

REVISIT OR NOT? UNDERSTANDING WHAT DRIVES DOMESTIC TOURISTS TO RETURN TO BALI

Pande Gde Bagus Naya Primananda^{1*}, Ni Putu Ina Thrisnawati Weca², Anak Agung Istri Krisna Gangga³, Kadek Widiari Dwi Anjani⁴

1-4 Departmen of faculty Economiyy and Business, Warmadewa University, Indonesia

*Email corresponding author: pandemagina@gmail.com

Abstrack

Tourist visits have increased once again following the COVID-19 pandemic that affected the entire world. This surge in tourist arrivals has led to overcrowding at tourist destinations, with a total of 3.9 million international tourists visiting Bali for vacation, in addition to domestic tourists and the local community. This phenomenon has triggered the issue of overtourism, which has emerged in several popular tourist destinations worldwide. One of the main problems resulting from this situation is the discomfort experienced by both tourists and local residents, particularly during the peak travel season at the end of the year. In this study, PLS 4 was utilized as a data processing tool involving 140 domestic tourist respondents. The findings reveal that perceived risk and social media do not significantly influence the revisit intention of domestic tourists. This study emphasizes the importance of a positive destination image in enhancing tourist satisfaction, which in turn fosters the intention to revisit the destination in the future.

Keywords: Destination Image, Satisfaction, Perceived Risk, Social Media, Revisit Intention

INTRODUCTION

Bali tourism after the Corona Virus Pandemic continues to increase rapidly. Based on data from the Badan Pusat Statistic Office, the number of foreign tourist visits to Bali amounted to 3.9 million tourists until September 2023 (BPS, 2023). At the end of 2023, Bali is predicted to become one of the tourist destinations experiencing overtourism (Kompas, 2024). One of the causes of overtourism in Bali is not the number of tourists but the accumulation of tourists in the South Bali. (Kompas, 2024). Many tourist destinations are helpless in facing the increasing number of tourist visits even though they really want to (Dodds and Butler, 2019). The increase in tourists that is currently occurring is because it is easier for tourists to access information on social media, plus the high season results in uncontrolled tourist arrivals and makes tourist destinations unprepared to control it. Therefore, the government must be able to control the impact of overtourism, especially for the future of this tourist destination so that tourists still want to come back to visit the tourist destination. (Garcia-Buades et al., 2022).

The problem of overtourism has occurred in various tourist destinations in the world (Duignan et al., 2022). This problem causes various problems, one of which is the suffering of tourists and local residents due to the peak high season that occurs at the end of the year. If left unchecked, this will change the attitudes of tourists and local residents towards tourism. (Gossling et al., 2020). Duignan et al. (2022) stated that overtourism can cause various disorders such as phobia of tourism, fear and discomfort. This will be very dangerous if it happens to tourists or tourism actors and can have a negative impact on the desire to come back

Overtourism refers to the phenomenon of excessive tourist demand, which can lead to ecological degradation of destinations, deterioration of cultural sites, and adverse effects on the social and

economic environment (Mihalic and Kuscer, 2021). Research on overtourism has been widely conducted by other researchers including Dodds and Butler (2019), Jover and Diaz-Parra (2020), Gossling et al. (2020), Mihalic and Kuscer (2021), Butler and Dodds (2022), Duignan et al. (2022), and Garcia-Buades et al. (2022). However, the research conducted this time is more from the perspective of tourists. How do tourists respond after visiting a tourist destination that is experiencing overtourism? As is known, tourists come to a tourist destination to vacation and enjoy local tourist attractions and culture, so if it does not meet their expectations, it can result in dissatisfaction and the image of the destination will be bad. A positive image of a tourist destination enhances tourists' trust in the destination, which in turn influences their intention to revisit (Primananda et al., 2022)

Tourists visiting a destination are likely to encounter various forms of risk. Risk refers to the uncertainty that travelers may face during their visit, which can include physical, financial, performance, socio-psychological, and time risk (Khan et al., 2018; Khasawneh and Alfandi, 2019; Kaur and Arora, 2020; Yu et al., 2022). All of these risks will be faced by tourists if the tourist destination is affected by overtourism. In the study by Duignan et al. (2022) stated that overtourism can disrupt the culture and daily lives of local residents. What is unique here is that the local community is one of the main pillars of the success of a tourist destination. On the other hand, other risks such as time risk, physical risk will also be affected because tourists' energy and time will be used up on the trip due to traffic jams. In addition, criminal acts that may be committed by the local community and actions taken by tourists can result in local community displeasure due to cultural differences. Therefore, this research will answer these risks which can strengthen or weaken the intention of tourists to visit Bali in the future.

The use of social media by tourists serves as a means to share information both before and after their travel experiences (Amaro et al., 2016). Social media also provides knowledge and answers to tourists' questions about a tourist destination (Setiawan et al., 2014). Social media also contains word of mouth in it, whether it is positive or negative word of mouth. Consequently, social media has become a crucial channel of information within the tourism sector, reshaping how tourists seek, explore, interpret, and engage with information about travel destinations (Kim et al., 2018). During overtourism, social media will contain various kinds of information about the failure of a destination to control its tourists. This study will answer whether social media can increase or decrease the desire to visit again in the future.

Based on the description above, this study will explain what factors can influence the intention to revisit tourists in the overtourism conditions currently experienced by Bali. Overall, this is an issue that will be experienced by all tourist destinations in the world because the demand for tourism is increasing after Covid-19 can be controlled

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

According to Azjen (2005) explains that a person grows and develops in different social environments so that each person will get different information about various problems. This causes that every human being will use information as a means before doing something. At present, information technology, which is one of the factors that can determine attitudes, has developed rapidly. This finding is consistent with the study by Elena (2016), which states that social media serves as a transformative tool ushering in a new era of interactive communication, enabling individuals, companies, and diverse groups worldwide to share, exchange ideas, and disseminate information

During the Covid-19 period, many studies have directed their research on the dangers and fears of Covid-19, such as those conducted by Rather (2020), but this study emphasizes the risks felt by tourists while they are traveling to tourist destinations that are experiencing overtourism. These risks include

physical, financial, time, socio-psychological and performance risks (Khan et al., 2019). On the other hand, social media also plays an important role in creating a desire to revisit (Primananda et al., 2022), but it should be noted that not all tourists who come are not because of social media. This study can prove how the influence of social media and risks can increase or decrease the desire of tourists to visit Bali Tourist Destinations.

Chaulagain et al. (2019) found a significant influence of destination image on revisit intention. Similarly, Kani et al. (2017) also reported that destination image significantly affects revisit intention, indicating that the perceived risk variable, which moderates their study, is considered negligible. In contrast, Stylos et al. (2016) revealed that cognitive destination image has no significant effect on revisit intention. Likewise, Endah et al. (2017) found that destination image does not significantly influence revisit intention. These inconsistent findings highlight the need for further research to clarify the relationship, especially in the context of the current high demand for tourism.

Baloglu and McCleary proposed that destination image is shaped by two primary elements: personal factors and stimulus factors. This concept encompasses three dimensions—cognitive, affective, and overall image. The cognitive aspect represents an individual's perceptions and beliefs regarding a destination, whereas the affective dimension relates to emotional reactions or feelings towards it. The overall image emerges from the combination of these cognitive and affective assessments. To maintain a competitive edge, it is crucial for a destination to establish a strong and favorable image (Foroudi et al., 2018). A well-established destination image is also a key factor influencing tourists' intention to revisit (Chaulagain et al., 2019). Research on destination image is the most interesting research to study in the field of tourism. The reason is that there is still no precise measurement to measure destination image (Madden et al., 2016). Therefore, this study can explain the attributes that can be used in destination image research, especially when tourist destinations are experiencing overtourism

Model and Hypothesis Formulation

Based on the description above, this research will consist of five variables, namely destination image, satisfaction, social media, perceived risk and revisit intention.



Destination image to revisit intention

Tourists tend to prefer destinations that are perceived to have a positive image (Primananda et al., 2022). Numerous studies, such as those conducted by Ahmad et al. (2021), Hassan et al. (2020), and Primananda et al. (2022), have confirmed that destination image significantly affects revisit intention. Image functions as a strategic asset that enables a brand to accomplish its goals (Foroudi et al., 2018). Based on these considerations, the following hypothesis is proposed:

H1 : Destination image has a significant influence on revisit intention**Destination Image to Satisfaction**

Cognitive and affective images are key determinants that can shape tourists' satisfaction with a destination (Luvsandavaajav et al., 2022). Prior research has demonstrated a significant association between destination image and tourist satisfaction (Thipsingh et al., 2022; Nhi et al., 2022; Luvsandavaajav et al., 2022). Accordingly, the following hypothesis is proposed:

H2 : Destination image has a significant influence on satisfaction**Satisfaction to Revisit Intention**

Customer satisfaction originates from the expectations that customers hold regarding the services they receive (Rajput & Gahfoor, 2020). When the delivered service exceeds customer expectations, it results in higher satisfaction levels. Studies conducted by Hasan et al. (2019), Mannan et al. (2019), Marques et al. (2022), Rajput and Gahfoor (2022), and Thipsingh et al. (2022) have found that satisfaction significantly influences revisit intention. Based on this, the following hypothesis can be formulated:

H3 : Satisfaction is significantly related to Revisit Intention**Perceived risk as moderation**

Overtourism is a phenomenon that has been happening for a long time, especially in certain tourist destinations (Dodds and Butler, 2019). Overtourism causes a tourist destination to become crowded and at risk of making tourists uncomfortable (Yin et al., 2020). In addition, if overtourism continues, it will have an impact on dissatisfaction with a tourist destination. When viewed from the risks that will be felt such as physical, financial, performance, socio-psychological and time (Khan et al., 2019; Khasawneh and Alfandi, 2019; Kaur and Arora, 2020). Based on this, the following hypothesis is established

H4 : Perceived risk moderates the effect of destination image on revisit intention.**Social media as moderation**

The large amount of information contained in social media can make it easier for tourists to find out what information is available on the destination and how to get there (Dodds and Butler, 2019). Therefore, The important role of social media for tourists is as a source of information for tourists to read, process, find and search for information that they can find at tourist destinations (Kim et al., 2017). However, there is a lot of misleading information on social media which can often result in misinformation. Based on this, the following hypothesis is established

H5 : Social media moderates the effect of destination image on revisit intention**RESEARCH METHODS**

This study employs a quantitative approach with purposive sampling, involving 140 respondents. The sample consists of domestic tourists who visited Bali between December 2023 and January 2024 and had prior visitation experience to the destination. These criteria were selected as the specified period coincides with Bali's overtourism condition. Data analysis was conducted using PLS 4.

Destination image is measured using nine indicators: natural attraction, historical attraction, entertainment, general infrastructure, amenities, tourist leisure and recreation, environment and climate, social environment, and price level (Beerli and Martin, 2004; Setiawan et al., 2014; Primananda et al., 2014). Satisfaction consists of three indicators: situational factors, psychological factors, and social factors (Zeithaml and Bitner, 1996; Agusta, 2016). Social media is measured using four indicators: knowledge, relevancy, electronic word-of-mouth, and completeness (Setiawan et al., 2014; Primananda et al., 2022). Perceived risk includes five indicators: physical, financial, performance, socio-psychological, and time (Khan et al., 2018; Kaur and Arora, 2019; Yin et al., 2020). Revisit intention comprises five indicators: willingness to visit, consideration as the first choice, plan to visit, strong intention, and desire (Tuu et al., 2008; Foroudi et al., 2021; Primananda et al., 2022)

RESULT AND DISCUSSION

Data for this study were collected using a Google Form questionnaire distributed via the WhatsApp application. The majority of respondents were male, totaling 100 individuals, while the remaining 40 respondents were female. In terms of origin, most respondents (136 individuals) came from Java Island and its surrounding areas. The age group that most frequently visited Bali was 20–29 years old, with a total of 75 respondents. On average, respondents stayed in Bali for 4 to 7 days, as reported by 65 individuals. All respondents were active Facebook users, and the last recorded visit to Bali for most respondents occurred in 2022, with 85 individuals reporting this. Table 1 below presents the outer loadings after adjustment

(Table 1)

As shown in Table 1, an indicator is deemed valid when its outer loading value ranges between 0.60 and 0.70 (Lathan and Ghazali, 2012:78).

(Table 2)

Most AVE values surpass the recommended threshold of 0.5, thereby fulfilling the validity criteria. However, the AVE value for the destination image variable stands at 0.48, slightly below the acceptable threshold, and thus does not entirely meet the validity requirement. Despite this, the composite reliability and Cronbach's alpha values for all variables exceed 0.6, indicating that all constructs in this study demonstrate acceptable reliability (Lam, 2012)

(Table 3)

Table 3 shows that the correlation coefficients among variables range from 0.17 to 0.34, while the AVE values (as shown in Table 2) fall between 0.48 and 0.66. These findings indicate that the requirements for discriminant validity are adequately fulfilled

(Table 4)

The table above indicates that the R Square value for satisfaction is 0.11, reflecting low explanatory power. In contrast, the R Square value for revisit intention is 0.31, which is close to the moderate level as suggested by Chin's criteria (Lathan and Ghazali, 2012:85).

(Table 5)

Based on table 5, the F Square value in this study is between f Square 0.02 to 0.15, which

means small, while the F Square effect below 0.02 will be ignored based on the criteria of Sartetd et al. (2017). In F Square, this research also shows that the moderating effect of social media and perceived risk is low, namely <0.05 according to Hair et al. (2021)

(Table 6)

As presented in Table 6, the SRMR value is 0.085, indicating that the model exhibits a good fit with the data, as it falls below the recommended threshold of 0.10.

(Table 7)

Table 7 demonstrates that Hypothesis 2 is supported, as destination image shows a significant influence on satisfaction. Moreover, satisfaction exerts a significant effect on revisit intention, with a p-value of 0.028, thereby confirming Hypothesis 3. In contrast, destination image does not significantly affect revisit intention, as reflected by a p-value of 0.89, resulting in the rejection of Hypothesis 1. Similarly, perceived risk and social media do not exhibit a moderating effect, as their p-values exceed 0.05, resulting in the rejection of Hypotheses 4 and 5. The moderating effects are also reflected in the F-squared values of this study. In this case, the F-squared values are below 0.05, indicating a weak effect size (Hair, 2021).

Discussion

The present study reveals that destination image does not exert a significant influence on revisit intention. This result stands in contrast to the findings of Chaulagain et al. (2019), Ahmad et al. (2020), Primananda et al. (2022), and Chen and Indriati (2023), who reported a significant positive relationship between destination image and revisit intention. In this regard, aspects such as airport infrastructure require greater governmental attention. Additionally, the warmth and hospitality of local residents are recognized as crucial factors in fostering tourists' willingness to revisit the destination (Primananda et al., 2022). In addition, this study demonstrates that destination image significantly affects satisfaction, which in turn has a substantial influence on revisit intention. These findings are in line with those of Thipsingh et al. (2022), Nhi et al. (2022), and Luvsandavaajav et al. (2022), who also reported a significant impact of destination image on tourist satisfaction. The study also highlights that the availability of healthcare facilities is an essential component of the destination image. In addition, price-related factors, such as the affordability of food, beverages, and accommodation, contribute to tourists' satisfaction and fulfillment of their expectations. Bali is perceived not only as an inspiring destination but also as a place where the treatment of tourists plays a crucial role in shaping satisfaction levels, ultimately affecting revisit intention. Price remains a determinant factor, as the cost of food, beverages, and lodging influences why tourists feel satisfied and are motivated to return. These positive perceptions are largely attributed to the fulfillment of customer expectations and the improving economic conditions following the subsiding of the COVID-19 pandemic

The findings of this study indicate that destination image does not exert a statistically significant direct effect on revisit intention. This outcome diverges from the results reported in prior empirical studies by Chaulagain et al. (2019), Ahmad et al. (2020), Primananda et al. (2022), and Chen and Indriati (2023), which identified a significant and positive relationship between destination image and revisit intention. In this regard, infrastructure particularly airport facilities requires greater attention from the government. In addition, the hospitality of the local community remains a crucial factor in encouraging tourists to return (Primananda et al., 2022). The present study further confirms that destination image has a significant positive impact on tourist satisfaction, which subsequently exerts a significant influence

on revisit intention. These results are consistent with the empirical evidence reported by Thipsingh et al. (2022), Nhi et al. (2022), and Luvsandavaajav et al. (2022), who also established a significant association between destination image and tourist satisfaction. Moreover, this study identifies healthcare facilities as an essential component contributing to the overall destination image. Price-related aspects, such as the affordability of food, beverages, and accommodation, also play a pivotal role in shaping tourist satisfaction, as they help meet the expectations of visitors. Bali is further perceived as a destination that offers not only inspiration but also a high standard of tourist treatment, both of which are key to enhancing visitor satisfaction and stimulating revisit intention. Price factors, including the reasonable cost of meals, drinks, and lodging, remain critical determinants of why tourists express satisfaction and a willingness to return to Bali. These outcomes are likely influenced by the fulfillment of tourists' expectations and the gradual economic recovery following the COVID-19 pandemic

CONCLUSION

The research development that can be taken from this study is that this study continues tourism research after Covid-19 hit the world as conducted by Ahmad et al. (2021). However, the main focus of this study is social media moderation and perceived risk. Yang et al. (2022) there is a proposition that needs to be answered in this study, but this study was conducted when the destination was experiencing Overtourism. The situation of destinations experiencing Overtourism is very chaotic and of course there will be risks if tourists dare to come.

The findings of this study reveal that both social media and perceived risk do not have a statistically significant effect on tourists' intention to visit Bali, indicating that tourism demand remains robust, particularly during holiday seasons. Satisfaction arises when tourists' expectations are fulfilled, which in turn significantly influences their intention to revisit the destination (Hasan et al., 2019; Mannan et al., 2019; Marques et al., 2022; Rajput & Gahfoor, 2022; Thipsingh et al., 2022). In addition, the study confirms that destination image does not exert a significant direct impact on revisit intention. This implies that a positive destination image alone may not necessarily encourage tourists to return; however, a favorable image can enhance customer satisfaction, which in turn influences their intention to revisit.

Overtourism describes a condition where an excessive influx of tourists negatively impacts the well-being of local communities and deteriorates the overall visitor experience (UNWTO, 2018a, p. 6). Similarly, Gössling et al. (2020) describe overtourism as an excessive demand for tourism that leads to changes in residents' attitudes towards tourism. In this regard, government authorities must be prepared to manage the challenges of overtourism, which tends to occur during extended holiday periods. This study finds that the local community must remain receptive to the presence of tourists and be willing to assist them, thereby contributing to tourists' satisfaction. The surge in tourism demand during long holidays is inevitable; therefore, collaboration among the government, local communities, and tourists is essential. One such measure includes minimizing the use of private vehicles and ensuring the availability of public transportation for both tourists and residents, which can help reduce traffic congestion resulting from overtourism.

This study has several limitations. Firstly, it still employs indicators related to destination image, whereas it would have been more appropriate to utilize indicators specifically addressing overtourism in order to identify the various parties affected by this phenomenon. Additionally, the study was based on a sample of only 140 respondents; therefore, a longitudinal study is recommended for future research, particularly in the context of overtourism in Bali.

For future research, it is also suggested to involve different groups of respondents, such as international tourists, domestic tourists, or even local residents of the tourist destination, as they could provide valuable perspectives. As research on destination image continues to evolve, it is necessary to develop more precise indicators for its measurement.

Furthermore, the findings of this study cannot be generalized; however, the model used in this research may serve as a reference for assessing conditions in other tourist destinations.

Equation

Tabel 1
Outer Loading

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1.1.2.1 <- cultural uniqueness	0.609	0.598	0.075	8.08	0
X1.1.2.2 <- the uniqueness of food and beverages	0.656	0.651	0.07	9.432	0
X1.1.3 <- the diversity of flora and fauna	0.725	0.718	0.055	13.289	0
X1.2.3 <- the uniqueness of language	0.645	0.636	0.075	8.657	0
X1.3.1 <- a wide variety of cultural events are available	0.701	0.695	0.061	11.511	0
X1.3.2 <- the uniqueness of traditional dances	0.751	0.742	0.057	13.147	0
X1.4.1 <- Road Quality	0.723	0.721	0.051	14.144	0
X1.4.2 <- convenient and congestion-free travel	0.692	0.686	0.061	11.355	0
X1.4.3 <- a modern airport or terminal	0.618	0.615	0.065	9.446	0
X1.4.4 <- the availability of local transportation that facilitates tourists	0.729	0.718	0.069	10.498	0
X1.4.5 <- the ease of accessing healthcare facilities	0.788	0.773	0.059	13.249	0
X1.5.1 <- the availability of hotels or accommodations	0.634	0.618	0.079	8.019	0
X1.5.3 <- the availability of souvenir shops	0.639	0.63	0.073	8.758	0

X1.5.4 <- the availability of tourist information services	0.766	0.759	0.054	14.226	0
X1.6.1 <- the availability of water sports facilities	0.766	0.757	0.062	12.427	0
X1.6.2 <- the availability of hiking trails	0.667	0.665	0.068	9.837	0
X1.6.3 <- the availability of a zoo	0.7	0.699	0.066	10.624	0
X1.7.2 <- Bali is considered a safe tourist destination	0.632	0.629	0.07	9.07	0
X1.7.3 <- Bali is considered a clean tourist destination	0.711	0.705	0.062	11.509	0
X1.7.4 <- Bali has successfully managed its tourist flows	0.702	0.695	0.055	12.687	0
X1.8.1 <- The local community in Bali welcomes the presence of tourists	0.671	0.663	0.07	9.533	0
X1.8.2 <- The local community in Bali is known for its friendliness towards tourists	0.646	0.639	0.074	8.779	0
X1.8.3 <- The local community in Bali is willing to assist tourists	0.676	0.675	0.071	9.547	0
X1.9.1 <- affordable food and beverage prices	0.761	0.759	0.046	16.523	0
X1.9.2 <- affordable hotel and accommodation prices	0.752	0.748	0.05	14.954	0
X1.9.3 <- low cost of living	0.684	0.679	0.061	11.17	0
Y1.1.1 <- I am satisfied as the experience has fulfilled my expectations	0.746	0.74	0.055	13.688	0
Y1.1.2 <- I encountered numerous new experiences during my holiday in Bali	0.753	0.746	0.066	11.341	0
Y1.1.3 <- I gained considerable inspiration during my visit to Bali.	0.83	0.824	0.043	19.229	0

Y1.2.1 <- I experienced a sense of comfort throughout my stay in Bali	0.792	0.786	0.057	13.957	0
Y1.2.2 <- I consistently received good treatment throughout my stay in Bali	0.807	0.807	0.032	25.19	0
Y2.1.1 <- I learned about Bali through social media	0.821	0.817	0.06	13.572	0
Y2.1.2 <- I discovered attractive tourist attractions through social media	0.9	0.895	0.028	31.981	0
Y2.2.1 <- I found numerous positive reviews on social media	0.718	0.708	0.087	8.291	0
Y3.2.1 <- There are numerous criminal incidents occurring in Bali	0.743	0.734	0.095	7.823	0
Y3.2.2 <- Uncertainty about the safety and hygiene of food and beverages in Bali	0.674	0.646	0.132	5.121	0
Y3.3.1 <- Some tourist attractions are very crowded	0.809	0.795	0.072	11.246	0
Y3.4.2 <- I did not experience any emotional changes during my vacation in Bali	0.645	0.637	0.102	6.338	0
Y4.1.1 <- I will visit Bali in the future	0.658	0.645	0.106	6.22	0
Y4.3.1 <- I plan to revisit within the next two years.	0.78	0.774	0.075	10.441	0
Y4.4.1 <- I will make Bali a priority destination	0.698	0.698	0.075	9.307	0
y4.2.1 <- I am interested in visiting again.	0.794	0.792	0.051	15.607	0
Risk x Destination imagei ->					
Risk x Destination image	1	1	0	n/a	n/a
Social media x Destination image -> social media x					
Destination image	1	1	0	n/a	n/a

Tabel 2
Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Destination				
Image	0.957	0.962	0.96	0.484
Satisfaction	0.846	0.852	0.89	0.618
Social media	0.745	0.758	0.856	0.666
Revisit				
Intention	0.713	0.713	0.824	0.54
Risk	0.695	0.704	0.811	0.519

Tabel 3
Discriminant Validity

	Destination image	Satisfaction	Social media	Revisit Intention	Risk	Risk x Destination image	Social media x Destination image
Destination image							
Satisfaction	0.344						
Social media	0.319	0.349					
Revisit							
Intention	0.22	0.493	0.512				
Risk	0.172	0.331	0.216	0.484			
Risk x Destination image					0.146		
Social media x Destination image	0.181	0.337	0.134	0.186		0.116	
	0.244	0.323	0.154	0.239	0.116	0.357	

Tabel 4
R Square

	R-square	R-square adjusted
Satisfaction		0.116
Revisit Intention		0.315
		0.284

Tabel 5
F Square

	Destinat ion image	Satisfaction	Social media	Revisit intention	Risk	Risk x Destin ation image	Social media X Destina tion image
Destination Image		0.131		0			
Satisfaction				0.035			
Social media				0.092			
Revisit Intention							
Risk					0.118		
Risk x Destination image						0.005	
Social media x Destination image							0.018

Tabel 6
Model Fit

	Saturated model	Estimated model
SRMR	0.085	0.089
d_ULS	6.51	7.177
d_G	2.529	2.557
Chi-square	1662.242	1666.783
NFI	0.594	0.593

Tabel 7
Path Koefisien

	Origina l sample (O)	Sample mean (M)	Standard deviatio n (STDEV)	T statistics (O/STDEV)	P values	Result
Destination image -> Satisfaction	0.341	0.367	0.087	3.936	0	Sig
Destination image -> Revisit Intention	-0.011	-0.013	0.082	0.137	0.891	No

Satisfaction -> Revisit Intention	0.185	0.193	0.084	2.198	0.028	Sig
Risk x Destination Image -> Revisit Intention	0.054	0.022	0.079	0.682	0.495	No
Social media x Destination image -> Revisit Intention	-0.089	-0.066	0.085	1.036	0.3	No

BIBLIOGRAPHY

- Ahmad, A., Jamaludin, A., Zuraimi, N. S. M., & Valeri, M. (2021). Visit intention and destination image in post-Covid-19 crisis recovery. *Current Issues in Tourism*, 24(17), 2392-2397.
- Ajzen, I. (2005). *Attitudes, Personality and Behavior*, (2nd edition), Berkshire, UK: Open University Press-McGraw Hill Education
- Amaro, S., Duarte, P., & Henriques, C. (2016). Travelers' use of social media: A clustering approach. *Annals of Tourism Research*, 59, 1-15.
- Badan Pusat Statistik Bali. (2023). Statistik Bali Tahun 2023. Bali : Badan Pusat Statistik
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of tourism research*, 26(4), 868-897.
- Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of tourism research*, 31(3), 657-681.
- Butler, R. W., & Dodds, R. (2022). Overcoming overtourism: a review of failure. *Tourism Review*, 77(1), 35-53.
- Caber, M., González-Rodríguez, M. R., Albayrak, T., & Simonetti, B. (2020). Does perceived risk really matter in travel behaviour?. *Journal of Vacation Marketing*, 26(3), 334-353.
- Chaulagain, S., Wiitala, J., & Fu, X. (2019). The impact of country image and destination image on US tourists' travel intention. *Journal of destination marketing & management*, 12, 1-11.
- Chen, J. L., & Indrianti, F. Y. (2023). The Influence of Destination Branding and Tourism Security on Revisit Intention During Covid-19 in the Uluwatu Temple, Bali, Indonesia. *International Journal of Business and Management*, 17(3), 1-13.
- Dodds, R., & Butler, R. (2019). The phenomena of overtourism: A review. *International Journal of Tourism Cities*, 5(4), 519-528.
- Duignan, M. B., Everett, S., & McCabe, S. (2022). Events as catalysts for communal resistance to overtourism. *Annals of Tourism Research*, 96, 103438.
- Endah, P. E., Umar, N., Suharyono, S., & Andriani, K. (2017). Study on destination image, satisfaction, Trust and Behavioral Intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 61(1), 148-159.
- Elena, C. A. (2016). Social media—a strategy in developing customer relationship management. *Procedia Economics and Finance*, 39, 785-790.
- Foroudi, P., Akarsu, T. N., Ageeva, E., Foroudi, M. M., Dennis, C., & Melewar, T. C. (2018). Promising the dream: Changing destination image of London through the effect of website place. *Journal of Business Research*, 83, 97-110.
- García-Buades, M. E., Garcia-Sastre, M. A., & Alemany-Hormaeche, M. (2022). Effects of overtourism, local government, and tourist behavior on residents' perceptions in Alcúdia (Majorca, Spain). *Journal of outdoor recreation and tourism*, 39, 100499.

- Ghozali, I. Latan, H. 2012. Partial Least Square : Konsep, Teknik dan Aplikasi Smart PLS 2.0 M3. Semarang: Badan Penerbit Universitas Diponegoro.
- Gorji, A. S., Garcia, F. A., & Mercadé-Melé, P. (2023). Tourists' perceived destination image and behavioral intentions towards a sanctioned destination: Comparing visitors and non-visitors. *Tourism Management Perspectives*, 45, 101062.
- Gössling, S., McCabe, S., & Chen, N. C. (2020). A socio-psychological conceptualisation of overtourism. *Annals of Tourism Research*, 84, 102976.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook* (p. 197). Springer Nature.
- Hasan, M. K., Abdullah, S. K., Lew, T. Y., & Islam, M. F. (2019). The antecedents of tourist attitudes to revisit and revisit intentions for coastal tourism. *International Journal of Culture, Tourism and Hospitality Research*, 13(2), 218-234.
- Jover, J., & Díaz-Parra, I. (2022). Who is the city for? Overtourism, lifestyle migration and social sustainability. *Tourism Geographies*, 24(1), 9-32.
- Khan, M. J., Chelliah, S., Khan, F., & Amin, S. (2019). Perceived risks, travel constraints and visit intention of young women travelers: the moderating role of travel motivation. *Tourism Review*, 74(3), 721-738.
- Kani, Y., Aziz, Y. A., Sambasivan, M., & Bojei, J. (2017). Antecedents and outcomes of destination image of Malaysia. *Journal of Hospitality and Tourism Management*, 32, 89-98.
- Kim, J. H. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of travel research*, 57(7), 856-870.
- Kaur, S., & Arora, S. (2020). Role of perceived risk in online banking and its impact on behavioral intention: trust as a moderator. *Journal of Asia Business Studies*, 15(1), 1-30.
- Khasawneh, M. S., & Alfandi, A. M. (2019). Determining behaviour intentions from the overall destination image and risk perception. *Tourism and hospitality management*, 25(2), 355-375.
- Lam, L. W. (2012). Impact of competitiveness on salespeople's commitment and performance. *Journal of business research*, 65(9), 1328-1334.
- Liang, L. J., Choi, H. C., Dupej, S., & Zolfaghari, A. (2023). Motivations, risks, and constraints: An analysis of affective and cognitive images for cannabis tourism in Canada. *Annals of Tourism Research Empirical Insights*, 4(2), 100110.
- Luvsandavaajav, O., Narantuya, G., Dalaibaatar, E., & Raffay, Z. (2022). A longitudinal study of destination image, tourist satisfaction, and revisit intention. *Journal of Tourism and Services*, 13(24), 128-149.
- Madden, K., Rashid, B., & Zainol, N. A. (2016). Beyond the motivation theory of destination image. *Tourism and hospitality management*, 22(2), 247-264.
- Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal of Modelling in Management*, 14(4), 922-947.
- Marques, C., da Silva, R. V., & Antova, S. (2021). Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations?. *Tourism Management*, 85, 104293.
- Mihalic, T., & Kuščer, K. (2021). Can overtourism be managed? Destination management factors affecting residents' irritation and quality of life. *Tourism Review*, 77(1), 16-34.
- Nguyen Viet, B., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management*, 7(1), 1796249.
- Nhi, N. T. X., Ngan, T. H., & Phat, T. T. (2023). The relationship between destination image, satisfaction and revisit intention: A empirical Vietnamese tourist visits Da Lat City. *Journal On Tourism & Sustainability*, 6(2), 24-38.

- Primananda, P. G. B. N., Yasa, N., Sukaatmadja, I., & Setiawan, P. (2022). Trust as a mediating effect of social media marketing, experience, destination image on revisit intention in the COVID-19 era. *International Journal of Data and Network Science*, 6(2), 517-526.
- Pusparisa. (2024). Bali Menyandang Predikat Overtourism. Kompas : 4 Januari 2024.
- Rajput, A., & Gahfoor, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, 6 (1), 1–12.
- Rather, R. A. (2021). Monitoring the impacts of tourism-based social media, risk perception and fear on tourist's attitude and revisiting behaviour in the wake of COVID-19 pandemic. *Current Issues in Tourism*, 24(23), 3275-3283.
- Setiawan, P. Y., Troena, E. A., & Armanu, N. (2014). The effect of e-WOM on destination image, satisfaction and loyalty. *International Journal of Business and Management Invention*, 3(1), 22-29.
- Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism management*, 53, 40-60.
- Thipsingh, S., Srisathan, W. A., Wongsachia, S., Ketkaew, C., Naruetharadhol, P., & Hengboriboon, L. (2022). Social and sustainable determinants of the tourist satisfaction and temporal revisit intention: A case of Yogyakarta, Indonesia. *Cogent Social Sciences*, 8(1), 2068269.
- Tuu, H. H., Olsen, S. O., Thao, D. T., & Anh, N. T. K. (2008). The role of norms in explaining attitudes, intention and consumption of a common food (fish) in Vietnam. *Appetite*, 51(3), 546-551.
- UNWTO. (2018a). 'Overtourism'? – understanding and managing urban tourism growth beyond perceptions. Madrid, SPAIN: UNWTO
- Yang, S., Isa, S. M., & Ramayah, T. (2022). How are destination image and travel intention influenced by misleading media coverage? Consequences of COVID-19 outbreak in China. *Vision*, 26(1), 80-89.
- Yin, J., Cheng, Y., Bi, Y., & Ni, Y. (2020). Tourists perceived crowding and destination attractiveness: The moderating effects of perceived risk and experience quality. *Journal of Destination Marketing & Management*, 18, 100489.
- Yu, J., Lee, K., & Hyun, S. S. (2021). Understanding the influence of the perceived risk of the coronavirus disease (COVID-19) on the post-traumatic stress disorder and revisit intention of hotel guests. *Journal of hospitality and tourism management*, 46, 327-335.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (1996). Services Marketing McGraw Hill. New York.