0
	Woman	59	59,0
	<b>Total</b>	<b>100</b>	<b>100,0</b>
Age	17 years to 23 years	32	32,0
	24 years to 30 years	23	23,0
	31 years to 37 years	14	14,0
	38 years to 44 years	6	6,0
	45 years to 51 years	7	7,0
	52 years to 57 years	13	13,0
	> 58 years	5	5,0
	<b>Total</b>	<b>100</b>	<b>100,0</b>
Education	High School/Equivalent	21	21,0
	Diploma	8	8,0
	S1	70	70,0
	S2	1	1,0
	S3	0	0,0
	<b>Total</b>	<b>100</b>	<b>100,0</b>
Work	Self-employed	11	11,0
	PNS/ASN/BUMN	27	27,0
	Private sector employee	15	15,0
	Students	36	36,0
	Housewife	11	11,0
	<b>Total</b>	<b>100</b>	<b>100,0</b>
Earnings/income	No Income	36	38,0
	< 1.000.000	4	4,0
	1.000.001 s/d 4.000.000	31	31,0
	4.000.001 s/d 7.000.000	21	21,0
	7.000.001 s/d 10.000.000	5	5,0
	> 10.000.001	1	1,0
<b>Total</b>	<b>100</b>	<b>100,0</b>	
Origin	Outside West Sumatra	3	3,0
	In West Sumatra	97	97,0
	<b>Total</b>	<b>100</b>	<b>100,0</b>

**Source: data processing 2024**

Based on Table 1, it can be seen that the majority of respondents are female, namely 59 people. Judging from the age of the respondents, most of them were in the age range of 17 years to 23 years, namely 32 people. Furthermore, they were differentiated based on their education, where

the majority of respondents had a bachelor's degree, 70 people. Furthermore, 36 tourists who visited were still students, and 38 people had no income/income. The majority of tourists come from within West Sumatra, 97 people.

**Tabel 2. Hasil Analisis Structural Model Assessment**

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Hipotesis
Kualitas Pelayanan -> Minat Berkunjung Ulang	0,384	2,371	<b>0,018</b>	<b>H1 Accepted</b>
Citra Destinasi -> Minat Berkunjung Ulang	0,188	1,550	<b>0,122</b>	<b>H2 Rejected</b>
Kualitas Pelayanan -> Kepuasan Pengunjung	0,578	4,580	<b>0,000</b>	<b>H3 Accepted</b>
Citra Destinasi -> Kepuasan Pengunjung	0,205	1,667	<b>0,096</b>	<b>H4 Rejected</b>
Kepuasan Pengunjung -> Minat Berkunjung Ulang	0,289	2,587	<b>0,010</b>	<b>H5 Accepted</b>
Kualitas Pelayanan -> Kepuasan Pengunjung -> Minat Berkunjung Ulang	0,167	2,018	<b>0,044</b>	<b>H6 Accepted</b>
Citra Destinasi -> Kepuasan Pengunjung -> Minat Berkunjung Ulang	0,059	1,450	<b>0,148</b>	<b>H7 Rejected</b>

Source: data processing 2024

Based on table 2. it can be interpreted as follows:

1. The influence of service quality on interest in returning to visit has an original sample of 0.384 (positive sign), T statistics 2.371 (larger than 1.96), and P values 0.018 (smaller than 0.05) so it can be concluded that service quality has a positive effect on interest in visiting repeat (H1 accepted).
2. The influence of destination image on interest in returning to visit has an original sample of 0.188 (positive sign), T statistics 1.550 (smaller than 1.96), and P values 0.122 (larger than 0.05) so it can be concluded that destination image does not influence interest in visiting repeat (H2 rejected).
3. The influence of service quality on visitor satisfaction has an original sample of 0.578 (positive sign), T statistics of 4.580 (larger than 1.96), and P values of 0.000 (smaller than 0.05) so it can be concluded that service quality has a positive influence on visitor satisfaction ( H3 accepted).
4. The influence of destination image on visitor satisfaction has an original sample of 0.205 (positive sign), T statistics 1.667 (smaller than 1.96), and P values 0.096 (larger than 0.05) so it can be concluded that destination image does not affect visiting satisfaction (H4 is rejected).
5. The influence of visitor satisfaction on interest in repeat visits has an original sample of 0.289 (positive sign), T statistics 2.587 (larger than 1.96), and P values 0.010 (smaller than 0.05) so it can be concluded that visitor satisfaction has

a positive influence on interest in visiting reset (H5 accepted).

6. The results of the analysis regarding the impact of visitor satisfaction as a mediating variable between service quality and interest in repeat visits (KP→KPJ→MBU) have an original sample of 0.167. T statistics of 2.018 (larger than 1.96) and P values of 0.044 (smaller than 0.05 ) so it can be concluded that visitor satisfaction is proven to mediate the relationship between service quality and interest in revisiting, so that (H6 is accepted).
7. The results of the analysis regarding the impact of visitor satisfaction as a mediating variable between destination image and intention to revisit (CD→KPJ→MBU) have an original sample of 0.059, T statistics of 1.450 (smaller than 1.96) and P values of 0.148 (larger than 0, 05) so it can be concluded that visitor satisfaction is proven not to mediate the relationship between destination image and intention to revisit, so (H7 is rejected).

## DISCUSSION

### H1: The Influence of Service Quality on Intention to Revisit

The results of the descriptive analysis revealed that implementing the service quality variable at the Gandorah Pariaman Beach tourist attraction is quite good. This is proven by obtaining an average score for the service quality variable of 3.53 with a TCR of 70.7%. Meanwhile, interest in revisiting the Gandorah Pariaman Beach tourist attraction is moderate. This is proven

by the results showing that the average score for the variable interest in reviewing is 3.47 with a TCR of 69.5%.

The results of testing the first hypothesis (H1) regarding the influence of service quality on interest in revisiting found an original sample of 0.384 (positive sign), T statistics of 2.371 (larger than 1.96), and P values of 0.018 (smaller than 0.05) so it can be concluded that quality service has a positive effect on interest in revisiting (H1 is accepted). The findings of this research mean that if the management of the Gandorlah Pariaman Beach tourist attraction can improve the quality of service in the future, it will increase the interest of tourists in making repeat visits. On the other hand, if the manager of the Gandorlah Pariaman Beach tourist attraction cannot improve the quality of service in the future, tourists' interest in making repeat visits will decrease.

The results of this research are in line with or supported by previous research which proves that service quality has a positive effect on interest in revisiting the Rendezvous Bali villa (Riyanti et al., 2020). The same thing was also proven empirically by Purwanda and Fajar (2021) who concluded that service quality had a positive effect on interest in returning to the Agoes Koesoemah Clinic. The same research was also conducted by Umur et al., (2022) who concluded that service quality had a positive effect on interest in revisiting the Taman Graha Mangrove tourist attraction, Bontang City. Research conducted by Putri et al., (2023) concluded that service quality greatly influences interest in returning to Kaizen Bbq Grill & Shabu-Shabu Surabaya. However, different results were proven by Fitriya et al., (2023) who concluded that service quality did not have a positive effect on the interest in revisiting tourists from Blekok Village, Situbondo Regency.

## **H2: The Influence of Destination Image on Intention to Revisit**

The results of the descriptive analysis reveal that implementing the destination image variable for the Gandorlah Pariaman Beach tourist attraction is quite good. This is proven by obtaining an average score for the destination image variable of 3.68 and a TCR of 73.6%. Meanwhile, interest in revisiting the Gandorlah Pariaman Beach tourist attraction is moderate. This is proven by the results showing that the average score for the variable interest in reviewing is 3.47 with a TCR of 69.5%.

The results of testing the second hypothesis (H2) regarding the influence of destination image on interest in revisiting found an original sample of 0.188 (positive sign), T statistics of 1.550 (smaller

than 1.96), and P values 0.122 (larger than 0.05) so it can be concluded that the image destination does not affect intention to revisit (H2 rejected). This means that the destination image has no impact or influence on tourists' interest in revisiting Gandorlah Pariaman Beach.

The second hypothesis (H2) in this research is rejected because there are still several factors that make the image of Gandorlah Beach not good, such as inadequate facilities, which can reduce tourists' interest in making repeat visits. The findings of this research mean that if the manager of the Gandorlah Pariaman Beach tourist attraction can improve the image of the destination in the future, it will be able to increase tourists' interest in making repeat visits. On the other hand, if the manager of the Gandorlah Pariaman Beach tourist attraction cannot improve the destination's image in the future, tourists' interest in making repeat visits will decrease.

The results of this research are in line with or supported by research by Rohmania (2022) which concluded that destination image does not affect interest in revisiting Gemah Beach, Tulungagung Regency. The same thing was also proven by Sulistyanda et al., (2022) who concluded that the destination image did not affect the interest in returning to visit tourists at Telaga Sarangan. The research results of Manoppo and Santosa (2023) also concluded that destination image does not affect revisit intention in Bunaken National Park Tourism. Research conducted by Imanda and Anandya (2020) also proves that destination image does not affect revisit intention at the Marathon Event in Indonesia. However, the results are different in the research of Lestari et al., (2022) which proves that destination image has a positive effect on interest in revisiting Klayar Beach Pacitan tourists.

## **H3: The Influence of Service Quality on Visitor Satisfaction**

The results of the descriptive analysis revealed that the implementation of service quality variables at the Gandorlah Pariaman Beach tourist attraction is quite good. This is proven by obtaining an average score for the service quality variable of 3.53 with a TCR of 70.7%. Meanwhile, visitor satisfaction at the Gandorlah Pariaman Beach tourist attraction is moderate. This is proven by the results showing that the average score for the visitor satisfaction variable is 3.29 with a TCR of 65.9%.

The results of testing the third hypothesis (H3) regarding service quality on visitor satisfaction have an original sample of 0.578 (positive sign), T statistics of 4.580 (larger than

1.96), and P values of 0.000 (smaller than 0.05) so it can be concluded that service quality has an influence positive towards visitor satisfaction (H3 accepted). The findings of this research mean that if the management of the Gandorih Pariaman Beach tourist attraction can improve the quality of service in the future, it will increase visitor satisfaction. On the other hand, if the manager of the Gandorih Pariaman Beach tourist attraction cannot improve the quality of service in the future, the satisfaction of visiting tourists will decrease.

The results of this research are in line with or supported by previous research which proves that service quality has a positive effect on customer satisfaction at Hotel Asyra Makassar (Sucipto, 2019). Based on research conducted by Karundeng et al., (2021) it was concluded that service quality has a positive and significant effect on visitor satisfaction at Benteng Resort Batu Putih. The same research was also conducted by Clara and Althalets, (2022) who concluded that service quality had a positive effect on satisfaction at the Kyriad Sadurengan Hotel, Paser Regency. Research conducted by Yuliviona et al., (2019) concluded that quality service has a positive and significant effect on Islamic tourist satisfaction of foreign tourists visiting the city of Padang. However, the results were different in Ama. et al., (2023) concluded that service quality did not have a positive effect on satisfaction at Cafe Ayah Bunda Situbondo.

#### **H4: The Influence of Destination Image on Visitor Satisfaction**

The results of the descriptive analysis reveal that implementing the destination image variable at the Gandorih Pariaman Beach tourist attraction is quite good. This is proven by obtaining an average score for the destination image variable of 3.68 and a TCR of 73.6%. Meanwhile, visitor satisfaction at the Gandorih Pariaman Beach tourist attraction is moderate. This is proven by the results showing that the average score for the visitor satisfaction variable is 3.29 with a TCR of 65.9%.

The results of testing the fourth hypothesis (H4) regarding the influence of destination image on visitor satisfaction found an original sample of 0.205 (positive sign), T statistics 1.667 (smaller than 1.96), and P values 0.096 (larger than 0.05) so it can be concluded that destination image does not affect visit satisfaction (H4 is rejected). This means that the destination image has no impact or influence on tourist satisfaction at Gandorih Pariaman Beach.

The fourth hypothesis (H4) in this research is rejected because there are still several factors that make the image of Gandorih Beach not good,

such as inadequate facilities so tourists do not feel satisfied visiting the Gandorih Pariaman Beach tourist attraction. The findings of this research mean that if the Gandorih Pariaman Beach tourist attraction can improve the image of the destination in the future, it will be able to increase visitor satisfaction. On the other hand, if the manager of the Gandorih Pariaman Beach tourist attraction is unable to improve the image of the destination in the future then visitor satisfaction will decrease.

The results of this research align with research by Nugroho et al., (2022) which concluded that the image of halal tourist destinations does not have a positive effect on Muslim tourist satisfaction. The same was also proven in research by Basalamah et al., (2021) which concluded that image did not affect patient satisfaction at the Makassar City General Hospital. However, the results are different in Anam (2020) research which proves that destination image has a positive effect on visitor satisfaction at Parimas Waterpark Mojokerto tourism. The same thing was also proven by Daffa and Ratnasari (2022) who proved that destination image has a positive effect on visitor satisfaction at the Puncak Sempur tourist attraction, Karawang Regency. Image has a positive effect on interest in revisiting Klayar Beach Pacitan tourists.

#### **H5: The Influence of Visitor Satisfaction on Intention to Revisit**

The results of the descriptive analysis reveal that implementing the visitor satisfaction variable at the Gandorih Pariaman Beach tourist attraction is classified as moderate. This is proven by the results showing that the average score for the visitor satisfaction variable is 3.29 with a TCR of 65.9%. Meanwhile, interest in revisiting the Gandorih Pariaman Beach tourist attraction is moderate. This is proven by the results showing that the average score for the variable interest in reviewing is 3.47 with a TCR of 69.5%.

The results of testing the fifth hypothesis (H5) regarding the influence of visitor satisfaction on interest in revisiting found an original sample of 0.289 (positive sign), T statistics of 2.587 (larger than 1.96), and P values of 0.010 (smaller than 0.05) so it can be concluded that satisfaction visitors have a positive influence on interest in repeat visits (H5 is accepted). The findings of this research mean that if the management of the Gandorih Pariaman Beach tourist attraction can increase visitor satisfaction in the future, it can increase tourists' interest in making repeat visits. On the other hand, if the manager of the Gandorih Pariaman Beach tourist attraction cannot increase

visitor satisfaction in the future, tourist interest in making repeat visits will decrease.

The results of this research are in line with or supported by previous research proving that visitor satisfaction has a positive effect on interest in returning to the Taru Jurug Animal Park (Shalli et al., 2022). The same thing was proven in Ayu (2022) which concluded that visitor satisfaction had a positive effect on interest in returning to the Taman Tujuh Desa Hiang Sakti Cultural tourist attraction. Likewise, Alvianna and Alviandra (2020) research concluded that visitor satisfaction has a positive effect on interest in returning to Topeng Malang Tourism Village.

Research conducted by Berlianto (2018) proves that satisfaction has a positive effect on interest in returning to the Beauty Industry. Alam and Sarpan (2022) also concluded that customer satisfaction has a positive impact on interest in repurchasing Mazaya Decorative and Skincare at the Tangga Mas Tambun store. However, the results were different in the research of Huwaida et al., (2023) which concluded that tourist satisfaction did not affect interest in revisiting Cafe Wayan Cottage Homestay Batu Layar, West Lombok.

#### **H6: Visitor Satisfaction mediates the relationship between Service Quality and Intention to Revisit**

The results of the descriptive analysis reveal that implementing the service quality variable at the Gandorah Pariaman Beach tourist attraction is quite good. This is proven by obtaining an average score for the service quality variable of 3.53 with a TCR of 70.7%. The implementation of the visitor satisfaction variable at the Gandorah Pariaman Beach tourist attraction is classified as moderate. This is proven by the results showing that the average score for the satisfaction variable is 3.29 with a TCR of 65.9%. Meanwhile, interest in revisiting the Gandorah Pariaman Beach tourist attraction is moderate. This is proven by the results showing that the average score for the variable interest in reviewing is 3.47 with a TCR of 69.5%.

The results of testing the sixth hypothesis (H6) regarding the impact of visitor satisfaction as a mediating variable between service quality and interest in revisiting found the original sample of 0.167 T statistics of 2.018 (larger than 1.96) and P values of 0.044 (smaller than 0.05) so that it can be concluded that visitor satisfaction was proven to mediate the relationship between service quality and interest in revisiting, so H6 was accepted. The findings of this research mean that if the manager of the Gandorah Pariaman Beach tourist attraction provides good quality service, tourists who visit will be satisfied with the tourist attraction.

Furthermore, if the tourism manager satisfies visitors, it can increase their interest in repeat visits. On the other hand, if the service quality of a tourist attraction is not good, tourists will be dissatisfied with the tourist attraction and this can cause tourists' interest in making repeat visits to decrease.

The type of mediation in this research is Complementary Mediation (Zhao et al., 2010). Because the direct effect of service quality on repeat visit interest is positive and significant. The indirect impact of service quality on repeat visit interest through visitor satisfaction is positive and important.

The results of this research are in line with or supported by previous research which proves that visitor satisfaction mediates the relationship between service quality and interest in revisiting tourists in Blekok Village, Situbondo Regency (Fitriya et al., 2023). The same thing was also proven by research by Usman et al., (2022) which concluded that satisfaction mediates the relationship between quality and interest in revisiting the Bantimurung tourist attraction, Maros Regency. Likewise, research by Nurhasanah et al., (2022) concluded that satisfaction mediates the relationship between service quality and repurchase interest in logistics services. Salsabila et al., (2022) concluded that satisfaction mediates the relationship between service quality and repurchase intention on Skincare and Makeup Beauty Haul selling sites. However, research by Huwaida et al., (2023) proves that visitor satisfaction does not mediate the relationship between service quality and interest in returning to Cafe Wayan Cottage Homestay Batu Layar, West Lombok.

#### **H7: The influence of visitor satisfaction mediates the relationship between destination image and repeat visit intention**

The results of the descriptive analysis reveal that implementing the destination image variable for the Gandorah Pariaman Beach tourist attraction is quite good. This is proven by obtaining an average score for the destination image variable of 3.68 and a TCR of 73.6%. The implementation of the visitor satisfaction variable at the Gandorah Pariaman Beach tourist attraction is classified as moderate. This is proven by the results showing that the average score for the visitor satisfaction variable is 3.29 with a TCR of 65.9%. Meanwhile, interest in revisiting the Gandorah Pariaman Beach tourist attraction is moderate. This is proven by the results showing that the average score for the variable interest in reviewing is 3.47 with a TCR of 69.5%.

The results of testing the seventh hypothesis (H7) regarding the results of the analysis of the impact of visitor satisfaction as a mediating variable between destination image and interest in returning to visit have an original sample of 0.059, T statistics of 1.450 (smaller than 1.96) and P values of 0.148 (larger than 0.05) So it can be concluded that visitor satisfaction is proven not to mediate the relationship between destination image and intention to revisit, so H7 is rejected. The findings of this research mean that if a tourist attraction has a good destination image, tourists who visit will feel happy and satisfied, then if tourists are satisfied it can increase tourists' interest in making repeat visits. On the other hand, if the image of a tourist attraction is not good then tourists will not feel satisfied with the attraction and this can cause tourists' interest in making repeat visits to decrease.

The type of mediation in this hypothesis is no-effect non-mediation (Zhao et al., 2010). Because the direct effect of destination image on intention to revisit is positive but insignificant. The indirect effect of destination image on intention to revisit through visitor satisfaction is positive but insignificant.

The results of this research are in line with and supported by research by Kusumawati and Saifudin (2020) concluding that visitor satisfaction does not mediate the relationship between destination image and interest in revisiting Demak Grand Mosque tourists. In research, Sulistyanda et al., (2022) also concluded that destination image through satisfaction does not influence the interest in returning to visit tourists at Telaga Sarangan. However, the results are different in Khoni'ah and Sidanti (2022) research which proves that visitor satisfaction mediates the relationship between destination image and interest in revisiting Srambang Park tourism in Ngawi Regency. The same thing is also demonstrated by research by Purwati et al., (2020) that satisfaction mediates the relationship between destination image and interest in revisiting the Sultan Mahmud Badaruddin Palembang Museum.

## CONCLUSION

This research provides empirical evidence regarding the influence of service quality and destination image on interest in revisiting with visitor satisfaction as a mediating variable at the Gandorih Pariaman Beach tourist attraction, showing that service quality and visitor satisfaction have a positive influence on intention to revisit, service quality has a positive impact on visitor satisfaction, The destination image variable has no

effect on repeat visit interest and visitor satisfaction. Another result is that the visitor satisfaction variable mediates the relationship between service quality and interest in revisiting and visitor satisfaction does not mediate the relationship between destination image and interest in reviewing. Suggestions for future researchers are to test this research at different tourist attractions. The next step is to add variables that have not been used in this research, and use a larger sample than in this research.

It is hoped that the results of this research can serve as guidance and input for managers of the Gandorih Pariaman Beach tourist attraction. The results of this research indicate that interest in revisiting the Gandorih Pariaman Beach tourist attraction is in the medium category. However, it is still deemed necessary to upgrade to a high or even very high category in the future. Efforts that can be made to increase interest in revisiting the Gandorih Pariaman Beach tourist attraction can be made by improving service quality, destination image, and satisfaction of visiting tourists.

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