

Revisit Intention in Coastal Tourism: The Interaction of Experience Quality, Destination Image, Perceived Value, and Destination Trust

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Abstract: *Although understanding tourist preferences is essential, many tourist destinations still require special attention to identify and meet their needs. This analysis identifies factors influencing visitors' intention to revisit by selecting Alor-Lembata National Tourism Area, East Nusa Tenggara, Indonesia, as the research object. This study used a quantitative survey with 250 domestic tourist respondents to analyse the influence of experience quality, destination image, perceived value, and trust in the destination on revisit intention. The outcome of the SEM examination reveals that although experience quality does not directly drive intention to revisit, it occurs through destination image, perceived value, and trust. Perceived value was the most dominant factor influencing revisit intention, followed by trust. Though not directly influencing trust, destination image plays an important role in shaping visitor perceptions. Thus, trust becomes an important mediating variable, where perceived value and destination image contribute to building visitors' trust levels in the destination. This research highlights improving service quality through quality destination management, which substantially affects experience quality, destination trust, and intention to revisit. Thus, this can benefit Indonesia's sustainability tourism expansion, especially in the Alor-Lembata National Tourism Area.*

Keywords: Revisit intention; Experience quality; Destination image; Perceived value; Destination trust

JEL Classification: M10, M31, Z32

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1. Introduction

The global tourism sector is experiencing rapid development, increasing demand for more meaningful travel experiences (Sofronov, 2018). Expanding the international tourism segment, especially in coastal areas, requires expanding innovative tourism products and experiences. This attention shows efforts to meet tourists' expectations and foster their interest in returning (Arabadzhyan et al., 2021). Meeting tourists' expectations and desires is important to create an increasingly memorable travel experience while encouraging loyalty and long-term sustainability of visits (Liu et al., 2022). Given the importance of the tourist experience and its influence on intention to return, an in-depth understanding of the factors influencing tourists' impressions and findings becomes increasingly important. These factors include accessibility, convenience, and uniqueness (Artigas & Portas, 2021).

Coastal tourism, in principle, emphasises stability, economic growth, and environmental preservation through recreational and exploration activities in coastal areas (Drius et al., 2019). The success of a coastal tourist destination in attracting visitors is highly dependent on its unique natural and cultural riches (Finkl & Makowski, 2021). In addition, the destination's ability to create memorable experiences for tourists is also a critical attraction factor (Jarratt & Davies, 2020). However, the rapid growth of coastal tourism poses significant environmental challenges, such as an increased number of visitors and uncontrolled development, resulting in pollution and disruption of marine ecosystems. In addition, irresponsible tourist behaviour, such as littering or damaging coral reefs, can threaten environmental sustainability (Jaz et al., 2023). Therefore, collaboration between all stakeholders is needed through collaborative efforts between the government, business actors, local communities, and visitors to maintain the sustainability of the tourism ecosystem (Stoddart et al., 2020).

Previous studies on the quality of tourist experiences in coastal destinations have highlighted natural beauty and cultural uniqueness as key factors influencing tourist experiences (Pafi et al., 2020). Destination image has also been shown to be related to tourist satisfaction and revisit intention (Cavalheiro et al., 2020). Tourists' perceived value, especially the combination of tourism resources and creative elements, contributes to meaningful experiences (Kanwal et al., 2020; Zhang et al., 2021; Wang et

al., 2020), including intrinsic values, such as unique experiences and local culture, that drive revisit intention (Supriono et al., 2023). In general, the level of tourist experience varies based on destination characteristics, tourist profiles, and perceived value, as summarised in Table 1. However, this study has not comprehensively examined how the quality of interaction experiences, destination image, perceived value, and trust in the destination collectively influence tourists’ intention to revisit coastal destinations.

Table 1: Research gap summary

Research focus	Findings	Contribution
The relationship between the quality of tourists’ experience and the intention to return (Wu et al., 2022; Cavaleiro et al., 2020)	Natural beauty, cultural uniqueness, facilities and services are the main factors	The importance of authentic experiences, integrating natural factors, culture, service facilities, comfort, and accessibility, based on tourist preferences towards destinations and their influence on visiting decisions
The relationship between destination image and intention to revisit (Kanwel et al., 2019; Kim et al., 2019)	Familiarity influences the destination image, and the destination image increases loyalty and interest in visiting	This study examines the role of tourist satisfaction in predicting the emotional dimension of destination image and its influence on revisit intention by adding cognitive and affective dimensions to destination evaluation, thereby gaining a deeper understanding of tourist decision-making
The relationship between perceived value by tourists and intention to revisit (Zhang et al., 2021; Wang et al., 2020; Supriono et al., 2023)	The combination of tourism resources influences tourists’ perceived value, whereas destinations with limited resources can still provide valuable experiences, primarily through intrinsic value	Creative and experimental resource combinations are important to test various resource combinations and their effects on tourists’ perceived value. Unique experiences and local culture are important. Therefore, it is necessary to develop valid and reliable measurement instruments to measure tourists’, perceived intrinsic value

This study identifies factors influencing tourists’ revisiting the Alor-Lembata National Tourism Area. Specifically, this study will build and test a prediction model involving experience quality, destination image, perceived value, destination trust, and revisit intention; analyse the direct and indirect effects of experience quality on revisit intention, considering the mediating role of perceived value, destination image, and trust; and measure the effects of experience quality, perceived value, destination image, and trust on revisit frequency. This study is expected to answer the following questions: Can the

proposed model predict the intention to revisit? Is there a significant influence between these variables and revisit intention? What is the mediating role of variables in the relationship between experience quality and revisit intention? The findings of this study are expected to contribute to sustainable tourism in Alor-Lembata National Tourism Area, especially in efforts to increase tourist visit intention.

This paper is organised as follows. Section 2 reviews the relevant literature. Section 3 outlines the methodology, Section 4 presents the results, and Section 5 discusses the findings. Section 6 outlines the implications, and Section 7 concludes the study.

2. Literature Review

2.1 *Marine tourism*

Marine tourism offers unique experiences through various sea, coast, and ocean activities, ranging from recreation such as snorkelling, diving, and sailing to using natural resources for conservation and education (Vázquez et al., 2021; Dean, 2018). The unique potential of small islands as tourist destinations is a concern in the development of this sector (Ávila et al., 2022), while underwater resources, such as coral reefs, play an important role in supporting sustainable tourism (Vázquez et al., 2021). Marine tourism is also attractive to tourists who want to escape the hustle and bustle of the city and seek experiences closer to nature (Hjalager, 2020). From an economic perspective, marine tourism contributes to the development of a sustainable tourism sector and financially benefits local communities (Roxas et al., 2020). In addition, its existence can increase environmental awareness and build a harmonious relationship between humans and nature (Arismayanti, 2021).

2.2 *Coastal tourism in the context of marine tourism*

Coastal tourism, as part of marine tourism, includes various recreational activities in land-sea areas. It is not only limited to visits to the beach, but also involves aspects of natural aesthetics (Su & Peng, 2018). This phenomenon can be studied from various perspectives; one is the ecosystem approach that places coastal tourism in the context of a socio-ecological

system, whose interactions involve the environment and socio-culture (Bangso et al., 2023). In this context, coastal tourism activities are not a natural process, but the result of individual decisions and actions influenced by social, cultural, and economic values, which determine infrastructure development, destination promotion, and tourist behaviour (Arabadzhyan et al., 2021). In addition, the relationship between individuals and the environment also depends on the local community's ecological conditions and socio-cultural values (Baloch et al., 2023). Therefore, understanding how social and cultural values shape tourists' perceptions of the coastal environment is essential in analysing tourism behaviour (Silva et al., 2022).

2.3 Experience quality in coastal tourism

The quality of the tourism experience plays an important role in shaping tourists' intention to revisit a beach destination. Experience aspects such as enjoyment, tranquility, and involvement are key elements in creating a meaningful experience (Moon & Han, 2018). Positive experiences encourage tourists to assess the destination well and recommend it to others, thereby increasing its reputation and attracting tourist loyalty (Battour et al., 2022). Consistency in providing positive experiences can strengthen the destination's image in the eyes of tourists (Hossain et al., 2023). Quality tourism experiences play an important role in shaping a positive destination image. In addition to natural beauty, quality interactions, and satisfactory services during the visit also shape a good perception of the beach destination (Li et al., 2021). Continuous positive experiences help create a better picture of the destination in the minds of tourists (Domínguez et al., 2020). Thus, quality tourism experiences contribute to the formation of a stronger destination image and attract tourists to revisit (Hossain et al., 2023).

The quality of the tourism experience also affects the value perceived by tourists. Tourists evaluate destinations based on the benefits obtained compared to the effort or cost incurred during the visit (Kusumawati & Rahayu, 2020). When tourists have a satisfying experience, they consider the destination to provide "value for money" (Bigne et al., 2023). This attitude shows that positive experiences increase tourist satisfaction and strengthen the perception of the value of the destination (Karim et al., 2024). In addition, a quality tourism experience can build tourist trust in the destination. This trust is

formed when the destination can meet tourist expectations regarding service, safety, and comfort during the visit (Primananda et al., 2022). A positive and consistent tourism experience will strengthen trust in the destination in the long term (Jebbouri et al., 2022). This trust creates quality memories and strengthens the emotional connection of tourists with the destination, thereby encouraging loyalty and continuous repeat visits (Franco et al., 2021). As such, the following hypotheses are proposed:

- H₁ Experience quality positively impacts on intention to revisit
- H₂ Experience quality positively impacts a destination's image
- H₃ Experience quality positively impacts perceived value
- H₄ Experience quality positively impacts the destination's trust

2.4 Destination image in coastal tourism

The image of a destination is a traveller's response to a place, significantly influencing the tourist's experience and intention to return (Zhang et al., 2017). This image combines the tourist's personal experience and the destination manager's marketing strategy (Stylidis et al., 2017). In addition to rational aspects, such as natural beauty and facilities, emotions are necessary for shaping the destination image (Moon & Han, 2018). A pleasant and memorable experience creates a strong emotional bond between tourists and the destination (Shafiee et al., 2021). The combination of beautiful nature, friendly people, and rich culture is the key to creating a strong impression that will make tourists want to return (Mathew et al., 2024).

Thus, destination image is not just a perception, but a complex social construction formed through the interaction between individual perceptions, collective experiences, and marketing strategies (Kislali et al., 2020). A strong positive impression will attract new tourists and strengthen visitor loyalty, thus creating a sustainable positive cycle for the growth of tourist destinations (Battour et al., 2022). Therefore, a positive and memorable tourist experience is key to forming a strong and sustainable destination image (Hossain et al., 2023). Based on previous findings, the following hypotheses are proposed:

- H₅ Destination image has a positive impact on destination trust
- H₆ Destination image has a positive impact on the intention to revisit

2.5 Perceived value in coastal tourism

Understanding the importance of coastal tourism from a marine tourism perspective is a cognitive construct that reflects subjective assessments of the benefits of a tourism experience (Kim & Thapa, 2018). Tourists' perceptions of a destination are shaped by various interrelated factors, such as its natural beauty, quality of service, cultural uniqueness, and aesthetic value (Wang et al., 2024). This relationship is vital because perceived value reflects tourists' satisfaction and fulfilment of expectations at the behavioural level (Pung et al., 2020). Tourist perceptions of tourist destinations are subjective and influenced by each individual's experience, socio-cultural background, and purpose of visit (Rasoolimanesh et al., 2023). In addition, perceived value is dynamic and changes over time due to changes in destination conditions, tourism trends, or tourists' personal development (Um & Yoon, 2021). Thus, a deep understanding of tourists' perceived value is key to developing effective and sustainable marketing strategies in the context of coastal tourism. Therefore, the following hypothesis are posited:

- H₇ Perceived value has a positive impact on trust in a destination
- H₈ Perceived value has a positive impact on the intention to revisit

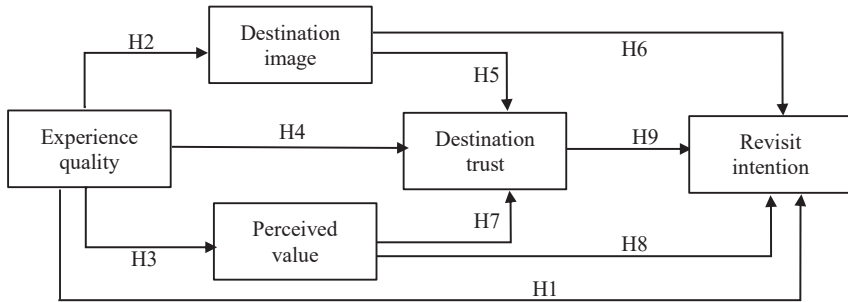
2.6 Destination trust in coastal tourism

The success of coastal tourism depends on the extent to which visitors trust the value and quality offered by the tourist destination (Artigas & Portas, 2021). Positive experiences, such as the friendliness of residents and stunning natural beauty, play an important role in creating a positive image of the destination (Moon & Han, 2018). Well-established trust will encourage tourists to make repeat visits and provide recommendations to their colleagues (Jebbouri et al., 2022). Therefore, building tourist trust is the key to meeting and exceeding visitor expectations (Primananda et al., 2022). Various factors, ranging from destination reputation and visitors' rational and emotional evaluations to personal experiences, collectively shape the level of trust in a destination (Oteino & Oti, 2022). Similar findings have been found in various tourism sectors, including health tourism (Fengmin et al., 2022). Thus, trust is not just a perception, but a valuable asset that can drive tourism growth and sustainability. The following hypothesis is proposed:

H₉ Destination trust has a positive impact on the intention to revisit

Figure 1 depicts the research model presented in this paper, based on the explanation in the introduction and literature review.

Figure 1: Research framework



3. Methodology

3.1 Data collection

This research involves Indonesian tourists visiting the Alor-Lembata National Tourism Area as respondents. A sample of 250 respondents was selected purposively based on the criteria of tourists who had visited at least once and re aged 18 and above. The maximum likelihood technique in the partial least squares structural equation modelling (SEM-PLS) model recommends a sample range of 100 to 300 respondents (Wang et al., 2022). Questionnaires were distributed directly from January to March 2024. Of the 300 questionnaires, 250 were declared valid (83.3% response rate). Most respondents were aged between 31 to 50 years (68.8%), male (56.4%), and came from Western Indonesia (54%). The highest education was a diploma or Bachelor’s degree (66.4%). Most respondents visited more than once (62%) and for more than one day (66%). Nearly half (49.6%) of respondents earned IDR3,000,000 per month. Natural tourist destinations are the leading choice (62%), while social media is the most popular source of information (52.5%). Table 2 presents an overview of the respondents.

Table 2: Respondent characteristics overview

Variable	Categories	N=250	%
Age	17–30 years	68	27.2
	31–50 years	172	68.8
	> 50 years	10	4
Gender	Male	141	56.4
	Female	109	43.6
Place of origin	West Indonesia	135	54
	Central Indonesia	96	38.4
	East Indonesia	19	7.6
Last education	Elementary, middle, and high school	68	27.2
	Diploma, Bachelor’s	166	66.4
	Postgraduate	16	6.4
Number of visits	1 time	95	38
	> 1 time	155	62
Length of visit	1 day	85	34
	> 1 day	165	66
Income per month	< IDR3,000,000	95	38
	> IDR3,000,000	124	49.6
	IDR4,000,000 – 6,000,000	23	9.2
	> IDR6,000,000	8	3.2

3.2 Measurement

This study examines five main variables: quality of experience, destination image, perceived value, trust in destination, and intention to revisit. Quality of experience is measured with eight items adapted from Kastenholz et al. (2018) and Haji et al. (2021). Destination image is measured with four statement items recommended by Santana and Gosling (2018) and Haji et al. (2021). Perceived value is measured with four statement items adopted from Almeida et al. (2020) and Haji et al. (2021). Trust in the destination is measured with five items adapted from Liu et al. (2019), while intention to return is measured with five statements adapted from Widjaja et al. (2020) and Hasan et al. (2019). These statements were then developed into questionnaire items tailored to the needs of the study.

A ten-point Likert scale was used to quantify respondents’ opinions in the form of numerical data to be analysed statistically. This scale is flexible

because the response interval can be adjusted to the measurement context (Azman et al., 2013). In this survey, respondents evaluated their experiences on a scale of 1 to 10, with 10 being the most positive and 1 the most negative. All study variables were measured using a ten-point Likert scale, from ‘not important’ (1) to ‘very important’ (10).

4. Results

4.1 Validity and reliability testing

This study used SPSS 22 for quantitative descriptive analysis of latent variables and SEM-PLS to analyse the correlation between variables. A preliminary study with 30 participants was conducted to assess the validity and reliability of the measurements. The reliability test results showed that all variables had Cronbach’s alpha above 0.7, indicating acceptable reliability (Hair et al., 2019). Factor loading, composite reliability (CR), average variance extracted (AVE), and discriminant validity were also assessed. The analysis showed that all study variables met the validity and reliability criteria for further analysis. A complete explanation is shown in Table 3.

Table 3: Construct validity and reliability

Constructs	Item	Loading	α	CR	AVE
<i>Experience quality (EQ)</i>			0.904	0.923	0.600
Feeling free from daily activities	EQ1	0.795			
I love traveling on this island	EQ2	0.727			
I feel relaxed during the trip	EQ3	0.720			
Security and safety guaranteed	EQ4	0.832			
Learn new things while traveling	EQ5	0.708			
Feeling involved in tourist activities	EQ6	0.824			
Feeling valued by the local community	EQ7	0.737			
Traveling boosts confidence	EQ8	0.838			
<i>Destination image (DI)</i>			0.853	0.901	0.695
It has fascinating cultural heritage	DI1	0.818			
It has a white sandy coastline	DI2	0.861			
Visitors can gain new knowledge	DI3	0.800			
The destination has adequate accommodation	DI4	0.854			

Constructs	Item	Loading	α	CR	AVE
<i>Perceived value (PV)</i>			0.791	0.866	0.618
The expense is worth the quality	PV1	0.760			
One can obtain the best benefits	PV2	0.822			
Get good service	PV3	0.709			
Traveling provides fun	PV4	0.846			
<i>Destination trust (DT)</i>			0.848	0.892	0.622
This destination is reliable	DT1	0.774			
Feel safe when traveling	DT2	0.735			
Tour manager has a good reputation	DT3	0.785			
Providing value for service	DT4	0.815			
Overall, trustworthy	DT5	0.832			
<i>Revisit intention (RI)</i>			0.845	0.889	0.616
I have a strong urge to visit again	RI1	0.732			
I am willing to visit again	RI2	0.786			
I am committed to visiting again in the future	RI3	0.767			
I have free time to visit again	RI4	0.798			
I want to recommend it to others	RI5	0.838			

This study uses the Fornell-Larcker criterion to test discriminant validity, namely whether each latent variable represents a different concept (Wang et al., 2022). The analysis results show that all latent variables have adequate discriminant validity, as evidenced by the square root of the AVE value, which is higher than the relationship between latent variables. The summary of the analysis results is explained in Table 4.

Table 4: Fornell–Larcker criterion

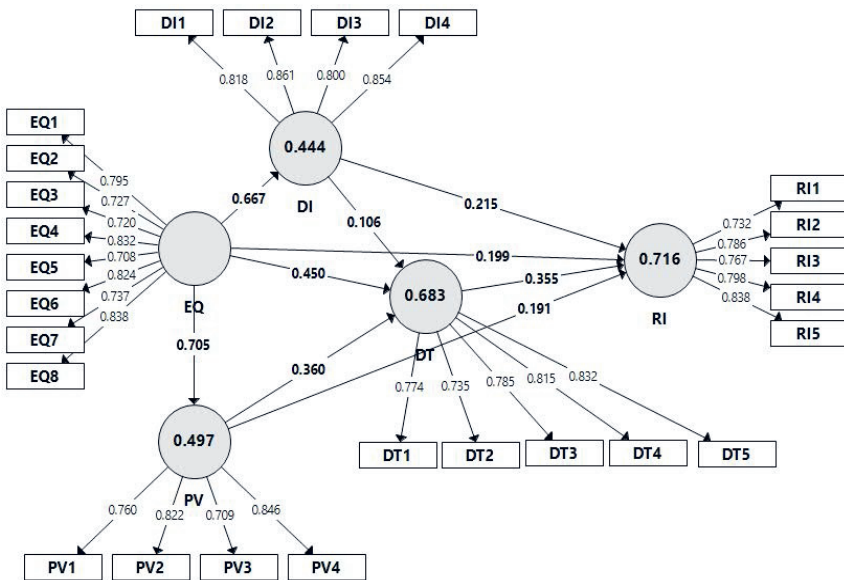
	Destination image	Destination trust	Experience quality	Perceived value	Revisit intention
Destination image	0.834				
Destination trust	0.631	0.789			
Experience quality	0.667	0.774	0.774		
Perceived value	0.625	0.743	0.705	0.786	
Revisit intention	0.691	0.786	0.752	0.729	0.785

4.2 Examination of structural models

This study used SEM-PLS 3.0 to analyse the structural model and hypotheses by assessing subconstruct heaviness and path coefficients with bootstrapping 5,000 iterations (Hair et al., 2019). Lospinoso and Snijders (2019) define GoF indicators as geometric mean and average similarity, emphasising endogenous structure. GoF values are categorised as minor (0.10), medium (0.25), or very large (0.36). A GoF value of 0.25 indicates a moderate model fit. A collinearity test was conducted using VIF. Collinearity problems occur if VIF exceeds 5 (Hair et al., 2019). The analysis results showed VIF values below 5, indicating no collinearity problem. SRMR of 0.100 and NFI of 0.614 are close to the minimum threshold, suggesting good data fit and accuracy (Hair et al., 2019).

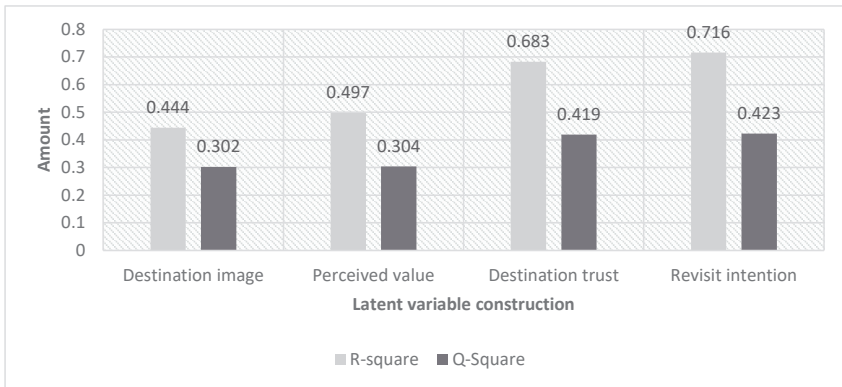
SEM analysis continues to the structural model testing, where a one-way path diagram visualises the relationship between latent variables. This diagram illustrates the direction, strength, and significance of parameter estimates and characteristics of a good structural model (Hair et al., 2019). This study uses SEM-PLS to evaluate assumptions and identify linear impacts between latent variables, as shown in Figure 2.

Figure 2: Structural model testing results



Regression analysis impacts the quality of the tourism experience and tourist perceptions. The quality of the experience explains half of the variance in perceived value ($R^2 = 0.497$) and destination image ($R^2 = 0.444$) and two-thirds of the variance in tourist trust ($R^2 = 0.683$). These three perception variables explain 71.6% of the variance in revisit intention. According to Hair et al. (2019) the relationship between the quality of the experience and perceived value and destination image is moderate, while trust and revisit intention are significant. This study evaluates the predictive ability of the model using the Q^2 coefficient. Positive Q^2 values for all variables (0.304-0.423) indicate good predictive ability, as shown in Figure 3.

Figure 3: R^2 and Q^2 test result values



The R^2 value in the medium to high category suggests that the measured latent variables have a substantial relationship. The model possesses a high level of predictive power when the Q^2 value approaches or exceeds 0.3. This analysis demonstrates that the model constructed can accurately predict the latent variables. Hypothesis testing, the ultimate stage of the preceding testing stages, is the process by which objective and dependable conclusions are derived from empirical evidence. Table 5 summarises the hypothesis testing findings.

Table 5: Findings from hypothesis testing

		Std. beta	Std. error	T value	P value	Decision
H ₁	Experience quality → Revisit intention	0.199	0.109	1.820	0.069	Rejected
H ₂	Experience quality → Destination image	0.667	0.040	16.849	0.000	Accepted
H ₃	Experience quality → Perceived value	0.705	0.055	12.919	0.000	Accepted
H ₄	Experience quality → Destination trust	0.450	0.090	5.020	0.000	Accepted
H ₅	Destination image → Destination trust	0.106	0.060	1.759	0.079	Rejected
H ₆	Destination image → Revisit intention	0.215	0.059	3.626	0.000	Accepted
H ₇	Perceived value → Destination trust	0.360	0.081	4.440	0.000	Accepted
H ₈	Perceived value → Revisit intention	0.191	0.077	2.499	0.013	Accepted
H ₉	Destination trust → Revisit intention	0.355	0.079	4.496	0.000	Accepted

Staffa and Zurakowski (2019) suggest that a two-tailed test be employed to assess the statistical value of the connection between the exogen and endogen variables. The variables evaluated were as follows: significant levels of 5% ($p < 0.05 = 1.65$), 1% ($p < 0.01 = 3.41$), and 0.1% ($p < 0.001$), degrees of freedom ($df = 249$), and a crucial t -value of 1.96. The hypothesis judgment is accepted if the probability weight of the p -value is less than alpha 0.05 and the t -statistic value exceeds the z -value of 1.96. The analysis yielded statistical significance for all structural trajectories in the analysis model, except H₁ and H₅.

5. Discussion

This study examines the complexity of tourists’ intention to return to coastal destinations, focusing on experience quality, destination image, perceived value, and trust. The analysis of H₁ shows that experience quality does not significantly affect tourists’ intention to return to coastal destinations. This study confirms that coastal tourism is influenced by physical environmental factors and social, economic, and cultural dynamics (Su &

Peng, 2018; Bangso et al., 2023). Tourists' decision to return is driven by satisfying experiences and influenced by social, cultural, and economic values (Arabadzhyan et al., 2021). Non-physical factors such as perceived environmental sustainability, traditional values, or current tourism trends are key determinants of intention to revisit (Baloch et al., 2023). Therefore, understanding the role of social and cultural values in influencing tourists' perceptions of the coastal environment is essential for determining strategic policies to manage effective and sustainable tourism (Silva et al., 2022).

This study proves that the quality of the visitor experience dramatically influences the formation of a positive image of coastal tourism destinations. This finding aligns with the understanding that human interaction with the coastal environment is complex, involving natural and socio-cultural aspects (Silva et al., 2022; Bangso et al., 2023). A satisfying experience depends not only on the natural beauty, but also on its cultural values. Improving the quality of visitor experience is the key to building a positive image of coastal tourism destinations. A holistic and sustainable coastal tourism management approach that considers the balance of economy, society, and environment is important (Arabadzhyan et al., 2021). Quality visitor experience is a valuable asset that increases the attractiveness and reputation of coastal tourism destinations.

The analysis of H₃ confirms a significant relationship between the quality of experience and tourists' perceived value. This finding aligns with the view that marine tourism offers a unique experience influenced by various factors (Hjalager, 2020). Tourists' decisions to visit result from complex considerations influenced by social, cultural, economic, and tourism development factors (Arabadzhyan et al., 2021). These factors allow destinations to create unique experiences that shape tourists' perceptions of value. Thus, high-quality experiences will increase tourists' satisfaction and provide them with added value (Silva et al., 2022). This finding also aligns with the potential for the unique appeal of small islands in increasing tourists' perceived value Ávila et al. (2022), which is not only limited to physical beauty, but also includes meaningful experiences, cultural learning, and connections with nature.

The results of this study confirm previous findings that good-quality experiences significantly increase visitor trust in marine tourism destinations (Primananda et al., 2022). Unique experiences that meet visitors' expectations will provide a positive perception of the destination (Dean, 2018). Marine

tourism involves interactions between natural and social factors (Su & Peng, 2018). Positive quality experiences are influenced by the beauty of the underwater and coastal nature Hjalager (2020), as well as social factors such as the cultural and economic values of the local community (Arismayanti, 2021). Coastal tourism is an integral part of the socio-ecological system (Bangso et al., 2023), and positive experiences encourage visitors to have a good perception of the coastal environment and its values (Silva et al., 2022). Thus, high-quality experiences increase visitor satisfaction and contribute to marine tourism's sustainability by strengthening harmonious interactions between humans and nature.

The results of testing H_5 found that destination image significantly influences tourist trust, but trust does not depend only on a positive image. Previous studies by Zhang et al. (2021), Moon and Han (2018), and Arismayanti (2021) show that emotional aspects, sustainability, and community participation also play an important role. Trust is influenced by the image and authentic experiences that match the image. Roxas et al. (2020) emphasise that destination management that is less responsive in creating memorable experiences can reduce the positive impact of the destination image. The statistical insignificance in this study indicates that the tourist destinations studied have not been able to provide memorable experiences (e.g., learning experiences, culture, and a sense of security) that can create strong emotional bonds (Shafiee et al., 2021). Although destination image has the potential to influence tourist trust, a broader study is needed involving destination image, actual experiences, and the application of sustainable destination management principles.

The findings of this analysis confirm that destination image significantly positively impacts tourists' intention to revisit a place, which is similar to the findings of previous studies (Zhang et al., 2021). A strong destination image, especially in marine tourism, is formed by several elements, including native beauty, cultural uniqueness, and the friendliness of the local society (Ávila et al., 2022). Meaningful tourism experiences also build an emotional tie between visitors and place touring (Shafiee et al., 2021). A sustainable tourism management approach, by integrating social, economic, and environmental factors, further strengthens the effect of the destination's image on visitor trips (Liu et al., 2019; Arabadzhyan et al., 2021). Natural beauty, adequate infrastructure, and community support also improve destination image and revisit intention (Li et al., 2021). Overall, the favourable influence of

destination image on revisit intention results from a complex interaction between various elements that shape visitor response to a place tourist.

The analysis of H_7 confirms that tourists' responses to the value offered by coastal tourism destinations significantly affect their intention to revisit. This finding supports the idea that natural beauty, service quality, and cultural uniqueness contribute to tourist satisfaction (Wang et al., 2024). Furthermore, this study emphasises that tourists' perceived value is closely correlated with their satisfaction and trust in the destination. This conclusion aligns with previous studies that highlight the importance of preserving the marine environment for sustainable tourism experiences, and understanding local communities' social and cultural values (Arismayanti, 2021; Silva et al., 2022). Tourists' perceptions of value are also influenced by the destination's needs, expectations, and dynamics (Pung et al., 2020). Therefore, this study underlines the importance of comprehensive coastal tourism destination management to enhance tourists' perceptions of value and encourage their intention to revisit sustainably.

The results of this study support H_8 , which states that tourists' value perceptions significantly affect revisit intentions. This finding aligns with the view that value perception is a subjective assessment of tourists regarding the benefits of a tourism experience (Kim & Thapa, 2018). The higher the perceived value, the greater the interest tourists have in returning. This finding is reinforced by opinions emphasising the importance of natural beauty, service quality, unique experiences, and aesthetic values in creating memorable tourism experiences (Hjalager, 2020; Vázquez et al., 2021). This finding also confirms that in coastal tourism, social and cultural values influence people's perceptions of the coastal environment, thus impacting tourist behaviour (Silva et al., 2022). Therefore, a deep understanding of tourist perceptions is key to managing tourist destinations. The implication is that destination managers must continue to improve aspects that provide added value for tourists to build trust and encourage revisit intentions (Pung et al., 2020).

The results of the H_9 test confirm that destination trust positively influences tourists' intention to revisit. In coastal tourism, tourist trust is influenced by factors such as environmental quality, natural attractions, perceived destination value and quality, and sustainable natural resource management (Artigas & Portas, 2021; Roxas et al., 2020). The interaction between humans and nature in coastal tourism also involves the local community's social, cultural, and economic values (Baloch et al., 2023).

The shared perception of the community and tourists towards the coastal environment also influences the decision to revisit (Silva et al., 2022). Overall, tourist trust in coastal destinations is influenced by physical attractions, reputation, friendliness of the residents, and emotional experiences gained (Oteino & Oti, 2022). Trust is a valuable asset that encourages repeat visits and recommendations, thus impacting the sustainability of coastal tourism.

This research aims to comprehend how experience quality affects travellers' motives to revisit coast destinations. The results of the analysis show that destination trust ($\beta = 0.324$), positive destination image ($\beta = 0.038$), and perceived value during the visit ($\beta = 0.128$) significantly affect tourists' intention to revisit. Destination trust is a key factor that links experience quality and intention to revisit. In addition, individually, destination trust ($\beta = 0.355$) has the most decisive influence in predicting intention to revisit, followed by perceived value ($\beta = 0.191$), destination image ($\beta = 0.215$), and experience quality ($\beta = 0.199$). This study underlines the importance of tourist trust in a destination as a key factor in driving revisit intention (Artigas & Portas, 2021; Primananda et al., 2022). Positive experiences, such as the friendliness of the residents and environmental sustainability, strengthen this trust (Moon & Han, 2018; Jebbouri et al., 2022). In coastal areas, trust is the foundation of a harmonious relationship between humans and nature (Arismayanti, 2021; Silva et al., 2022). Therefore, a comprehensive tourism approach involving economic, social, and environmental aspects is essential (Baloch et al., 2023). Trust links the quality of experience with revisit intention and is a pillar of sustainable tourism, especially in coastal destinations, where trust can transform experiences into strong motivations to return (Primananda et al., 2022).

6. Implication of the Study

This study contributes significantly to understanding the factors influencing tourists' intention to return to coastal destinations. The results enrich the literature by showing that the quality of experience is not just confined to physical aspects but also involves social, cultural, and environmental dimensions. In addition, this study underlines the essential role of tourists' perceived value, including pleasure and emotional attachment, in encouraging repeat visits (Baloch et al., 2023). Trust, built through positive experiences and consistent with the destination image, is a key factor in

its relationship with revisit intention (Artigas & Portas, 2021; Pramananda et al., 2022). These findings support the importance of a holistic approach in coastal destination management, integrating social, economic, and environmental aspects to build tourists' trust and encourage repeat visits.

This analysis emphasises the importance of the quality of tourism experiences in encouraging repeat visits by tourists. Destination managers must focus on developing unique and valuable tourism products, improving service quality, and involving local communities (Dean, 2018; Arismayanti, 2021). In addition, building a positive image consistent with real experiences, paying attention to tourist values, and building trust through consistent services are important steps. The government is also important in supporting sustainable tourism through policies that regulate the environment, culture, and community empowerment (Roxas et al., 2020). Thus, improving tourist experiences is a marketing effort and a long-term investment for the destination's sustainability.

7. Conclusion and Limitations of the Study

This study successfully identified key factors impacting tourists' intention to revisit coastal destinations. The analysis's result suggests that the quality of experience, the image of the destination, perceived value, and trust significantly impact tourists' intention to revisit. Although the quality of experience does not directly affect the intention to revisit, it indirectly affects forming a positive image, increasing perceived value, and building tourist trust. These results emphasise the significance of a holistic approach to coastal tourism destination management, focusing on physical, social, cultural, and environmental features. Tourist trust in the destination is the dominant element in predicting intention to revisit the destination. These results indicate that building trust is the key to success in developing sustainable coastal tourism. Thus, this study suggests that coastal tourism destination managers must focus on improving the quality of the tourist experience, building a positive image, providing added value, and growing tourist trust to achieve tourism sustainability goals.

This study provides a useful contribution to understanding the influence of experience quality on tourists' intention to revisit coastal destinations. However, this study has several limitations. The use of non-probability samples precludes the generalisability of the findings. Nevertheless, designing

a new measurement scale for coastal tourism is an influential step forward. Further research can be improved by examining tourists' opinions and combining survey techniques with eye tracking. In addition, expanding the geographical coverage and tourism segments is also needed to provide a more complete experience. The suggested conceptual model can serve as a practical framework for additional evaluations.

CRediT author statement

Mesak Y. Awang: Research design, Data curation, Manuscript preparation. **Naili Farida:** Design validation, Manuscript finalisation. **Sari Listyorini:** Concept validation, Methodology, Initial interpretation. **Hari Susanta Nugraha:** Data analysis validation, Interpretation.

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