

## Destination Attributes, Perceived Value & Tourist Satisfaction: Predictors of Revisit Intention in the Tourism Sector

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### Abstract

*This study examined the key factors influencing travellers' intention to return to the same location and revealed that destination image, perceived value, destination attraction, stay & food facilities, and tourist satisfaction had a significant influence on tourists' revisit intentions. Data from 220 respondents were collected using a structured questionnaire. Exploratory factor analysis, confirmatory factor analysis, and regression analysis were used to evaluate the measurement model and measure the significant relationship. The statistics suggest that visitor satisfaction and experience factors, particularly hotel and dining facilities, unforgettable sceneries, breathtaking landscapes, and perceived value from the trip, have a significant role in predicting repeat choices. This study proposes that the government should focus on creating local cuisine locations near tourist attractions in order to increase perceived value, and that hotel amenities may be upgraded to provide tourists with a high level of satisfaction.*

**Keywords:** Revisit Intention, Tourism Sector, Destination Image, Perceived Value, Indian Tourism

### 1. Introduction

The tourism industry operates in a highly competitive and experience-driven market; it is now imperative for destinations to not only differentiate themselves through physical attractions alone but also through psychological positioning and experiential value creation. In the wake of these developments, examining what motivates travellers to visit the same place has become strategically very important. (Alawneh et al., 2024) The word "revisit intention" describes how effectively or badly a visitor behaves when it comes to going back to a tourist destination in the future. (Nguyen Huu et al., 2024) Return intention is the term used to describe going back to the same location again. Re-visit intention is a conscious, planned, or likely behaviour of a tourist to return to a destination they have visited before, and is widely regarded as a key indicator of destination loyalty, sustainable demand, and long-term profitability. (Sulekhan et al., 2023) The

significance of repeat visitors is crucial to maintaining the viability of tourism sector. Among the various variables, destination image and tourism experience have been widely investigated in the literature. (Phi et al., 2022) The link connecting the perception of the place and the desire to return is mediated by guest satisfaction and recommendation. Destination image concerns what tourists think and feel about a given place based on their experiences of its infrastructure, attractions, cultural heritage, hospitality, and environment.

(Nazarian et al., 2024) The primary source of visitors' happiness is their intellectual capacity, and their decision to return is fostered by their loyalty built through satisfaction. An improved image enhances perceived appeal and reduces perceived risk, thereby reinforcing behavioural intentions. On the other hand, tourism experience refers to the subjective, memorable interactions that visitors encounter within a destination, including emotional

involvement, novelty, and authenticity; service encounters can also be included here. (Acharya et al., 2023) The integrity and efficacy of tourist places will often be evaluated using a mix of two criteria: destination satisfaction and intention to return. Given that modern tourism places considerable emphasis on experiential consumption, the quality and memorability of experiences largely define post-visit behavioural consequences. (Soleimani & Einolahzadeh, 2018) Delivering high-quality services is necessary to achieve high levels of customer loyalty. (Karunanayaka et al., 2025) Tourist satisfaction was positively impacted by destination image and perceived quality, which additionally showed an enormous influence on the eagerness of travellers to return. Fostering recurring trips to the same destination requires a comprehension of the elements that influence the urge to make another trip. This study outlines the impact of numerous factors on tourists' revisit intention.

## 2. Literature Review & Hypothesis Formulation

### 2.1 Destination Image (DI) & Revisit Intention (RI)

(Chiu et al., 2016) The descriptions of destination image concentrate upon a person's general impression about the place they are visiting. (Nguyen Viet et al., 2020) In many approaches to explaining visitors' process of making choices, destination image is seen as a crucial influencing element. Travellers, while planning a trip, rely on their selections based on their preconceived images of various locations. (Abbasi et al., 2021) The choice of tourists to return to a place is considered a significant factor that contributes to business expansion and long-term viability. (Manyangara et al., 2023) The perception of a place tends to be a crucial factor in forecasting visitor patterns, particularly their propensity to visit again. Thus, the following hypothesis is formed:

H1: Destination Image has a substantial impact on revisit intention to the same location.

### 2.2 Perceived Value (PV) & Revisit Intention (RI)

(Seow et al., 2024) Travellers' assessment of the extent to which their vacation will improve their physical and emotional well-being is known as

perceived value. (Lin, 2024) Perceived interest in a trip not only brings delight to visitors emotionally and intellectually, but it also raises their overall level of tourism experience. (Maulina et al., 2023) Where the advantages outweigh the sum paid for, service is seen as having considerable value. Travellers considered perceived value while making travel plans and even while considering revisit intention. (Karunanayaka et al., 2025) Thus, the following hypothesis are formed:

H2: Perceived value from a prior journey has a substantial impact on revisit intention to the same location.

### 2.3 Destination Attractions (DA) & Revisit Intention (RI)

(Smith & Warburton, 2015) A destination's attraction is a reflection of tourists' perceptions and sentiments about how well it fulfils their expectations. (Nguyen Viet et al., 2020) destination beauty is as a visual representation that represents an individual's emotions, thoughts, and judgments regarding the place of visit. Destination attraction is a mesmerising combination of rich history, amazing landscapes and beautiful surroundings found at tourist sites and even for memory through videos and photos. Thus, the following hypothesis is formed

H3: Destination Attractions has a substantial impact on revisit intention to the same location.

### 2.4 Stay and Food Facilities (SFS) & Revisit Intention (RI)

(Nguyen Viet et al., 2020) The standard of the meals and lodging amenities must be raised in order to increase visitor satisfaction and their desire to return. (Soleimani & Einolahzadeh, 2018) A visitor who is really pleased with an experience is more inclined to return to the location later on and suggest the particular aspects of the location to others. (Nguyen Huu et al., 2024) The guest's contentment with the lodging facility will encourage them to stay there repeatedly. (Karunanayaka et al., 2025) Perceived quality is defined as tourists' personal opinion of the amenities and services available at a destination. (Raggiotto & Scarpi, 2021) Loyalty is frequently employed as a gauge of visitors' favourable views and experiences of a place, which in turn suggests

subsequent trips. (Barkah & Febriasari, 2021) Tourism companies are turning to the immersive method of experiencing and smelling regional food to present the most genuine features of tourist places. Thus, the following hypothesis are formed:

H4: Stay & Food facility at the place of travel has a substantial impact on revisit intention to the same location.

**2.5 Tourist Satisfaction (TS) & Revisit Intention (RI)**

According to (Nguyen Huu et al., 2024), tourist satisfaction has always been a top priority in the hotel industry. (Soleimani & Einolahzadeh, 2018) Perceptions and the apparent qualities of a service determine how satisfied consumers are. (Seow et al., 2024) Negative e-WOM is more likely to occur when visitors have an unpleasant trip that leaves them feeling dissatisfied and experiencing an adverse experience. (Jodi et al., 2023) A contributing factor to the inclination to revisit is the tourism experience. (Lin, 2024) The likelihood of tourists revisiting is significantly influenced by their overall satisfaction with the destination. TS is an important factor to take into account; the more satisfied travellers are with their visit, the more likely they are to return. Thus, the following hypothesis are formed:-

H5: Satisfaction from the prior trip has a substantial impact on revisit intention to the same location.

**3. Methodology**

This study aims to analyse the relationship among perceived value, destination attractions, destination

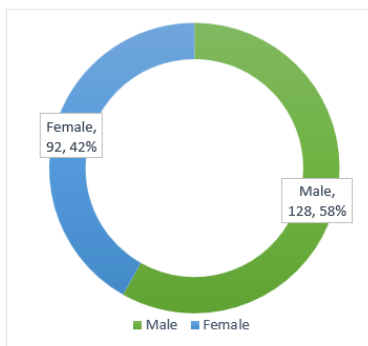
image, food & stay facilities, tourist satisfaction and revisit intention. Data was collected from 232 respondents who travel frequently using the structured questionnaire, from which data from 220 respondents is considered for analysis, which aligns with (Hair et al., 2019), 5-10 respondents per variable for the application of factor analysis. Tourist satisfaction construct is measured using a 3-item scale of (Dinh Phi et al., 2022; Nguyen Viet et al., 2020); revisit intention is measured using a 4-item scale of (Dinh Phi et al., 2022; Seow et al., 2024) Perceived value is measured used 4 item scale of (Dao et al., 2025) destination image construct is measured using a 4-item scale of (Dao et al., 2025) Stay, and food facilities are measured using a 4-item scale of (Nguyen Viet et al., 2020); and destination attractions using a 3-item scale of (Nguyen Viet et al., 2020). Regression analysis, EFA, and CFA were employed to assess the measurement model and determine the significant link between DI, PV, DA, SFS & TS with revisit intention.

**4. Data Analysis & Interpretation**

**4.1 Demographic Statistics**

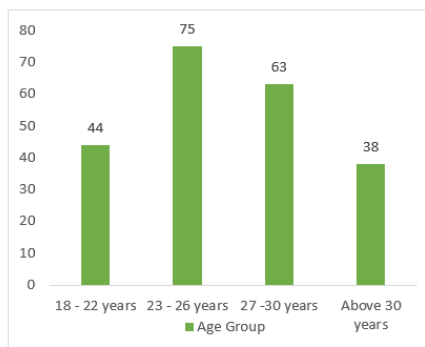
Figures below outline the summary of the demographic profile of respondents, enabling a more thorough comprehension of the research's sampling background. Figure 2 highlights the genders of respondents, with 128 males followed by 92 female respondents. Figure 3 outlines the age group of respondents, with the majority of the population being less than 26 years, highlighting more of young population to be part of the study.

Figure 2: Gender of Respondents



Source: Author’s Calculation

Figure 3: Age Group of Respondents

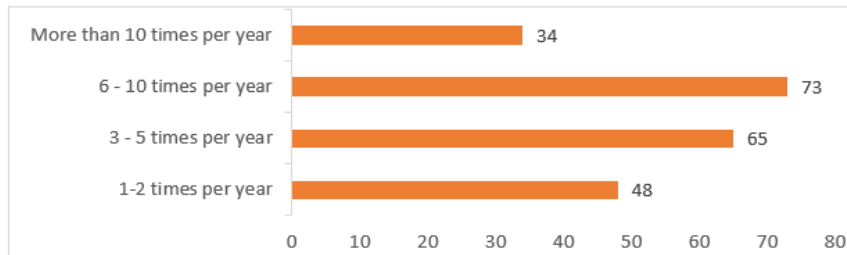


Source: Author’s Calculation

Figure 4 highlights the travel frequency of respondents, and as per the results, 73 respondents go on a trip 6-10 times a year, followed by 65

respondents with 3-5 times a year. Results highlight that there is a trend of tours and travel among the population, especially among the respondents between 18 - 26 years.

Figure 4: Travel frequency of respondents



Source: Author’s Calculation

**4.2 Sampling Adequacy & Reliability Analysis**

Table 1.1 presents the KMO, Bartlett's Test & Cronbach's Alpha, which indicate the sampling adequacy and reliability of the collected data. As per the results, KMO is .918 which aligns with (Kaiser,

1974) value > .90 are marvellous. Further, Cronbach's Alpha is .939, which aligns with (Izah et al., 2024; Cronbach, 1951; Forero, 2014) as value >.90 considered as excellent outlining internal consistency in data.

**Table 1.1:** KMO and Bartlett's Test, Reliability Statistics

|  |                    |          |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .918     |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 3279.495 |
|  | Df                 | 231      |
|  | Sig.               | .000     |
| Cronbach's Alpha                                 |                    | .939     |

Source: Author’s Calculation

**4.3 Factor Analysis**

Table 1.2 shows the values of factor loading, based on eigenvalue >1 aligns with (Kaiser, 1974), results demonstrated the six constructs DI, DA, SFS, PV, TS & RI with 22 items exceeding 0.5 loading value. The highest loading for item PV3 with a value of .831, and the lowest for item DA1 with a value

of .665; According to (Andy Field, 2013; Joseph F. Hair Jr. et al., 2019), factor loading > 0.5 is considered practically significant, while loading value > 0.70 outlines a well-defined structure. As per results, the values of all items align with > 0.70 value indicating a well-defined structure, except for item DA1 with a value of .665 which is practically significant.

**Table 1.2:** Factor Loading

| Constructs              | Items | 1    | 2    | 3    | 4    | 5 | 6 |
|-------------------------|-------|------|------|------|------|---|---|
| Destination Image       | DI1   | .744 |      |      |      |   |   |
|                         | DI2   | .779 |      |      |      |   |   |
|                         | DI3   | .796 |      |      |      |   |   |
|                         | DI4   | .724 |      |      |      |   |   |
| Perceived Value         | PV1   |      | .803 |      |      |   |   |
|                         | PV2   |      | .792 |      |      |   |   |
|                         | PV3   |      | .831 |      |      |   |   |
|                         | PV4   |      | .796 |      |      |   |   |
| Destination Attractions | DA1   |      |      | .665 |      |   |   |
|                         | DA2   |      |      | .744 |      |   |   |
|                         | DA3   |      |      | .804 |      |   |   |
|                         | SFS1  |      |      |      | .800 |   |   |
|                         | SFS2  |      |      |      | .808 |   |   |

|                      |      |  |  |  |      |      |      |
|----------------------|------|--|--|--|------|------|------|
| Stay & Food Facility | SFS3 |  |  |  | .795 |      |      |
|                      | SFS4 |  |  |  | .781 |      |      |
| Tourist Satisfaction | TS1  |  |  |  |      | .709 |      |
|                      | TS2  |  |  |  |      | .808 |      |
|                      | TS3  |  |  |  |      | .697 |      |
| Revisit Intention    | RI1  |  |  |  |      |      | .753 |
|                      | RI2  |  |  |  |      |      | .759 |
|                      | RI3  |  |  |  |      |      | .769 |
|                      | RI4  |  |  |  |      |      | .758 |

Source: Author’s Calculation

**4.4 Model Fit**

Table 1.3 outlines the model fit of the proposed model with CMIN/Df = 1.345, CFI = .979, GFI = .905, TLI = .975, NFI = .923, AGFI = .876, RMSEA = .040 & RMR = .028. The indices value

of all measure’s ranges between the acceptable threshold limit, confirming the adequacy of the measurement model. The value of fit indices meeting the suggested criteria, the proposed measurement model exhibits strong goodness-of-fit, supporting the measurement structure.

**Table 1.3: Model Fit Indices**

| Measures | Indicator Standard Value  | Model Value | Results    |
|----------|---|-------------|------------|
| CMIN/DF  | < 3 denotes good fit (Bentler & Bonett, 1980)                               | 1.345       | Good       |
| CFI      | ≥ 0.95 Good (Hu & Bentler, 1999)  | .979        | Good       |
| GFI      | ≥ 0.95 Good, ≥ 0.90 – Acceptable (Jöreskog & Sörbom, 1984)                  | .905        | Acceptable |
| TLI      | ≥ 0.95 Good, ≥ 0.90 – Acceptable (Hu & Bentler, 1999; Tucker & Lewis, 1973) | .975        | Good       |
| NFI      | > 0.90 (Bentler & Bonett, 1980)   | .923        | Good       |
| AGFI     | ≥ 0.8 – 0.9 (Jöreskog & Sörbom, 1984)                                       | .876        | Good       |
| RMSEA    | < 0.05 (Browne & Cudeck, 1992; Hu & Bentler, 1999)                          | .040        | Good       |
| RMR      | < 0.05(Hair et al., 2019; Jöreskog & Sörbom, 1984)                          | .028        | Good       |

Source: Author’s Calculation

**4.5 Hypothesis Testing Results & Interpretation**

Table 1.4 shows a statistically significant regression algorithm summary with an ANOVA result of 57.704 with a p-value <.001, that identified DI, PV, SFS, DA, and TS as significant markers of tourists' behaviour in deciding revisit intention to prior place of travel. The R<sup>2</sup> = 0.574 reflects significant impacts

which provide evidence that DI, PV, SFS, DA, and TS explain for 57% of the variation in revisit intention. Perceived value with p < 0.001 and β = 0.187 indicates a modestly favourable influence. In practice, tourists who sense value from their current vacation are far more inclined to return for another trip to the same location.

**Table 1.4: Model Summary & ANOVA results**

| Model | R     | R <sup>2</sup> | Adjusted R <sup>2</sup> | Std. Error | F-value | Sig.  |
|-------|-------|----------------|-------------------------|------------|---------|-------|
| 1     | 0.758 | 0.574          | 0.564                   | 0.51575    | 57.704  | 0.000 |

Source: Author’s Calculation

Table 1.5 outlines the hypothesis test results, which demonstrates Stay & food facility with B = 2.40 & p < .001 outlines a strong positive effect. SFS with the highest β = 0.230 outlines that a pleasant stay facility and availability of indulging local cuisines are strongly associated with a higher inclination to return to the same place. Tourist Satisfaction (TS) has a substantial influence on return intention, with β = 0.206, and p <.001, outlining that tourists who

are satisfied with their prior trip experience to the same place are more likely to report a higher desire to revisit. Destination image with (β) = .209 and p =.001 creates a more positive impression of the tourist attraction, increasing the chance of travellers intending to return. Furthermore, destination attractions with (β) = .183, p=.001 & B = 1.95 show that revisit intention increases by 1.95 for every unit rise in the DA. The findings show that more

attractive, historic, and aesthetic landscapes at tourist destinations increase the likelihood of return.

**Table 1.5:** Hypothesis Testing Results

| Hypothesis | Relationship                               | (β)   | P-value | Result   |
|------------|--|-------|---------|----------|
| H1         | Destination Image → Revisit Intention      | 0.209 | 0.001   | Accepted |
| H2         | Perceived Value → Revisit Intention        | 0.187 | 0.002   | Accepted |
| H3         | Destination Attraction → Revisit Intention | 0.183 | 0.001   | Accepted |
| H4         | Stay & Food Facility → Revisit Intention   | 0.230 | 0.000   | Accepted |
| H5         | Tourist Satisfaction → Revisit Intention   | 0.206 | 0.000   | Accepted |

Source: Author’s Calculation

### 5. Discussion & Managerial Implications

The results of this study illustrate the link between DI, PV, DA, SFS, and TS with the restitution behaviour of visitors. Among the constructs, stay and food facilities with  $\beta = 0.230$  emerged as the strongest determinant, suggesting that local food and stay facilities are more likely to develop emotional attachment with revisit intentions, as tourists are more likely to be pleased with local food while exploring, which aligns with (Nguyen Viet et al., 2020) that improving the level of lodging and food choices will help to boost visitors' satisfaction and desire to return. Destination image and attractions outline a strong and favourable effect, which aligns with (Dinh Phi et al., 2022) destination image has favourable influence on TS and RI, as positive perceptions and historical, aesthetic and memorable landscapes increase the chance of revisit. Further satisfaction from the trip and perceived value reinforces the well-established notion that satisfaction results in the likelihood of revisit intention.

### 6. Conclusion

This study observed the primary factors of travellers' intention, which determines their behaviour to visit the same tourist place again and discovered that DI, PV, DA, SFS, and TS had a substantial impact on tourists' revisit intentions. The data show that tourist satisfaction and experience aspects, notably hotel and food facilities, memorable scenery, amazing landscapes and perceived value from the trip, have a major hand in determining repeat preferences. This study emphasises that tourists' assessment of the advantages in relation to expenses, lodging facilities with local cuisine, and the historic, aesthetic attractions leads to tourist satisfaction, which is essential in determining

intentions to return. According to the findings of this study, the government should prioritise the development of local food establishments near tourist attractions in order to increase perceived value, and lodging facilities can be improved to offer tourists a high level of satisfaction.

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