DESTINATION IMAGE AND TRAVEL MOTIVATION AS PREDICTORS OF REVISIT INTENTION: A STUDY OF DOMESTIC TOURISTS IN ALOR ISLAND

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ABSTRACT

Objective: This study analyzes the effect of destination image interaction and domestic tourists' travel motivation in predicting the intention to revisit Alor Island. This study places travel motivation as a link between the interaction of a general tourist destination image and tourists' intention to revisit Alor Island. **Research Design & Methods:** The approach used in this study is a quantitative method, using a questionnaire distributed to 230 domestic tourists visiting Alor Island. The sample determination in this study follows the sample size guidelines for SEM-PLS analysis with a maximum likelihood estimation approach with a range between 100 and 250. Data analysis uses a structural equation approach with SPSS and SEM PLS to test the interaction of research variables and their indicators and explain the relationship between variable constructs. **Findings:** The results of the investigation found that destination image has an indirect impact on tourists' intention to revisit. In addition, travel motivation also directly affects the intention to revisit. It was also found that travel motivation mediates the effect of destination image on the intention to revisit. **Implications and Recommendations:** This study shows that building a positive destination image through promotion, facilities, and cultural uniqueness can motivate tourists to return. Therefore, the tourism industry must provide quality services, develop authentic and sustainable tourism experiences, and utilize technology and market segmentation. **Contribution & Value Added:** Travel motivation fully mediates the impact of destination image and tourists' intention to revisit the Alor Island tourist destination. Culture, history, entertainment, social interaction, and access to information can increase tourists' intention to revisit.

Keywords: destination image; island tourism destinations; revisit intention; travel motivation.
JEL codes: L83, Q56, Z32
Article type: research paper

INTRODUCTION

Tourism is one of Indonesia's most significant benefactors of husbandly accretion, especially in shortening distances, absorbing labor, and developing regional development. Revenue from tourism also contributes significantly to Indonesia's GDP by employing in the hotel, transportation, and culinary sectors (Kardaşlar et al., 2023). According to data from the Indonesian Ministry of Tourism and Creative Economy (2024), tourism foreign exchange income has been set at 14 billion US dollars, exceeding the previous target of around 7.089.99 billion US dollars. Meanwhile, the growth of the added value of the creative economy has reached Rp 1,414.77 trillion. The restaurant, entertainment, and economic activity industries, supported by the manufacturing sector, such as lodging, travel agencies, aviation businesses, and transportation services businesses, showed increased activity and drove this growth.

Tourism drives regional development through infrastructure improvements and economic growth and expansion, primarily determined by how many new tourists are interested and interested in returning

(Amalia, 2022). Returning tourists will spend more money during their visit and promote the destination by word of mouth, which can attract more tourists (Lewis-Cameron & Brown-Williams, 2022). BPS-Statistics Indonesia (2023) shows an annual trend in the growth of domestic tourists, who have the potential to make a more critical offering to the Indonesian economy. In 2023, the amount of national tourists in Indonesia is estimated to reach 825.80 million trips. This number has increased quite rapidly compared to 2022. This condition indicates that there has been a post-Covid-19 pandemic recovery in 2020–2022.

East Nusa Tenggara, as one of the provinces in Indonesia, also contributes to tourist destinations that attract domestic tourists. BPS-Statistics of Nusa Tenggara Timur Province (2024) recorded 5.064 million domestic tourist trips to East Nusa Tenggara. This figure shows an increase of 31.56% compared to 2022, which was 3.849 million trips. Total tourist visits continued to increase consistently throughout 2023, except in March which decreased by 269 thousand or down 38.92%. Conversely, the highest increase occurred in December, which was 769 thousand or an increase of 54.85%. This significant increasing trend shows a positive trend in tourist visits to East Nusa Tenggara. This data also shows a significant difference in domestic tourist visits between districts/cities in the East Nusa Tenggara region.

Furthermore, BPS-Statistics of Nusa Tenggara Timur Province (2024) also released data on tourist visits at the Regency/City level in the East Nusa Tenggara region. Kupang City consistently occupies the top position as the most popular tourist destination, with 770 thousand tourist visits. West Manggarai Regency had 596 thousand visitors, and South Central Timor Regency had 447 thousand visitors, taking second and third place. These three areas have attracted many tourists due to their natural attractions, culture, and accessibility. Meanwhile, Alor Regency is included in the category of districts with the lowest number of tourist visits, which is 16 thousand or 0.33% of the total at the provincial level. This number also decreased compared to 2022, which was 17 thousand visits (BPS-Statistics of Alor Regency, 2023). The comparison of the number of domestic tourists shows a significant gap between the number of visits at the level of East Nusa Tenggara Province and Alor Regency as one of the tourist destinations worth visiting. The gap can be seen from the percentage of visits to Alor, which is only around 0.3% of the total visits at the provincial level of East Nusa Tenggara.

The uniqueness of Alor Island is that it is a destination that offers cultural, historical, and natural diversity (Yuliaty et al., 2021). From a cultural aspect, Alor Island is known as the island of a thousand moko (bronze drums) used for wedding dowries, traditional lego-lego dance, and traditional villages. From a natural aspect, there is the beauty of the underwater world, with coral reefs and seagrass as one of the centers for snorkeling and diving, a clean white sandy coastline, and endemic dugong mammals. Meanwhile, from a historical perspective, there are historical heritage sites such as the ancient Qur'an, made of tree bark, traditional Alor woven cloth, and the Wong Bo phenomenon or growing pots. With its cultural, historical, and natural diversity, Alor Island has the goods to grow a promising tourist attraction. However, it still needs to be improved to increase tourist interest in visiting Alor Island. The main obstacles faced are related to driving factors such as the availability of quality accommodation, ease of access, and completeness of information. Tourism promotion and marketing efforts, limited accessibility and infrastructure, availability of information and tourist attractions, and development of tourism products must be optimized to achieve provincial goals, emphasizing the development of tourist destinations through improving comprehensive services (Amelia et al., 2024).

Tourists' perceptions of a destination, shaped by tourist attractions, available facilities, environmental conditions, and local culture, will shape their assessment of its characteristics (Iordanova & Stylidis, 2019). Research on the image of island destinations shows that many aspects must be considered. One of them is the difference between the image deliberately created by destination marketers and the image that is felt by tourists visiting the island (Karri & Dogra, 2023). The image of the island destination includes the cognitive aspect, where tourists objectively assess the natural beauty, ecosystem uniqueness, and environmental sustainability. In addition, there is also an affective aspect, namely the subjective feelings of tourists, such as awe, calmness, or excitement that arise while on the island. Tourists will understand island destinations with a positive image as places that match their expectations, perceptions, and experiences (Garay, 2019). Positive imagery can also be in the form of positive feelings, emotions, and attitudes of tourists towards the values offered by the island, such as the

friendliness of the residents, the uniqueness of local culture, or memorable tourist activities (Lan et al., 2021). Understanding the perception of tourists, both prospective tourists and those who have visited, towards an island destination is very important for destination managers, marketers, and tourism planners.

This phenomenon shows that travel has evolved into meaningful activity, reflecting the search for transformative experiences that enrich the soul and broaden an individual's perspective (Chhabra, 2021). Internal drives, including the desire to realize one's potential, explore the world, and connect with others, motivate travelers to explore a destination (Villamediana-Pedrosa et al., 2020). Goals allow travelers to develop personal values, step out of their comfort zones, and achieve personal growth (Kotsi & Pike, 2021). Island tourism offers natural beauty and opportunities for travelers to learn and understand various cultures, environments, and local people that can enrich their insights and knowledge (Baixinho et al., 2020). Through social interactions with locals and self-reflection at island tourism destinations, tourists can find a deeper meaning in life and broaden their perspectives (Sheldon, 2020).

Previous analysis shows that destination image tends to have positive and negative impacts in predicting tourists' intention to revisit, depending on various travel behavior patterns of tourists. This study has identified several previous research findings that show tourists' various destination behaviors or choices to revisit. Soonsan & Sukahbot (2019), in his research, examined the factors that influence tourists' intention to revisit Phuket-Thailand and found that perceptions of the destination, directly and indirectly, involve tourists' intention to revisit. Furthermore, Bob & Iwan (2019) analyzed the influence of visitors' impressions on their revisit choices of several cities in Indonesia. A predictive modeling approach analyzed variables impacting destination image, including accommodation facilities, food quality, and recreational adventures. The study showed that tourists' assessments of a tourist area positively influenced their likelihood of being interested in revisiting it. Ragab et al. (2020) investigate the influence of destination image on tourist welfare when traveling to Egypt by placing tourist satisfaction as a mediator between destination image and intention to revisit. The study found that destination image does not directly affect the intention to revisit. Although a positive destination image can directly impact tourist satisfaction, other factors, such as quality service, public relations, and familiarity, influence tourists' intention to revisit. These findings indicate that various interrelated factors can influence tourists' decisions to revisit a place (Wantara & Irawati, 2021).

This study was conducted to fill the gap in previous research results. It aims to determine whether visitors are interested in returning to the Alor Island tourist destination, particularly when compared to other more established island destinations, and whether a positive tourism image of Alor Island can influence tourists' interest in returning. Thus, the meaning of this study is to provide a solution to the research gap found through previous research results by including travel motivation as a mediating variable. Including travel motivation variables as mediating variables in predicting tourists' choice to revisit is often challenging due to its complex and contextual nature (Khairunnisah et al., 2020). Travel motivation is not only influenced by internal factors such as tourists' personal needs and values but also by external factors such as destination conditions, previous experiences, and perceptions of the value offered by the destination (Yoo et al., 2018). This complexity makes travel motivation tend to be dynamic, different between individuals, and challenging to quantify consistently. In addition, travel motivation only sometimes directly or substantially impacts revisit intentions but depends on how previous travel experiences meet or even exceed tourists' expectations (Huang & Liu, 2017). Previous studies have also been more dominant in using satisfaction as a link in predicting the impact of destination image on tourists' choices to revisit (Luvsandavaajav et al., 2022; Soonsan & Sukahbot, 2019; Wantara & Irawati, 2021). Therefore, this study attempts to make travel motivation a mediating variable requiring a prudent theoretical framework and methodology to be reflected. Specifically, this research aims to (a) analyze the direct influence between destination image and travel motivation and tourists' interest in returning, (b) analyze the direct influence of travel motivation on tourists' interest in returning, and (c) test whether travel motivation can act as a link between destination image and tourists' interest in returning.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The theory of Planned Behavior is a theory that explains the factors that influence a person's intention or intention to perform a behavior (Conner, 2020). This theory starts from the fundamental premise that intention is a direct indicator of individual behavior, which is affected by three primary constructs: attitude toward behavior, subjective norms, and perceived behavioral control (Ajzen et al., 2018). These three factors shape an individual's belief in the possibility of performing a particular action. In tourism, the TPB provides a valuable framework to understand why tourists choose specific destinations and intend to return to them (Soliman, 2021). This theory emphasizes that a person's motives for revisiting a destination are affected by three main factors: attitudes toward the destination, subjective norms, and perceived behavioral consequences (Meng et al., 2022). Attitudes towards destinations reflect travelers' assessment of the attractions, amenities, and experiences offered. The more positive a traveler's evaluation of a destination, the more likely they are to return (Ulker-Demirel & Ciftci, 2020). Second, subjective norms reflect tourists' social influences, such as recommendations from friends or family and general perceptions of destination. Positive social pressure can encourage tourists to choose specific destinations (Cao et al., 2022). Finally, perceived behavioral control refers to the extent to which the traveler feels capable and has the necessary resources to revisit the destination, such as the availability of time and budget (Abbasi et al., 2021). Thus, the interaction between attitudes towards the destination, subjective norms, and perceived behavioral control significantly affects travel motivation and tourists' intention to revisit a destination, forming a complex feedback loop in tourism perception and experience (Soliman, 2021).

Island Tourism Destinations

Island tourism is a geographical space limited by the sea, offering unique attractions in the form of landscapes, biodiversity, and local culture as elements that form the destination's image (del Río-Rama et al., 2020). Maghrifani et al. (2022) discuss that tourism research in archipelago destinations is generally related to tourists' charm and purpose, and they have to promote the sustainability organizer of these images of teh destination as tourist destinations. In addition, tourism in island destinations is an occasion for economic growth and benefits the locals and visitors. In the study of Parra-López & Martínez-González (2018), it was also revealed that some of the dominant factors in various studies of island tourist destinations include the level of existence of grown communities, stakeholder teamplay, sustainability, diversification, seasonality, marketing, consumer behavior/perception and segmentation, planning of tourism activities, information and technology, competitiveness, and efficiency. Furthermore, Grilli et al. (2021) in their study present selective experiments and latent factor analysis to unravel relevant aspects of sustainable tourism in small island developing countries. The study found a diversity of preferences between tourists who had visited and prospective tourists. Physical attributes such as beaches and coral reefs and non-physical attributes such as the friendliness of the people and the uniqueness of traditions interact with each other and shape the image of an island as a tourist destination, where ease of payment is a supporting factor in shaping tourist preferences (Grilli et al., 2021). These attributes are unique opportunities for tourism and the development of island tourism destinations, especially in supporting sustainability, growth, and social change of local communities as hosts (Goffi et al., 2019).

Destination Image

The image of a destination describes personal considerations and confidence about a tourist attraction. Previous research, Chaulagain et al. (2019) and Ceylan et al. (2021) found that the destination's image greatly determines visitor resolve to visit again. A positive image is formed from various factors, including attractions, facilities, environment, and promotions. Furthermore, travel motivation is cohesive with the reason travelers visit a destination. Maghrifani et al. (2022) shows that a positive image of destinations can attract tourists to take a trip. Tourism motivations include attractions, new experiences, or local culture (Suhartanto et al., 2020). Meanwhile, a memorable tourism experience, based on the image that has been formed before, positively impacts tourists' interest in visiting in the future (Iordanova & Stylidis, 2019). Travelers with a positive outlook on the destination and strong

motivation are more likely to decide to return (Chi & Phuong, 2022). These findings emphasize efforts to construct a great image of the destination and understand tourist motivations to increase return intentions. Therefore, the study's hypothesis is as follows:

H1: Destination image has an impact on travel motivation

H2: Destination image has an impact on revisit intention

Travel Motivation

One of the leading reasons tourists travel is to learn about each destination's unique cultural values. Authentic cultural experiences, local traditions, and the friendliness of the local community significantly impact tourists' travel decisions (Maghrifani et al., 2022). The motivation to seek cultural experiences also plays a vital role in tourists' intentions to revisit a destination. The stronger the motivation, the more likely tourists will feel satisfied and want to return to explore more deeply the cultural diversity of the destination they visit (Khairunnisah et al., 2020). In other words, a positive perception of a destination based on a memorable artistic experience can be why tourists plan a repeat visit (Tian et al., 2020). Thus, tourist destinations need to develop the right strategy by building a positive image in the eyes of tourists. By understanding the various motivations of tourists, destinations can offer memorable experiences, thereby supporting the preservation of local culture (Almeida-García et al., 2020).

H3: Travel motivation has an impact on revisit intention

H4: Travel motivation mediates the Impact of destination image on revisit intention

Revisit Intention

Revisit intention are individual's tendency to reevaluate a particular destination in the back. Revisit intention tends to be influenced by previous travel experiences, perceived satisfaction, destination image, and quality of service received (Zhang et al., 2018). When tourists gain knowledge about a destination on their first visit, they tend to feel satisfied and have an emotional closeness, thus forming a stronger motivation to return to the same destination (Bayih & Singh, 2020). Revisit intention is considered the first step in the loyalty process and can result in actual revisit behavior. In addition, the intention to revisit is broader than just the level of personal satisfaction with the tourist destination. The intention to revisit is also determined by external influences, such as promotions, recommendations from others, and the unique appeal of the destination (Stylos & Bellou, 2019). If the experience meets or exceeds expectations, revisit intention will increase (Prayag et al., 2017). Therefore, the desire to decide to revisit the same destination plays an essential role in forming tourist loyalty, so it is necessary to determine an effective tourism marketing strategy. Effective strategic determination in maintaining tourist loyalty will increase long-term income (Liao et al., 2021).

Based on previous research, a research model was built to test the proposed hypothesis or theory. This model involves interactions between variables, as seen in Figure 1.
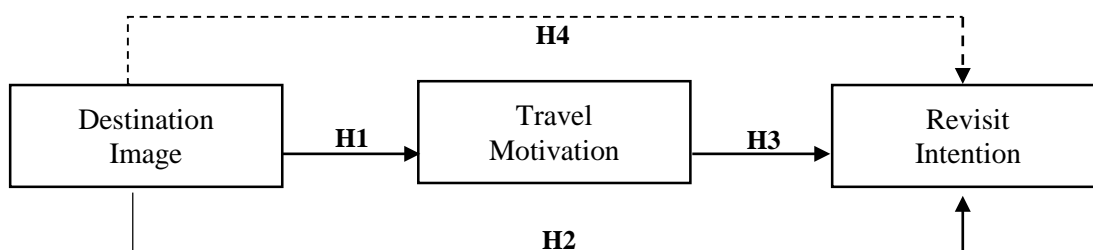

Figure 1. Hypothesis Model
Source: Created by Authors

METHODS

Population and Sampling

This study focuses on domestic tourists visiting Alor Island, East Nusa Tenggara Province, Indonesia. The location was chosen because Alor Island is a strategic area for tourism development in Indonesia

(Lau et al., 2022). This study involved 250 domestic tourists who had visited Alor Island using purposive sampling techniques to obtain more relevant and in-depth data and allow researchers to focus on tourists' direct experiences (Andrade, 2021). The respondent criteria in this study were visitors who had visited Alor Island at least once and reached a minimum age of 18. The previously determined research objectives determined these criteria. The determination of the sample in the study of 250 respondents was determined based on the reference opinion of Wang et al. (2022), who suggested the ideal sample range for SEM-PLS analysis, a namely at least 10 times, the number of indicators in the model or the range of 100–250 to ensure robust results. The researcher decided to use the number 250, considering that the number is quite representative of the population of tourists visiting Alor Island. Before filling out the questionnaire, respondents were asked to take the time to be willing to fill out the list of statements provided. The data obtained were then analyzed using the PLS-SEM method with a maximum probability approach (Hair et al., 2019). This approach allows researchers to identify causal relationships between latent variables constructed based on empirical data (Hwang et al., 2021).

Data Collection

Questionnaires are important in this study because they provide primary data that cannot be found through secondary sources (Harris & Brown, 2019). Various methods, including face-to-face and manual filling, were used to distribute questionnaires to tourists on Alor Island. This method was selected based on several considerations, including the characteristics of respondents (tourists on Alor Island), the availability of technological infrastructure, and specific research objectives. Although online data collection has many advantages, face-to-face and manual methods were chosen to ensure better data quality and maintain respondent confidentiality (Sun et al., 2021). This comprehensive approach in a direct information cluster seeks high-quality reports appropriate to the study's focus. This study distributed 300 questionnaires to domestic tourists visiting Alor Island, resulting in 270 returned questionnaires. Of these, 40 questionnaires were considered invalid due to inconsistent answers, significant missing data, or respondents' tendency to give the same answers to all questions, so 230 questionnaires were declared valid, and the effectiveness rate was 77%.

Validation of Research Instruments

The instrument's or questionnaire validity test uses discriminant and convergent validity. This study aims to measure convergent validity by examining the loading factor values of the indicators that form the latent variable construct. The analysis results of this instrument refer to previous research references, as shown in Table 1. The instruments in this study were adapted from several previous studies, then several indicators were modified based on the contextual needs of this study. This adaptation process was carried out to obtain more accurate and relevant data in measuring research variables.

Table 1. Instrument Development Based on Reference Sources

No.	Variables	Dimensions	Source
1.	Destination Image	Friendliness of local people, Interesting cultural heritage, Adequate accommodation, Quality of tourism infrastructure, Availability of various shopping places, A pristine and unpolluted environment, and Interesting local food and drinks.	Agapito et al. (2013); Santana & Sevilha Gosling (2018)
2.	Travel Motivation	Desire to learn about culture and history, Want to ensure the best vacation experience, Desire to participate in unique entertainment activities, Want to engage in social and recreational activities, Want to enjoy an educational and fun vacation, Motivated to visit through social media content.	Tapia et al. (2019); Zheng et al. (2021)
3.	Revisit Intention	I intend to visit again with my family in the future. I will say positive things to others or relatives and recommend this island to others; visiting this destination is not too difficult.	Carballo & León (2018); Hasan et al. (2019); Widjaja et al. (2020)

Source: Created by Authors

A construct is valid if the loading factor value is above 0.70. This value shows how well each indicator represents the research variable (Hair et al., 2019). The results of the convergent validity test can be seen in Table 5. Meanwhile, discriminant validity assesses the correlation between variables. The criteria for

good validity are met if the correlation coefficient between variables (in the right column) is greater than the square root of the Average Variance Extracted (AVE) of each latent variable (Sarstedt et al., 2021). Table 6 details the requirements for the square root of AVE to exceed 0.70 ideally.

Concept and Measurement of Variables

The concept and measurement of variables define an abstract idea as something that can be measured by establishing observable and analyzable indicators (Sarstedt et al., 2021). This study uses three main variables: destination image, travel motivation, and intention to return, as described in Table 2. This table explains the operational definition of each variable, including the dimensions and indicators used to measure each concept empirically.

Table 2. Operational Definition

Variable	Definition	Indicator
Destination Image	Destination image is the result of cognitive and affective processes that shape individual perceptions, including factual knowledge, emotional assessments, and general impressions of a destination (Souiden et al., 2017).	The friendliness of local people, cultural heritage, accommodation, quality of infrastructure, shopping places, beautiful environment, and local food and drinks (Agapito et al., 2013; Santana & Sevilha Gosling, 2018).
Travel Motivation	The friendliness of local people, cultural heritage, accommodation, quality of infrastructure, shopping places, beautiful environment, and local food and drinks (Agapito et al., 2013; Santana & Sevilha Gosling, 2018).	Learn culture and history, enjoy the Best holiday experiences, enjoy Unique entertainment, social recreation, educational and fun holidays, and visit social media-inspired destinations (Tapia et al., 2019; Zheng et al., 2021).
Revisit Intention	Travel motivation is an internal and external drive that influences an individual's decision to travel, to fulfill the need for relaxation, the desire for exploration, or to gain new experiences (McKercher et al., 2021).	Intention to visit in the future, Intention to visit again with family, Intention to say positive things, Intention to recommend, visiting this destination is not too tricky (Carballo & León, 2018; Hasan et al., 2019; Widjaja et al., 2020)

Source: Created by Authors

Analysis Techniques

This analysis uses data research techniques involving statistical analysis, which includes the following processes and stages: 1) Using the allocation of similarities and percentages of determining statistics to present data on respondent characteristics. 2) Utilizing the SEM-PLS statistical method to analyze the instrument's validity, measuring how tourists view destination images, how far they want to travel, how far they intend to return, and how various variables are related. 3) Utilizing composite reliability and Cronbach α values to assess the reliability of the three ratings, ensuring that the CR standard and Cronbach α values equal or exceed 0.70 (Hair et al., 2019). For each variable to be considered, the aspect loading factor (LF) and AVE of the possible variables must be greater than 0.50 (Sarstedt et al., 2021), in evaluating the structural model by assessing the statistical significance of the path coefficients to validate the relationship between variables. In addition, the R square value indicates how much variation the model can account for in the data, with standard values closer to one indicating more useful explanatory power (Shi et al., 2019).

FINDINGS

Respondent Description

The respondent description is an essential part of a study to understand the characteristics of the research sample, analyze the research results, and generalize the research findings to a broader population. In the context of this study, the general description of respondents includes gender, age, occupation, education, area of origin, the number of visits, the length of the visit, and monthly expenditure, as explained in Table 3.

Table 3 shows that most of the respondents were male (54.3%), aged 26–35 years (35.6%) and worked

as self-employed (57%). A diploma or bachelor's degree dominated the highest education level of respondents (49.1%). Furthermore, based on the origin area, most respondents came from Central Indonesia (58.7%). Most respondents had visited the tourist destinations more than once (63.5%) and spent more than one day (83.9%) on Alor Island. This finding indicates that the tourist destinations on Alor Island are attractive enough for tourists to return and stay longer. Based on monthly expenditure, most respondents had more than 3 million rupiah (54.8%), indicating they had sufficient financial ability to travel. This study revealed that most of the tourists were identified as young adult males. These men usually have a good education and financial resources and want to explore the tourist attractions on Alor Island.

Table 3. Respondent Description

Characteristic		Frequency	Percentage
Gender	Male	125	54.35
	Female	105	45.65
Age	18 to 25	65	28.26
	26 to 35	82	35.65
	36 to 45	32	13.91
	46 to 55	30	13.04
	56 and above	21	9.13
Employment status	Civil Servants	13	5.65
	Self-Employed	132	57.39
	Students	45	19.57
	Others	40	17.39
Last education	Elementary, Middle, and High School	54	23.48
	Diploma, Bachelor	113	49.13
	Postgraduate	63	27.39
Tourists' area of origin	East Indonesia	25	10.87
	Central Indonesia	135	58.7
	West Indonesia	70	30.43
Number of Visits	1 time	84	36.52
	> 1 time	146	63.48
Length of Visit	1 day	37	16.09
	> 1 day	193	83.91
Monthly expenses	< IDR.3.000.000	70	30.43
	> IDR.3.000.000	126	54.78
	IDR.4.000.000 – 6.000.000	20	8.7
	> IDR. 6.000.000	14	6.09

Source: Data processed by Authors

Reliability and Validity Analysis

This study uses SEM-PLS to test primary data collected through questionnaires. A preliminary study involved thirty respondents before conducting the principal analysis, aiming to estimate the validity and reliability of the instruments used. Testing is done using two approaches: a validity test and a reliability test. The level of instrument validity is based on the acquisition of factor loading values, as in Table 4. The analysis found that all research variable items had satisfactory factor loading values, namely factor loading values above 0.70. This value indicates that each indicator representing the research variable is in the good category (Sarstedt et al., 2021).

Furthermore, the reliability test of the instrument was assessed through Cronbach's alpha, where a threshold value of 0.70 indicates adequate reliability (Hair et al., 2019). It is also said that factor analysis, CR, AVE, and discrimination validation are used to test the validity of the measurement model. The convergence validity assessment was carried out using the loading factor ($\geq$ 0.70), CR value ($\geq$ 0.70), and AVE ($\geq$ 0.50). The results of the convergent validity test, shown in Table 5, show that all statement items meet the validity and reliability criteria so that all data can be analyzed at the model testing stage.

Discriminant Validity Analysis

The study results in Table 6 explain that the AVE square root value of research variables ranges from

0.79 to 0.83. The connection subsidiary of the interaction of variables in the right column exceeds the AVE square source worth of each latent variable. The outcomes show that the dimension scale model of the variables in this analysis has adequate discriminating validity. Table 6 displays that the honest root of AVE for all latent variables is 0.79 to 0.83. The correlation coefficient between variables in the same column and column is greater than the AVE source of each unbiased research variable. This value indicates that the measurement scale model of the variables used in this study has good discriminatory validity, so it can be ascertained that the variables in the study are measured well and differ significantly.

Table 4. Outer Loadings

Variable	Indicator	Destination Image	Travel Motivation	Revisit Intention
Destination Image	DI1	0.747		
	DI2	0.803		
	DI3	0.881		
	DI4	0.735		
	DI5	0.836		
	DI6	0.735		
	DI7	0.798		
Travel Motivation	TM1		0.846	
	TM2		0.781	
	TM3		0.860	
	TM4		0.832	
	TM5		0.768	
	TM6		0.824	
Revisit Intention	RI1			0.769
	RI2			0.881
	RI3			0.825
	RI4			0.851
	RI5			0.891

Source: Data processed by Authors

Table 5. Construction Validity and Reliability

	Variable Indicator	Item	LF	CR	α	AVE
Destination Image (DI)	Local people are always respectful and friendly	DI1	0.747	0.922	0.901	0.628
	This island has a fascinating cultural heritage	DI2	0.803			
	The island has adequate accommodation	DI3	0.881			
	Good quality tourism infrastructure	DI4	0.735			
	A variety of products are available for shopping	DI5	0.836			
	The environment is still beautiful and clean	DI6	0.735			
	Interesting local food and drinks	DI7	0.798			
Travel Motivation (TM)	Desire to learn about culture and history	TM1	0.846	0.924	0.902	0.671
	Want to ensure the best vacation experience.	TM2	0.781			
	The desire to engage in unique entertainment activities	TM3	0.860			
	The desire to be involved in social activities	TM4	0.832			
	Motivated to enjoy an educational and fun holiday	TM5	0.768			
	Motivated to visit through social media content.	TM6	0.824			
Revisit Intention (RI)	I intend to visit in the future.	RI1	0.769	0.899	0.899	0.714
	I will visit again with my family.	RI2	0.881			
	Will say positive things to others or relatives	RI3	0.825			
	I will recommend this island to others.	RI4	0.851			
	Visiting this destination is not too difficult.	RI5	0.891			

Source: Data processed by Authors

Table 6. Discrimination Validity Analysis from Summary Results

	Destination Image	Travel Motivation	Revisit Intention
Destination Image	0.792		
Travel Motivation	0.781	0.819	
Revisit Intention	0.660	0.808	0.845

Note: The square root value of AVE is shown in bold
Source: Data processed by Authors

Hypothesis Testing

The structural model in Figure 2 explains the hypothesis regarding the causal relationship between various variables that influence tourists' revisit intention. This analysis aims to test and measure the strength of the influence of testing whether destination image and travel motivation can predict tourists' revisit intentions both directly and indirectly.
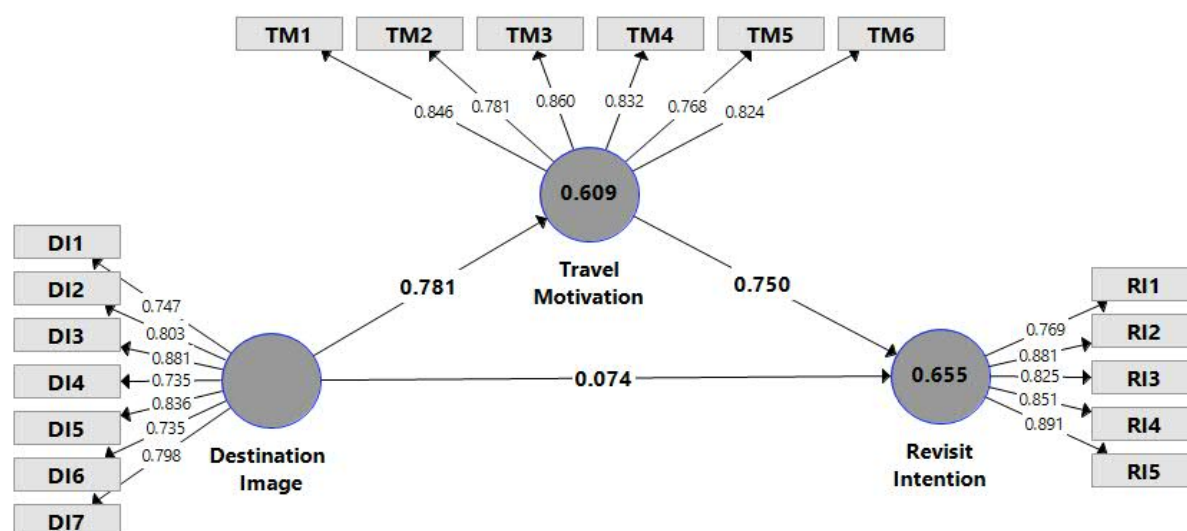

Figure 2. Structural Model
Source: Data processed by Authors

The proposed hypothesis was tested through a t-statistic test with a critical value standard of 1.96. The analysis showed that the second hypothesis (H2), which tested the direct impact of the destination image on revisit interest, was not proven because the t-statistic value was <1.96. This result indicates that the destination image indirectly influences tourists' interest in revisiting the site. However, the results of testing the first hypothesis (H1) on the influence of the destination image on travel motivation, the third (H3) on the influence of tourist motivation on revisit interest, and the fourth (H4) on the influence of the destination image on revisit interest through tourist motivation, were accepted because the t-statistic value was >1.96. This result indicates a positive and significant influence on the interaction between variables. The complete test results are explained in Table 8 and Figure 2.

Table 7. The Significance of Relationship between Variables

	Original Sample	Mean	STDEV	T Statistics	P Values
DI -> RI	0.074	0.078	0.079	0.938	0.349
DI -> TM	0.781	0.782	0.034	22.842	0.000
TM -> RI	0.750	0.747	0.070	10.672	0.000
DI -> TM -> RI	0.585	0.584	0.059	9.941	0.000

Source: Data processed by Authors

These results prove that tourist motivation fully mediates the relationship between destination image and revisit interest. The effect of destination image on revisit interest is fully channeled through tourist motivation. In other words, a positive destination image will increase tourist motivation, which in turn will encourage tourists to revisit. Thus, motivation is the key to attracting tourists to a destination. A positive destination image is a strategic step to motivate and encourage tourists to return.

Table 8. Hypothesis Testing Conclusion

Relationship Between Variables	P-Value	Decision
H1: Destination Image -> Travel Motivation	< 0.001	Accepted
H2: Destination Image -> Revisit Intention	0.349	Rejected
H3: Travel Motivation -> Revisit Intention	< 0.001	Accepted
H4: Destination Image -> Travel Motivation -> Revisit Intention	< 0.001	Accepted

Source: Data processed by Authors

DISCUSSION

This analysis shows the feasible and essential effect of the destination image on tourism motivation, so the proposed first hypothesis (H1) is answered. The results of this analysis support previous tourism studies, which emphasized that a good destination image plays a vital role in shaping tourism motivation. In line with a positive perception of a destination, including cognitive and affective aspects, it can encourage tourists' interest and desire to visit. Destinations that provide adequate facilities, create comfortable environmental conditions and have friendly local culture will form a positive perception of tourists towards the destination (Iordanova & Stylidis, 2019). This finding also reaffirms previous studies that explain that the main factor in providing a positive image of the island destination is the difference between the image deliberately created by destination marketers and the image perceived by tourists visiting the island (Karri & Dogra, 2023). Therefore, the evaluation of the destination's image through useful advertising, the development of adequate facilities, and the protection of the uniqueness and originality of the diversity of the destination ecosystem have implications for increasing the motivation of tourists to visit (Suhartanto et al., 2020). These findings confirm that a positive destination image, influenced by factors such as facilities, environment, and culture, is the main factor that motivates tourists, so effective image management is the key to tourism success.

The results of the second hypothesis study did not show a significant influence between the image of the destination and the intention to revisit. Thus, the second hypothesis (H2) was rejected. This result is in contrast to the results of previous studies, which showed that a satisfying tourism experience, influenced by the alignment between the destination image and the reality on the ground, will contribute to the formation of the intention to revisit (Iordanova & Stylidis, 2019). Travelers who maintain a good perception of a destination and feel motivated to visit are more likely to be willing to revisit it (Chi & Phuong, 2022). These results suggest that the destination image may not be the dominant aspect that guides travelers' intention to revisit. While a positive destination image can create an initial motivation to visit, other factors, such as the quality of service, facilities, and overall tourist experience, play a more significant role in shaping a traveler's decision to return. However, the results of this analysis are similar to previous studies, which stated that there was no positive or effective influence between the image of tourist destinations and the choice to revisit (Ragab et al., 2020; Wantara & Irawati, 2021). Previous studies have shown that destination images have positive and negative impacts in predicting tourists' intentions to revisit, depending on tourist behavior patterns, especially their perception of tourist destinations, which can offer direct and indirect benefits (Soonsan & Sukahbot, 2019). Tourists' assessment of a tourist area also depends on the extent to which the destination can provide services that meet the expectations of tourists, which include accommodation facilities, food quality, and recreational adventures so that it will provide options for tourists to revisit it (Bob & Iwan, 2019). The findings of this study suggest that although the image of the destination can influence the initial motivation to visit, factors such as the quality of service and the overall tourist experience have a more significant role in shaping the decision of tourists to revisit a destination.

The analysis of the third proposed hypothesis found that travel motivation significantly influenced the intention to revisit, so the third hypothesis (H3) was accepted. The results of this analysis align with the research results, which state that travel motivation has a positive and significant effect on the intention to visit again (Maghrifani et al., 2022). Tourists' perception of destinations with authenticity, uniqueness, and cultural values also dramatically impacts the intention to return. The motivation of tourists to visit today is not just an activity but also to have an unforgettable experience, develop a different personality, and broaden their horizons (Chhabra, 2021). Travel motivation has evolved into an activity that brings meaning, reflecting the search for transformative experiences that enrich the soul and broaden travelers' perspectives (Chhabra, 2021). Internal drives, including the desire to realize the potential within individuals to explore a particular place and connect with others, motivate travelers to explore a destination (Villamediana-Pedrosa et al., 2020). The purpose of tourists to travel is formed from various motives, such as developing personal values, getting out of their comfort zone, and achieving personal growth (Kotsi & Pike, 2021). Thus, motivation and destination image have been proven to play a role in determining tourists' interest in getting meaningful experiences and the uniqueness from the

destinations visited, therefore forming tourist loyalty, which has an impact on increasing interest to return on the next visit.

The results of the fourth hypothesis test show that travel motivation is an intermediary in predicting the influence of destination image on revisit intention, so the fourth hypothesis (H4) can be accepted. These results support previous research by Khairunnisah et al. (2020). These results confirm that the image of tourist destinations that match the expectations of tourists, including aspects of natural beauty, tradition, the authenticity of artifacts, and the friendliness of the people in introducing their culture, will encourage tourists to explore these aspects (Tian et al., 2020). High motivation of tourists contributes to the formation of the intention to revisit and learn about the natural wealth and culture of the destination visited, so it is necessary to strengthen the positive image and understand the various motivations of tourists to increase their interest in revisiting and support the sustainability efforts of tourist destinations (Almeida-García et al., 2020). Travel motivation is not only influenced by internal factors such as the personal needs and values of tourists but also by external factors such as destination conditions, previous experiences, and the perception of value offered by the destination (Yoo et al., 2018). This complexity makes travel motivation tend to be dynamic, differ between individuals, and challenging to measure consistently. In addition, travel motivation sometimes only directly or substantially impacts return visit intentions but depends on how previous travel experiences meet or even exceed travelers' expectations (Huang & Liu, 2017). This analysis confirms that travel motivation, influenced by a positive image of the destination, has proven to be a key factor in driving tourists' intention to revisit destinations.

Although the relationship between these variables has been investigated before, this study makes a significant practical contribution, especially in understanding the role of travel motivation as a mediating variable. This study consistently supports the findings of previous research, which show that destination imagery positively impacts travelers' motivation to travel. Furthermore, this study's findings show substantial differences from previous studies regarding the impact of destination image toward return visit intention. The results of this study also provide insight into other factors that influence the decision of visitors to revisit tourist destinations. This study shows a significant role of travel motivation in mediating the influence of destination image in tourists' intention to revisit tourist destinations in Alor, as evidenced by empirical evidence. Travel motivation is an important factor in mediating the influence of the destination image in tourists' intention to revisit. This study found that tourists are more interested in traveling if they have a good perception of the tourist destinations they visit. Tourists are often motivated to travel because tourist destinations can offer various authentic cultural and historical elements, unique entertainment activities, social interaction between tourists and residents, and the dissemination of information about tourist destinations that are easily accessible to tourists. Although the study of visitor destinations plays an important role in determining the intention to revisit, the results show that travel motivation has a positive effect in shaping the positive image of the destination, which substantially impacts the traveler's intention to revisit.

CONCLUSION

The results of the study indicate that the image of a tourist destination has an effective positive influence on tourist motivation. The positive perception given by tourists to Alor Island determines their desire and choice to visit or even return to the tourist destination. However, this study found that the impact of the image of a tourist destination on the intention to revisit is potentially more significant than observed. The outcomes of interaction analysis showed that factors such as service quality, infrastructure, and destination information systems also influence the desire to revisit. Furthermore, this study proves that tourist motivation has a substantial positive influence on the intention to revisit. Tourist motivation is proven to be a full mediator in the influence of the image of a tourist destination on this interest. In other words, a positive image of a tourist destination can increase tourist motivation, impacting their interest in revisiting it. This study also concludes that the desire of tourists to get new and different experiences also positively impacts their desire to visit the same tourist destination.

The results of this study are significant for the development of tourism on Alor Island. First, destination managers must continue to improve and maintain a positive image of Alor Island through effective marketing campaigns and active social media management. Second, improving the quality of services,

infrastructure, and destination information systems is essential to support increased intention to review. For example, providing stable internet access and developing informative mobile apps can increase traveler satisfaction. Third, destination managers must understand that the motivation of tourists to seek new experiences is also essential. Therefore, it is necessary to diversify tourism products and develop unique and interesting tourism activities by involving visitors to learn more about the local community's social and cultural diversity. Additionally, it is essential to consider environmental protection and local culture, with efforts such as waste management, energy efficiency, and community involvement in destination management. Continuous monitoring and evaluation of tourist motivation and service effectiveness will be the basis for continuously improving destination management to increase the tourist attraction and return intentions. Thus, Alor Island can become a more competitive and sustainable tourist destination.

Although this analysis creates a substantial gift, further research must consider some limitations. For example, using non-random samples limits the applicability of the results to a broader population. However, the potential offered by the new measurement scale explicitly designed for island tourism remains promising in developing our understanding of the sector. Therefore, further research using a more representative sample design, and adopting this new measurement scale is highly recommended to enrich our understanding of the dynamics of island tourism.

Further research on the influence of visitor sentiment on the influence of destination image on revisit intention can provide additional, more in-depth knowledge. Given the potential bias in the survey method, future studies should ideally combine eye tracking with the survey method. In addition, this study is limited to a specific region and theme, so further research that expands the extent to the whole of Indonesia or across states with other relevant tourism themes would improve the accuracy of the results. Finally, the reality of the proposed conceptual measure of destination image can be tested by applying it to specific tourism segments.

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CONFLICT OF INTEREST STATEMENT

The authors declare that they have no competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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