

## INVESTIGATING TOURISTS' INTENTION TO REVISIT A BATIK- BASED TOURISM DESTINATION: HOW DOES THE ROLE OF DESTINATION IMAGE?

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### Abstract

*This study aims to examine the factors that influence revisit intention (z) such as destination image (x<sub>1</sub>) and perceived value (x<sub>2</sub>) as an independent variable, tourist satisfaction (y<sub>1</sub>), and memorable tourism experience (y<sub>2</sub>) as intervening variable. Data collection is done with survey methods, and the instruments used were questionnaires. The number of samples used in this study was 259 respondents in the form of tourists, both the archipelago and foreign tourists who traveled and shopped in Batik Trusmi Area, Cirebon. Data analysis uses SPSS version 22 and AMOS version 22 techniques to process the research data. Then, the study revealed that destination image and perceived value positively and significantly influence satisfaction. Destination image, and perceived value affect the memorable tourism, satisfaction, and memorable tourism have a positive and significant effect on revisit intention.*

**Keyword:** Destination image, perceived value, tourist satisfaction, memorable tourism experience, revisit intention

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### INTRODUCTION

Indonesia is a country that consists of various regions with their respective wealth and characteristics. Each region has a history, customs, relics, and culture. The uniqueness that makes domestic and foreign tourists interested to visit and feel its beauty by doing tourism in Indonesia (Yanuar & Suwandi., 2016).

Tourism increased Indonesia's economy, especially through the country's initial foreign exchange 223 trillion in 2018, increasing to 275 trillion in 2019. This is in line with the government's expectations in increasing Gross Domestic Product which increased 1% from the previous year. Direct contributions from the Ministry of Tourism include commodities and industries such as accommodation, travel and retail services, recreational services, culture, and sports (Indonesia Investment,2019).

One of the tourist attractions in Cirebon that make domestic and foreign tourists interested because it is considered uniqueness and has cultural value is Batik Trusmi Area in Cirebon. The creation of the Batik Trusmi Region in Cirebon build to empowering home-based craftsmen while at the same time introducing the local wisdom of Cirebon City and increasing the people's intention to visit Cirebon City. Batik Trusmi Area, located on Jalan Trusmi No. 148, Plered, Weru Lor, Weru District, Cirebon.

However, the problems that exist in the Batik Trusmi Area are tourism who ever visit the area feel bored and they won't visit that place, it means the value of memorable tourism experience is bad and it indirectly affects to destination image and dissatisfaction. Other problem, complaints felt by craftsmen because the products are increasingly lonely is also a result of the reduced number of visits and the low promotional efforts made by the manager of Batik Trusmi Area to increase the number of revisit intention. Structural conflicts such as waste materials made from batik are also a new negative issue that occurred in Batik Trusmi Area, it affects a negative perceived value. (Mashitoh, 2019).

Based on that point, the government wants to rebuild Batik Trusmi Area by applying the new system. The system developed by Batik Trusmi Area is one-stop shopping, i.e. there are several sectors in one place. Over time, Batik Trusmi Area is not only focused on selling batik and souvenirs but now there is also a Cirebon culinary sector called Batik Kitchen Restaurant and local educational tourism in the form of making batik and masks directly from craftsmen from Trusmi Plered Village as a form of the introduction of archipelago tourism which is the cultural heritage of the City of Cirebon, West Java. Trupark museum was built as batik's exhibition. (Syahri, 2019).

This research was made to know factors that influence revisit intention at Batik Trusmi Area with five variables such as destination image, perceived value as the independent variable, tourist satisfaction, and memorable tourism experience as an intervening variable, and revisit intention as the dependent variable. This research examines the relationship between destination image and revisits intention.

## LITERATURE REVIEW

### 1. Destination Image

Destination image is defined as an image of core tourism products related to tourist attractions and tourism facilities, which directly meet the core needs of domestic and foreign tourists (Zhang & Chai, 2016). Destination image is a mental representation of the destination in the individual's mind (Josiassen, Assaf, Woo, & Kock, 2015). Josiassen uses the term destination image (DI), which is defined as an evaluative representation of the whole individual of a destination. Destination image is the point of view of tourists about a place that includes their beliefs, thoughts, and impressions. Destination image is the total impressions, beliefs, ideas, hopes, and feelings accumulate to a place from time to time. So, if an image of Batik Trusmi Area is good, indirectly it will increase revisit intention.

### 2. Perceived Value

Perceived value or perceived service quality is also considered important in the process of forming the intention to return to tourist attractions, which is based on real tourist travel experiences, also believed to play a role in shaping the image (Kayat & Hai, 2014). The perceived value also influences the revisit intention (Chew & Jahari, 2014). On the other hand, Walsh, Shiu, dan Hassan (2014) mention that perceived value is an overall assessment of consumers about the usefulness of a product (or service) based on perceptions about what is given. If the product is deemed to meet satisfaction, then the value given to the product is also good. Significantly perceived value has a positive and significant effect on revisit intention.

Wang, Yan, Han, and Shi (2017) examine the relationship between perceived value and satisfaction, and its relationship to destination image and tourist loyalty. One of the hypotheses tested was the destination image to perceived value. Researchers succeeded in proving that the perceived value of tourists (perceived value) to create tourist satisfaction (satisfaction) can significantly encourage loyalty (tourist loyalty) and destination image (destination image). Then it is said that the destination image can influence perceived value.

### 3. Tourist Satisfaction

Customer satisfaction generally leads to a greater level of customer loyalty and positive word of mouth (Dovaliene, Masiulyte, & Piligrimiene., 2015). Ramseook, Seebaluck, and Naidoo (2015) examine tourist perceptions of destination image, perceived value, tourist satisfaction, and loyalty is very important for the destination image. The literature on travel and tourism reveals many studies of destination image, perceived value, and tourist satisfaction, but their relationship with loyalty has not been thoroughly investigated on the small island. As a result, the purpose of this study is to investigate the relationship between destination image and perceived value and to empirically test constructs that tend to influence tourist satisfaction which in turn affects loyalty.

### 4. Memorable Tourism Experience

An unforgettable tourism experience (MTE) is defined as a tourism experience that is remembered after an event has occurred. They identified seven dimensions of MTE and conducted cross-cultural studies to verify it. These seven dimensions are hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty (Kim & Ritchie, 2014). Many factors determine the memorable tourism experience not only destination image before tourists visiting the tourist attractions, but the events, atmosphere, and conditions that occur at the tourist sites during the trip also affect the memorable tourism experience.

According to Zhang (2016), which examines perceived value, memorable tourism experience, and revisit intention. This study helps fill in the gaps by developing a model of causal relationships between perceived images (including country images and destination images), memorable tourism experiences, and revisit intentions. The results show that perceived value and destination image influence revisit intention through the mediating effect of a memorable tourism experience. The revisit intention image perception model is supported by 43% memorable tourism experience and 28.7% of revisit intention.

Based on the previous research, the first, second, and third hypothesis are as follows:

H1: Destination Image has a positive and significant effect on perceived value

H2: Destination Image has a positive and significant effect on satisfaction

H3: Destination Image has a positive and significant effect on Memorable Tourism Experience

According to Shen (2016), at the same time, a memorable tourism experience investigates the relationship between the quality of the experience, perceived value, tourist satisfaction, and revisit intention. A total of 447 respondents completed a survey conducted at four major heritage sites in Taiwan. The results reveal a direct effect

of experience quality on perceived value and satisfaction. Then, the perceived value is positively and significantly influences on satisfaction.

Prougestaporn and Batra (2018) propose a more integrated approach by examining theories and empirical evidence on the causal relationship between destination image, tourist expectation, service quality, perceived value, memorable tourism experience, tourist complaints, and tourist loyalty. The results of this study provide a better understanding of the factors that influence tourist experiences and tourist loyalty which are beneficial for policymakers in maintaining and developing destination competitiveness. So, it can be concluded in this study the relationship between perceived value has a positive and significant effect on memorable tourism experience.

Based on the previous research, the fourth and fifth hypothesis are as follows:

H4: Perceived Value has a positive and significant effect on Satisfaction

H5: Perceived Value has a positive and significant effect on Memorable Tourism Experience

### 5. Revisit Intention

According to Jang and Feng (2007), revisit intention is measured by three items, including the tendency to return, willingness to return, and review the probability shortly. They will be satisfied if the destination meets expectations. Barnes, Mattsson, dan Sorensen (2016), shows that long-term remembered experiences have a strong impact on the intention to re-visit a particular tourist destination.

According to Herstanti, Suhud, and Wibowo (2014), experienced tourists visiting a foreign city or country have the intention to re-visit the city or country. This study aims to predict the intention of Indonesian tourists to visit Sydney. The author applies four predictor variables including service quality, destination image, perceived value, and satisfaction. Based on the literature, this variable combination has never been used by existing researchers. Data were analyzed using exploratory factor analysis and confirmatory factor analysis. The positive and significant satisfaction model also mediates the perceived value to connect with revisit intention. According to Wang (2016), this study examines the relationship between student travel motivation, unforgettable tourism experiences, and destination loyalty for Spring break. As a result, a memorable tourism experience has a significant effect on revisit intention.

Based on the previous research, the sixth and seventh hypotheses are as follows:

H6: Satisfaction has a positive and significant effect on Revisit Intention

H7: Memorable Tourism Experience has a positive and significant effect on Revisit Intention

Based on the hypotheses, the theoretical framework is illustrated by figure 1

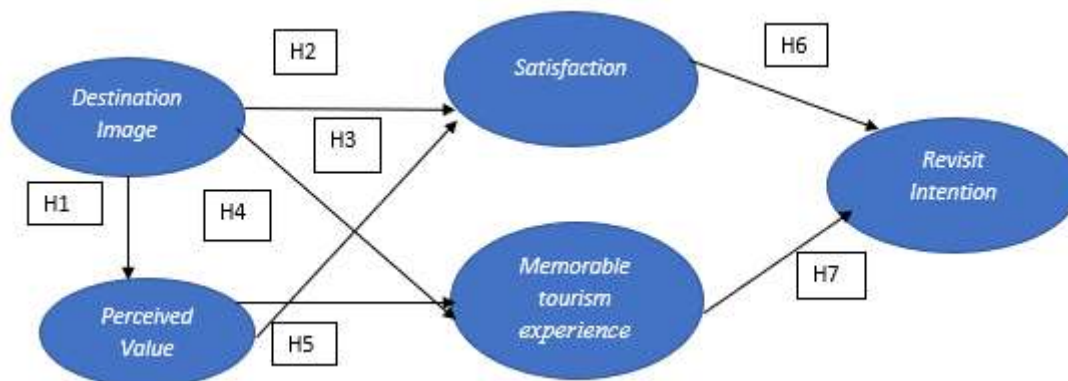


Figure 1 Theoretical Framework

### METHODS

The data collection method of this research is a survey with online questionnaire as the instrument data which is distributed to 259 people who had visited the Batik Trusmi Area. This questionnaire was made with two categories. First, the respondents were asked to fill by their feelings on the variable destination image, perceived value, tourist satisfaction, memorable tourism experience, and revisit intention. Then, the profile of respondents in the form of age, gender, education, marital status, and job status. And then they were measured using a 6-point Likert scale (1= strongly disagree to 6= strongly agree). For destination image, the indicator is adapted from Suhud dan Willson (2018), for perceived value adapted from Suhud dan Wibowo (2016), tourist satisfaction adapted from

Aliman, Hashim, Dalela dan Wahid (2014), memorable tourism experience adapted from Kim (2017) dan Prougestaporn dan Batra (2018), dan revisit intention adapted from Herstanti, Suhud, dan Wibowo (2014).

In this research, a descriptive analysis method was used. Understanding descriptive analysis methods are statistics that are analyzed by providing information that illustrates or analyzes existing data without changing its form and purpose. This research used two analysis methods. First, factor analysis is used, to test the validity with criteria minimum KMO should be >0.50 and reliability of each instrument. a variable can be said to be reliable if give Cronbach Alpha values > 0.70 (Ghozali, 2013). Then do the hypothesis test by conducting a structural equation model. SEM is used in data analysis methods with devices such as SPSS (to exploratory factor analysis) and AMOS (to confirmatory factor analysis). Furthermore, the results of the SEM analysis were consulted with the practical rules mentioned by Holmes-Smith (2010), including a. The acceptable Chi-Square (p-value) level must be greater than 0.05; b. CMIN / DF, the acceptable value must be less than 3.00; c. Comparative Fit Index (CFI), the acceptable value must be more than 0.95; d. Root Mean-Square Error of App oxidation (RMSEA), the acceptable value must be less than 0.05.

## RESULTS AND DISCUSSION

### 1. Participants

The sample in this study is tourists who have visited Batik Trusmi Area at least twice. For the maximum likelihood (ML) estimation technique the sample size includes 100-200 (Sanusi, 2011). Then out of 261 people, the number of samples taken in this study was 259. After all, two people did not pass the screening because the filling had never been to the Batik Trusmi Area. From the sample, it is known that there were 177 people answered that they had visited Batik Trusmi Area three times, 57 people answered that they had visited the Batik Trusmi Area three times, 13 people answered that they had visited Batik Trusmi Area four times, and 12 people answered that they had visited Batik Trusmi Area more than four times.

There are 102 peoples with an age range between 18-23 years, 17 people between 24-29 years, five people between 30-35 years, five people between 36-41 years, 13 people between 42-47 years, 76 people between 48-53 years, 35 people between 54-59 years, and six people with an age range between 60-65 years. 103 people are male, and 156 people are women. 191 people are residing in Jakarta, while 68 people reside outside Jakarta.

From the educational status, there are six people with less than high school education, 63 with high school education, 18 with Diploma education, 129 with Bachelor education, and 43 with Doctor/Master degree education. From the marital status, there were 118 unmarried people, 133 people married, five people were spouses died, and three people were divorced/separated. Of the employment status, 72 people have not worked, 168 people have worked, 14 people have their businesses, and five are retirees.

### 2. Exploratory Factor Analysis

#### a. Destination Image

Data validation is measured by KMO, the value should be > 0.5. The result of KMO on the destination image variable is 0.731 which means it reaches the criteria. Barlett's Test of Sphericity was able to show a significant value of 0.00 which reaches the criteria <0.05. So, based on the KMO test and Barlett's Test of Sphericity, concluded that the destination image variable has good validity.

Table 1 Factor Analysis of Destination Image

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0,731
Bartlett's Test of Sphericity	Approx. Chi-Square	140,528
	Df	6
	Sig.	0,000

There are no missing indicators and the indicator has no dimensions. All indicators are declared valid. The reliability test with Cronbach's alpha should be >0.70, based on the destination image variable gets a value of less than 0.70 which is equal to 0.665 which means have a low-reliability value. However, this value is still acceptable if the indicator validity test is still in good value (Ghozali, 2013).

Table 2 Exploratory Factor Analysis of Destination Image

Factor Loading			Cronbach's alpha
DI.02	Batik Trusmi Area is a great travel destination for families	0,729	0,665
DI.03	Batik Trusmi Area has complete accommodation facilities	0,716	
DI.04	Batik Trusmi Area has a good reputation as a tourist destination	0,702	
DI.01	Batik Trusmi Area has a good quality of service for tourists	0,694	

b. Perceived Value

Data validation is measured by KMO, the value should be > 0.5. The results of the KMO on the variable perceived value are 0.684 which means it reaches the criteria. Barlett's Test of Sphericity was able to show a significant value of 0.00 which reaches the criteria <0.05. Then, based on KMO and Barlett's Test of Sphericity testing, concluded that the perceived value variable has good validity.

Table 3 Factor Analysis of Perceived Value

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0,684
Bartlett's Test of Sphericity	Approx. Chi-Square	135,231
	Df	6
	Sig.	0,000

There are no missing indicators and the indicator has no dimensions. All indicators are declared valid. The reliability test with Cronbach's alpha should be >0.70. Based on perceived value variable gets a value of less than 0.70 which is equal to 0.641 which means have a low-reliability value. However, this value is still acceptable if the indicator validity test is still in good value (Ghozali, 2013).

Table 4 Exploratory Factor Analysis of Perceived Value

Factor Loading			Cronbach's alpha
PV.02	The quality of batik in Batik Trusmi Area is extraordinary	0,803	0,641
PV.04	The overall value of batik in the Batik Trusmi Area is good	0,738	
PV.01	Doing tours in the Batik Trusmi Area makes me happy	0,648	
PV.03	Batik Trusmi Area offers good ticket prices	0,577	

c. Tourist Satisfaction

Data validation is measured by KMO, the value should be > 0.5. The result of KMO on the satisfaction variable is 0.824 which means it reaches the criteria. Barlett's Test of Sphericity was able to show a significant value of 0.00 which reaches the criteria <0.05. So, based on KMO and Barlett's Test of Sphericity testing, concluded that the satisfaction variable has good validity.

Table 5 Factor Analysis of Satisfaction

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		,824
Bartlett's Test of Sphericity	Approx. Chi-Square	385,111
	Df	10
	Sig.	0,000

There are no missing indicators and the indicator has no dimensions. All indicators are declared valid. The Reliability test with Cronbach's alpha should be >0.70. Based on satisfaction variables get a value of more than 0.70 which is equal to 0.793 which means have good reliability.

Table 6 Exploratory Factor Analysis of Tourist Satisfaction

Factor Loading			Cronbach's alpha
SF.01	I enjoyed to visiting Batik Trusmi Area	0,840	0,793
SF.02	I feel satisfied when visiting Batik Trusmi Area	0,830	
SF.03	My choice to visit Batik Trusmi Area is a good choice	0,778	
SF.05	The experience of visiting the Batik Trusmi Area was exactly what I needed	0,628	
SF.04	I have positive feelings about Batik Trusmi Area	,621	

d. Memorable Tourism Experience

Data validation is measured by KMO, the value should be > 0.5. The result of KMO on the memorable tourism experience variable is 0.698 which means it reaches the criteria. Barlett's Test of Sphericity was able to show a significant value of 0.00 which reaches the criteria <0.05. So, based on the KMO and Barlett's Test of Sphericity testing, concluded that the memorable tourism experience variable has good validity.

Table 7 Factor Analysis of Memorable Tourism Experience

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0,698
Bartlett's Test of Sphericity	Approx. Chi-Square	145,309
	Df	6
	Sig.	0,000

There are no missing indicators and the indicator has no dimensions. All indicators are declared valid. The reliability test with Cronbach's alpha should be >0.70. Based on the memorable tourism experience variable got a value of less than 0.70 which is equal to 0.643 then it means to have low reliability. However, this value is still acceptable if the indicator validity test is still in good value (Ghozali, 2013).

Table 7 Exploratory Factor Analysis of Memorable Tourism Experience

Factor Loading			Cronbach's alpha
MTE.04	I have the opportunity to feel the local culture of Cirebon through the Batik Trusmi Area	0,764	0,643
MTE.03	I gained a lot of new knowledge and experience after visiting Batik Trusmi Area	0,760	
MTE.01	I have a pleasant experience from the facilities that available at the Batik Trusmi Area	0,700	
MTE.02	I rate facilities in Batik Trusmi Area better than other destinations in Cirebon	0,582	

e. Revisit Intention

Data validation is measured by KMO, the value should be > 0.5. The result of KMO on revisit intention variable is 0.836 which means it reaches the criteria. Barlett's Test of Sphericity was able to show a significant value of 0.00 which reaches the criteria <0.05. So, based on the KMO test and Barlett's Test of Sphericity, concluded that the revisit intention variable has good validity.

Table 8 Factor Analysis of Revisit Intention

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0,836
Bartlett's Test of Sphericity	Approx. Chi-Square	545,647
	Df	10
	Sig.	0,000

There are no missing indicators and the indicator has no dimensions. All indicators are declared valid. The reliability test with Cronbach's alpha should be >0.70. Based on the revisit intention variable gets a value of more than 0.70 which is equal to 0.837 then it means have satisfactory reliability.

Table 9 Exploratory Factor Analysis of Revisit Intention

Factor Loading			Cronbach's alpha
Item	Statement	Value	
RI.01	I will visit Batik Trusmi Area again for a vacation	0,884	0,837
RI.02	I will visit Batik Trusmi Area if I am on vacation to Cirebon	0,835	
RI.04	I will recommend Batik Trusmi Area to my friends as a vacation destination	0,807	
RI.05	I will tell you positive things about my experience during vacation in Batik Trusmi Area	0,732	
RI.03	I prefer to visit Batik Trusmi Area than other destinations in Cirebon	0,676	

f. Hypothesis Testing

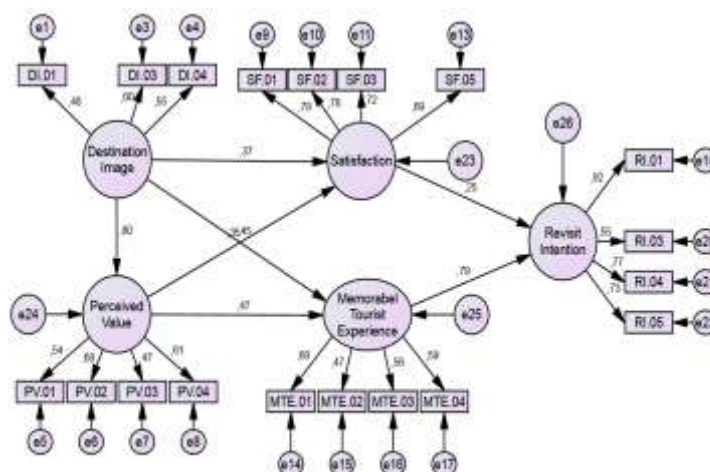


Figure 2 Fit Model

Table 10 Fit Model SEM

Index	Cut-Off Value	Results	Model
P	≥ 0,05	0,069	Fitted
CMIN/DF	≤ 2,00	1,190	Fitted
CFI	≥ 0,95	0,986	Fitted
RMSEA	≤ 0,08	0,027	Fitted

The results of fit model testing are, P is 0.069, CMIN / DF is 1.190, CFI is 0.986, and RMSEA is 0.027. Then, based on the four measurement tools, the model is declared fit based on the existing index criteria. In the full model results, the destination image (DI) variable has 4 indicators, but in the fittest model, one indicator is eliminated

namely DI02 so the destination image (DI) variable has only three indicators. In the full model results, the perceived value (PV) variable has four indicators, and in the fit model test results no indicators are eliminated, the perceived value (PV) variable still has four indicators. In the full model test results, the satisfaction variable (Sf) has five indicators, but in the fit model test results there is one indicator that is eliminated, namely Sf04, so the satisfaction variable (Sf) only has four indicators. In the full model test, the variable memorable tourism experience (MTE) has four indicators, and in the fit model test, no indicators are eliminated, the memorable tourism experience (MTE) variable still has four indicators. In the full model test, the revisit intention (RI) variable has 5 indicators, and in the fit model test, there is one indicator that is eliminated, RI.02, so that the remaining variables in the revisit intention (RI) are four indicators. The results of the fit model testing are, P is 0.069, CMIN / DF is 1.190, CFI is 0.986, and RMSEA is 0.027. Then, based on the four measurement tools, the model is declared fit based on the existing index criteria.

Table 11 Hypothesis Testing

Hypothesis	Independent /Intervening		Dependent/Intervening	Fitted Model Results			
				C.R	Results	Standardized total effects	Interpretation
H 1	Destination Image	→	Perceived Value	4,886	Accepted	0,798	Strong
H 2	Destination Image	→	Satisfaction	3,055	Accepted	0,650	Strong
H 3	Destination Image	→	Memorable Tourism Experience	3,055	Accepted	0,827	Very strong
H 4	Perceived Value	→	Satisfaction	2,768	Accepted	0,347	Sufficient
H 5	Perceived Value	→	Memorable Tourism Experience	3,121	Accepted	0,475	Sufficient
H 6	Satisfaction	→	Revisit Intention	3,625	Accepted	0,253	Mild
H 7	Memorable Tourism Experience	→	Revisit Intention	8,228	Accepted	0,790	Strong

In the destination image variable to the perceived value, the value of the critical ratio (CR) is greater than 2.00 which is 4.886 which means there is a positive and significant influence in the relationship between variables, and the standardized total effects of 0.798 which has a strong effect. Thus, the first hypothesis which states that destination image (X1) has a positive and significant effect on perceived value (X2) in tourists in the Batik Trusmi Area is accepted. According to Aliman et al (2014) and Ramseook et al (2015), destination image variables have a positive and significant influence on perceived value.

In the destination image to the satisfaction variable, the value of the critical ratio (CR) is greater than 2.00 which is 3.055 which means there is a positive and significant influence in the relationship between variables, and the standardized total effects of 0.650 which has a strong effect. So, the first hypothesis which states that destination image (X1) has a positive and significant effect on satisfaction (Y1) on Batik Trusmi Area is accepted. According to Ramseook et al (2015) and Josiassen et al (2015), destination image variables have a positive and significant effect on satisfaction.

In destination image variable to the memorable tourism experience, the value of the critical ratio (CR) is greater than 2.00 which is 3.055 which means there is a positive and significant influence in the relationship between variables, and the standardized total effects of 0.827 which has a very strong effect. Thus, the first hypothesis which states that destination image (X1) has a positive and significant effect on memorable tourism experience (Y2) in tourists on Batik Trusmi Area is accepted. This is consistent with Zhang (2016) and Josiassen et al (2015) destination image variable has a positive and significant effect on the memorable tourism experience.



In the variable perceived value to satisfaction, the value of the critical ratio (CR) is greater than 2.00 which is equal to 2.768 which means there is a positive and significant influence in the relationship between variables, and the standardized total effects of 0.347 which has a strong enough effect. Then, the first hypothesis which states that perceived value (X2) has a positive and significant effect on satisfaction (Y1) on Batik Trusmi Area is accepted. According to Shen (2016) and Wang et al (2017) which states that the variable perceived value has a positive and significant effect on satisfaction.

In the variable perceived value of the memorable tourism experience, the value of the critical ratio (CR) is greater than 2.00 which is 3.121 which means there is a positive and significant influence in the relationship between variables, and the standardized total effects of 0.475 which has a strong enough effect. So, the first hypothesis which states that perceived value (X2) has a positive and significant effect on memorable tourism experience (Y2) on Batik Trusmi Area is accepted. According to Prougestaporn et al (2018) and Wang et al (2017), the perceived value variable has a positive and significant influence on the memorable tourism experience.

In the satisfaction variable on revisit intention, the value of the critical ratio (CR) is greater than 2.00 which is 3.625 which means there is a positive and significant influence in the relationship between variables, and the standardized total effects of 0.253 which has a mild effect. So, the first hypothesis which states that satisfaction (Y1) has a positive and significant effect on revisit intention (Z) on Batik Trusmi Area is accepted. According to Herstanti et al (2014), and Kim et al (2014), satisfaction variable has a positive and significant effect on revisit intention.

In the memorable tourism experience variable on revisit intention, the value of the critical ratio (CR) is greater than 2.00 which is 8,228 which means there is a positive and significant influence in the relationship between variables, and the standardized total effects of 0.790 which has a strong effect. Then, the first hypothesis which states that a memorable tourism experience (Y2) has a positive and significant effect on revisit intention (Z) on Batik Trusmi Area is accepted. According to Wang (2016) and Kim et al (2014), memorable tourism experience has a positive and significant effect on revisit intention.

## CONCLUSION

It was concluded that destination image (x1), and perceived value (x2) had a positive and significant effect on revisit intention (z) through intervening variables such as satisfaction (y1) and memorable tourism experience (y2).

This study has limitations including the low value of Cronbach's alpha in the destination image variable, perceived value, and memorable tourism experience, which means that inconsistencies from the questionnaire answers were found. However, this can still be accepted if the validity value states a good model (Ghozali, 2013).

Based on the conclusions, Future studies are suggested researching with the WOM variable and destination trust of revisit intention. The impact of social media campaigns as a support for revisit intention. Future studies are suggested examining from the perspective of craftsmen and traders in the Batik Trusmi Area, Cirebon. Future studies are advised to test with cohorts to get more variation results. Implications for practice, the government should improve existing facilities, for example widening parking lots because they are considered to affect the value of a low tourist experience. The largest respondent who filled out the questionnaire was a productive age between 18-23 years, should do an introduction to travel content with a very simple form of a campaign through social media by uploading photos in the Trupark museum so that can be seen publicly so that tourists choose Batik Trusmi Area as the first destination in Cirebon.

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