The Effect of Green Tourism and Destination Image on Revisits Interest with Visitor Satisfaction as Mediation Variable (Study at Kampung Blekok Tourism Village in Situbondo)

Husni Fatwati Hidayah[1], Syarif Hidayatullah[2*], Mokhamad Natsir[3], Stella Alvianna[4]

[1]Masters Program in Education Management, University of Merdeka Malang, East Java, Indonesia
[2,3]Postgraduate, University of Merdeka Malang, East Java, Indonesia
[4]Tourism Diploma Program, University of Merdeka Malang, East Java, Indonesia

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ABSTRACT: This study aims to analyze: 1) the effect of green tourism and destination image on revisits interest, 2) the effect of destination image on visitor satisfaction, 3) the effect of green tourism on revisits interest, 4) the effect of destination image on revisits interest, 5) the effect of visitor satisfaction on revisits interest, 6) the effect of green tourism on revisits interest through visitor satisfaction, 7) the effect of destination image on revisits interest through visitor satisfaction. The sample of this study is 100 visitors of Kampung Blekok tourism village in Situbondo. The data analysis technique uses path analysis. The results of the analysis showed: 1) green tourism has an effect on revisits interest, 2) destination image has an effect on visitor satisfaction, 3) green tourism has an effect on revisits interest, 4) destination image has an effect on revisits interest, 5) visitor satisfaction has an effect on revisits interest, 6) green tourism has no effect on revisits interest through visitor satisfaction, 7) destination image has no effect on revisits interest through visitor satisfaction.
KEYWORDS: Green tourism, destination image, visitor satisfaction, revisits interest

I. INTRODUCTION

Tourism industry is currently growing following the direction of information and technology development. This is also accompanied by increasingly fierce competition between tourist destination managers, which cause them to compete with each other to increase the number of tourist visitors. A tourism destination that is now competing is Kampung Blekok located in Situbondo. Kampung Blekok tourism village has a myriad of natural beauty and tourist attractions that can pamper visitors. However, not infrequently the behavior of tourists who do not respect local culture and traditions, as well as irresponsible behavior towards the environment (vandalism and thuggery) are still issues and problems that often occur there. Not infrequently tourists visiting a tourist destination cause bad impacts such as very serious environmental damage.

The key elements of tourism development must be sensitive to the environment in general, including limiting and regulating new developments, as well as conserving and protecting natural beauty and biodiversity, and rehabilitating resorts and destinations [1](Furqon, et al., 2010). To help maintain a balance between tourism development and the environment through proper planning and management of tourism resources, many experts recommend managing the negative impacts of tourism through green tourism (Bata, 2009). Green tourism is related to natural resources, environmental conservation, and pollution control according to the development of environmentally friendly tourism [2][3][4].

The tourist village is one of the alternative tourism development models carried out in tourist destinations, but not located in urban areas. Tourism village development is a sustainable rural development program in the tourism sector,

focusing on environmental and local cultural preservation activities, and involving the participation of local communities. This development is also influenced by the economic, physical and social conditions of the rural area, such as space, cultural tourism, agricultural activities, landscapes, services, historical and cultural tourism, as well as unique regional exotic experiences. According to Pearce (1995), the development of tourist villages is a process that emphasizes ways to promote tourism villages. Kampung Blekok is one of the villages developed into ecotourism in the context of conserving biodiversity and increasing public awareness of nature. Kampung Blekok was selected as one of the 50 best tourism villages in the Indonesia Tourism Village Award (ADWI) in 2021 [5][6]. The entry of Kampung Blekok into the ADWI top 50 nominations is due to the concept of tourism in the future which has great potential, which prioritizes on environmental quality and sustainability.

This is used by the management of Kampung Blekok in promoting and increasing the visitors satisfaction by applying the concept of green tourism. With products that are more attractive and different from other tourist areas, tourists are expected to feel satisfied when visiting and participate in protecting nature while there. With sustainable and environmentally friendly products offered at Kampung Blekok, visitors will have a different experience so that they can achieve satisfaction. However, the management needs to make the public aware of environmental cleanliness and the impact of waste on the environment, so it is hoped that Kampung Blekok tourism village really has its own uniqueness as a destination that is of interest to visitors while educating visitors to care about the environment. The emergence of a visitor's satisfaction is caused by a positive image of a tourist destination. A positive destination image has a big impact on increasing tourist visits. The satisfaction felt by visitors will trigger their interest to visit again in the future. It means that the higher the satisfaction of visitors, the higher their interest in visiting again in the future. This is what underlies the researcher's desire to conduct a study entitled: The Effect of Green Tourism and Destination Image onRevisits Interest with Visitor Satisfaction as Mediation Variable (Study at Kampung Blekok Tourism Village in Situbondo).

II. LITERATURE REVIEW
Green Tourism
Green tourism is a particular form of tourism activity that is built from a consistent attitude towards the values of natural, social and community resources, where hosts and guests can interact to enjoy and deserve to share positive experiences [7][8][9]. The concept of green tourism includes programs that minimize the negative aspects of commercial tourism on the environment and enhance the cultural integrity of the local community. Green tourism indicators include nature-based, conservation support, sustainability, and environmental education (Weaver, 2012)[10][11].

Tourist Destination Image
Destination image is a marketing activity (promoting) the advantages offered and a positive brand image aimed at increasing tourist visits to the area (Blain, et al., 2005). There are three indicators of the image of a tourist destination, including cognitive destination image (quality of experience gained by tourists, tourist attractions that exist in a destination, environment and infrastructure in that environment, as well as entertainment and cultural traditions of that destination), unique destination image (environmental environment), nature, attractiveness of destinations and local attractions in that destination), and affective destination image (feeling fun, uplifting, relaxing and interesting when in a destination), [12](Qu, et al., 2011) [13]

Visitor Satisfaction
Visitor satisfaction is feeling of pleasure/disappointment felt by someone, which arises as a result of comparing the perceived performance of the product (or result) against his expectations (Kotler & Keller, 2016)[14][15]. Visitor satisfaction is a consumer evaluation that compares pre-visit expectations and perceptions of performance after the visit (Tjiptono, 2015). According to Tjiptono (2015)[16], indicators of visitor satisfaction include overall satisfaction, confirmation of expectation, and comparison to ideal

Revisits Interest
Revisit interest is the behavior of visitors who give a positive response to the quality of services or products at a company and are ultimately interested in revisiting there (Cronin and Taylor, 1992). The quality of the product referred to in this study is a good tourist attraction, so that it can create a positive impression for visitors who come to the place, then generate interest to visit again at another time. According to Hasan (2015) [17][18], tourists will interpret tourist areas emotionally and rationally, therefore they must be able to make them willing to revisit the same

tourist destination at another time and recommend it to others. Mingfang& Hanyu (2014)[19][9] mentioned the indicators of revisiting interest include a good reputation in the eyes of visitors, image, and interest in revisiting.

III. METHODOLOGY
Operational Definition of Variables

Green tourism is an environmentally friendly tourism activity with various focuses and meanings. Some indicators of green tourism are: 1) nature-based, 2) conservation support, 3) sustainability, 4) environmental education.

Destination image is a picture of a certain area from individuals or groups so that it can have an impact on increasing destination visits. The indicators of destination image include: 1) cognitive image, 2) unique image, 3) affective image.

Satisfaction is response of visitors after they evaluate expectations before visiting with theperceived vehicle at destination. Indicators of visitor satisfaction include: 1) service/product satisfaction, 2) conformity to expectations, 3) having more value than other places.

Revisit interest is the desire of tourists to revisit and enjoy activities at destinations they have visited before. Indicators of interest in repeat visits include: 1) willingness to visit again, 2) willingness to make the destination a priority, 3) willingness to invite other people to the destination, 4) willingness to share experiences about the destination.

The population in this study was tourists who visited Kampung Blekok tourism village in Situbondo since January-December 2021, totaling 11,571 people, which was obtained from the data from the management of the tourism manager. The technique for determining the sample uses simple random sampling, which in calculating the number of samples applies the Slovin formula with an error margin of 0.10, so that a sample of 100 people is obtained.

Analysis of all data in this study was carried out statistically which included analysis of structural equation models, multiple linear regression analysis, and mediation tests (direct and indirect effects). As for the data processing is done through a computer program (SPSS 22).

IV. RESULTS AND DISCUSSION
Structural Equation Test

The calculation of R^2 model in this study, as follows:

$$R^2 \text{ Model} = 1 - \left(\sqrt{1-R^2} \cdot \sqrt{1-R^2} \right)$$
$$= 1 - \left(\sqrt{1-0{,}988} \cdot \sqrt{1-0{,}298} \right)$$
$$= 1 - \left(\sqrt{0{,}012} \cdot \sqrt{0{,}702} \right)$$
$$= 1 - \sqrt{0{,}008}$$
$$= 1 - 0{,}89$$
$$= 0{,}91 \ (91\%)$$

Based on the calculation above, it is known that the total determination coefficient is 0.91. This illustrates the variation of data that can be explained in the research model, namely 91% can be explained in the research model. Meanwhile, 11% is explained by other variables or factors that are not disclosed or not investigated in this research model.

Path Analysis Results

The results of regression equation model 1 and 2 can be presented in Table 1 below:

Tabel 1. Summary of Path Analysis Result

Variable	Direct effect	Prob.	Indirect effect	Total effect
Green tourism → Visitor satisfaction	0.458	0,004*	-	-
Tourist destination → Visitor satisfaction	0.996	0,000*	-	-
Green tourism → Revisits interest	0.302	0,004*	-	-
Tourist destination → Revisits interest	0.517	0,000*	-	-
Visitor satisfaction → Revisits interest	0.449	0,000*	-	-
Green tourism → Visitor satisfaction → Revisits interest	-	-	0.458 x 0.449 = 0.206	0.437
Tourist destination → Visitor satisfaction → Revisits interest	-	-	0.996 x 0.449 = 0.447	0.749

* Significant at α 5%

Based on the Table 1 above, it is known that the value of the total effect of the variable green tourism and interest in returning to visitor satisfaction is 0.302 < 0.437. This shows that revisits interest is not significant as a moderating variable in the influence of the green tourism

variable and visitor satisfaction on revisits interest to Kampung Blekok tourism village in Situbondo. The total value of the effect of destination image and visitor satisfaction on the interest in repeat visits is 0.517 < 0.749. This also shows that revisits interest is not significant as a moderating variable in the influence of destination image variable and visitor satisfaction on revisits interest to Kampung Blekok tourism village in Situbondo.

Regression Equation Model 1 and 2
The hypothesis testing of this study is guided by the data from the regression equation model 1 and model 2 as listed in the following tables.

Tabel 2. Regression Equation Model 1

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. error	Beta		
Green tourism (X_1)	1.049	0.212	0.458	2.727	0.004
Tourist destination (X_2)	1.074	0.122	0.996	8.657	0.000
Dependent variable	Visitor satisfaction (Y_1)				
R	0.994				
R^2	0.998				
Adjusted R^2	0.978				
F_{hitung}	42.722				
Probability	0.000				
Line equalition	$Y_1 = \beta_1 X_1 + \beta_2 X_2 + e$				
Result	$= 0.458 X_1 + 0.996 X_2 + e$				

Tabel 3. Regression Equation Model 2

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. error	Beta		
Green tourism (X_1)	0.300	0.185	0.302	1.179	0.002
Tourist destination (X_2)	0.504	0.284	0.517	5.967	0.000
Visitor satisfaction (Y_1)	0.473	0.693	0.449	3.279	0.001
Dependent variable	Revisits interest (Y_2)				
R	0.546				
R^2	0.298				
Adjusted R^2	0.283				
F_{hitung}	20.588				
Probability	0.000				
Line equalition	$Y_2 = \beta_1 X_1 + \beta_2 X_2 + \beta_3 Y_1 + e$				
Result	$= 0.302 X_1 + 0.517 X_2 + 0.449 Y_1 + e$				

From Table 2, it is known that the Beta value of green tourism is 0.458 and the value of Sig. of 0.004 < 0.05, which means that green tourism has an effect on visitor satisfaction at Kampung Blekok tourism village in Situbondo. From Table 2, the Beta value of destination image is 0.996 and the value of Sig. of 0.000 < 0.05, which means that destination image affects visitor satisfaction at Kampung Blekok tourism village in Situbondo.
From Table 3, it is known that the Beta value of green tourism is 0.302 and the value of Sig. 0.000 < 0.05, which means that green tourism has an effect on revisits interest at Kampung Blekok tourism village in Situbondo. From Table 3 it is also known that the Beta value of the destination image is 0.517 and the value of Sig. 0.000 < 0.05, which means that destination image affects revisits interest at Kampung Blekok tourism village in Situbondo. In addition, from Table 3 it is known that the Beta value of visitor satisfaction is 0.449 and the value of Sig. 0.000 < 0.05, which means that visitor satisfaction has an effect on revisits interest at Kampung Blekok tourism village in Situbondo.

The results of the path analysis (Table 1) explain that visitor satisfaction cannot mediate the effect of green tourism on revisits interest to Kampung Blekok tourism village in Situbondo, with a total effect value of 0.302 < 0.437. Table 1 also explains that visitor satisfaction cannot mediate the effect of destination image on revisits interest to Kampung Blekok tourism village in Situbondo, with a total effect value of 0.517 < 0.749

V. DISCUSSION

Green tourism is a particular form of tourism activity whose basic spirit is built on a consistent attitude towards the values of natural, social and community resources. This is reinforced by the Kampung Blekok tourism village in Situbondo as a tourist place that educates visitors to love the environment, which has a dominant value than others, because there tourists are given education about nurseries, planting, and caring for mangrove plants.

Destination image is a marketing activity that promotes excellence and a positive brand image aimed at increasing tourist visits to the area. This is reinforced by the destination of Kampung Blekok tourism village in Situbondo which has a natural tourist attraction; because it still has natural and well-maintained tourism so it is very suitable for tourists on vacation with family.

Visitor satisfaction is feeling of pleasure/ disappointment of someone that arises as a result of comparing the perceived performance of the product (or result) to the buyer's expectations. Furthermore, this is reinforced by tourists not complaining about the service at the destination, the services at Kampung Blekok tourism village in Situbondo, have been good starting from accessibility, the facilities have been improved by the management of the tourist village.

Interest in repeat visits is customer behavior where customers respond positively to service quality and ultimately generate interest in repeat visits. This is reinforced by tourists who often travel back to Kampung Blekok tourism village, because the tourist village has unique features such as mangroves, natural oceans, various water birds, and of course cheap tickets with this, tourists often travel back to the Kampung Blekok tourism village in Situbondo.

Green tourism has an effect on visitor satisfaction at Kampung Blekok tourism village in Situbondo. That is, the better the management of green tourism, the more visitor satisfaction will be. This is supported by the research results of Permana, et al. (2013) that green tourism is described by product differentiation consisting of features, performance, and style and design, indicating that features and performance have a significant influence on visitor satisfaction. This is supported by the theory of Gabriela & Lupu (1998) that green tourism is a tourism activity whose purpose is to build a balance between nature and the socio-cultural environment, which ultimately leads to increased benefits for local communities, both in terms of economy, culture and the environment.

Destination image has an effect on visitor satisfaction at Kampung Blekok tourism village in Situbondo. That is, the better the image of the destination, the more visitor satisfaction will be. This is supported by the results of Anam's research (2020) which proved that the image of a destination has a positive effect on visitor satisfaction. This result is also in accordance with the theory of Petrick, et al. (2001) that the image of a destination can influence individuals in conducting tourist visits. A high destination image is often an explanation that tourists who visit will get maximum satisfaction.

Green tourism has an effect on revisits interest at Kampung Blekok tourism village in Situbondo. That is, the better the tourism management that focuses on green tourism, the more the intensity of interest in repeat visits to the tourist destination will increase. This is in accordance with the theory of Petrick, et al. (2001) that the desire to travel in the future is influenced by the attitude of past experiences, as well as the reasoned action and planned behavior theory that attitudes, subjective norms and controls explain variations in the desire for future visits.

The destination image has a significant effect on revisits interest at Kampung Blekok tourism village in Situbondo. That is, the better the image of the destination, the more it will increase the interest of repeat visitors. This is supported by the research results of Makalew, et al. (2019) that interest in visiting tourists can arise due to several factors; one of the factors that push and pull tourists to revisit a tourist attraction is the image of the destination.

Visitor satisfaction has a significant effect on revisits interest at Kampung Blekok tourism village in Situbondo. That is, the more satisfied visitors are with tourist destinations, the more interest in their returnvisits. This is supported by the theory of Petrick, et al. (2001) that the most common factor predicting why tourists repeat their vacation experience is a good past experience with low risk, meaning that they feel satisfied with their past experience.

The visitor satisfaction variable cannot mediate the effect of green tourism on revisits interest to Kampung Blekok tourism village in Situbondo. This is supported by the research results of Humam, et al. (2019)[14][20] that green tourism has no significant effect on revisit intention through satisfaction. This is because the design, accessibility and tourism architecture are still not well organized and functioning so that the facilities still need to be improved to support visitor satisfaction and increase their interest in visiting again.

The visitor satisfaction variable cannot mediate the influence of the destination image on revisits interest to Kampung Blekok tourism village in Situbondo. This is supported by the research results of Ristya, et al. (2021) [20][21] that the image of the destination has no significant effect on the interest in repeat visits through the satisfaction variable. This indicates that there are some facilities that are considered unsatisfactory to visitors, so they will consider visiting again in the future.

VI.   CONCLUSION

Green tourism of Kampung Blekok tourism village in Situbondo can provide visitor satisfaction in carrying out their tourism activities. A good destination image will result in visitor satisfaction in carrying out tourism activities. Green tourism that is applied by the manager can have an influence on revisits interest. The image of Kampung Blekok tourism village destination cannot have an influence on the revisits interest. Visitor satisfaction will generate revisits interest. The application of green tourism in the management of tourist attractions requires creative ideas to introduce well and be accepted by tourists and audiences to generate visitor satisfaction, so that it will increase their revisits interest. The image of Kampung Blekok tourism village requires better management to develop destinations and improve other factors to generate visitor satisfaction so that it will be able to increase the revisits interest. It is recommended to further researchers to add a visitor loyalty variable to replace the revisits interest, as well as add tourist destinations

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