

## Investigating the effect of destination image on revisit intention through tourist satisfaction in Laguna Redang Island Resort, Terengganu



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### ABSTRACT

Tourism is a prominent and rapidly expanding sector that plays a pivotal role in driving global economic development. Extensive scholarly literature exists on the influence of destination image on tourists' future behavior, with a particular focus on coastal tourism destinations. However, there remains a scarcity of studies examining this research topic within the context of Malaysia. Consequently, this paper aims to address this gap by investigating the relationship between the destination image of Laguna Redang Island Resort, one of the most renowned resorts situated on Redang Island, Terengganu, and tourist satisfaction and revisitation intentions. To achieve this objective, a cross-sectional quantitative survey was conducted, gathering 361 valid responses from both local and international tourists who were residing at Laguna Redang. The collected data were subsequently analyzed using Smart PLS. The study's findings regarding the impact of the destination image are thoroughly discussed, alongside practical implications that pertain to destination management organizations. Significantly, this study contributes both theoretically and empirically to the body of knowledge surrounding destination image, enhancing our comprehension of its influence on revisitation intentions. Furthermore, it assists in guiding the management activities of Laguna Redang Island Resort, aiding in the reconstruction of the resort's image as a secure and desirable destination for all types of travelers.

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### 1. Introduction

Over the last 50 years, the world has witnessed tremendous growth in tourism, leisure, and hospitality (Hung et al., 2021; Scott et al., 2019). The tourism industry is one of the largest and fast-growing sectors that significantly boost global economic development, contributing 10.4% of global gross domestic product (GDP) (Cham et al., 2021a; Gupta et al., 2019; Merli et al., 2019a). Worth 9.2 trillion USD in value, the global tourism industry is currently the major contributor to income for many countries. Hence, it is no surprise that the tourism industry has been acknowledged as an integral part of society and an evolving research area that has gained increasing attention in the academic literature (Cham et al., 2021a). It is an important

factor that drives socio-economic progress as it promotes economies and creates jobs, incomes, investments, and exports (Fernández et al., 2022; Szczepa, 2018). Another side, Kot and Brzezinski (2015) emphasized market orientation factors in sustainable development and corporate social responsibility. Tourism has proven to be a consolidated sector that maintains high activity levels. Hence, it has also contributed to the economic recovery, despite the obstacles faced during the unprecedented financial and economic crisis (Bampatsou et al., 2020). Many researchers consider coastal tourism the largest segment (De Lima Pereira et al., 2021). It is because coastal destinations have seen tourism as a strong competitive advantage that may form the cornerstone for economic development (Niavis and Kallioras, 2021). According to Carvache-Franco et al. (2021), the recreational use of the coast and the sea is destined to grow in the future, considering that many tourist activities are based on the availability of natural ecosystems in good condition and accessible to tourists (Merli et al., 2019b). It now extends beyond beach-based activities to include a wide spectrum of activities,

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such as scuba diving and snorkeling, windsurfing, jet skiing, fishing, sea kayaking, visits to fishing villages, marine parks, and aquariums, sailing, and motor yachting, maritime events and races, as well as the cruise ship industry (Carvache-Franco et al., 2021).

In the tourism industry, coastal tourism refers to “a popular sea, sand, and sun-based natural tourist attraction” (Hasan et al., 2019) which consists of marine recreational activities that involve sea transportation, for instance, snorkeling, scuba diving, and cruising (Menhat et al., 2021). In other words, coastal tourism combines leisure and marine-based activities in offshore coastal zones (Hall, 2001). Recent trends in tourism include tourists becoming more environmentally conscious when traveling, seeking higher quality products and services, and possessing a greater desire to visit destinations that will give them a unique experience (Carvache-Franco et al., 2021; Dodds and Holmes, 2019; Klein and Dodds, 2017).

A literature review indicates that destination image is a burgeoning area of tourism research (Cham et al., 2021a). For instance, a considerable body of research has attempted to operationalize destination image (Cham et al., 2021b) and explore its influence on tourists’ behavior and travel decisions (Loi et al., 2017). However, empirical evidence about destination image in the context of coastal tourism remains relatively rare and requires further investigation (Hasan et al., 2020a; Moon and Han, 2019; Sundram and Gani, 2022). On the basis of this argument, the present study aimed to empirically examine how the destination image of particular places influences tourist satisfaction, resulting in revisit intention. The mediating effects of tourist satisfaction were also examined.

While the literature has underscored the direct effect of satisfaction on consumers’ behavioral intention, excitement has emerged as a potential predictor of their consumption experience and evaluation of a particular service or product (Cham et al., 2021a; Wu and Ai, 2016). Moreover, excitement has been argued to trigger customers’ affective response, which positively influences their satisfaction and behavior (Xu et al., 2017). This scenario implies the contextual effect of excitement on the relationship between tourist satisfaction and their behavioral intention. According to Cham et al. (2021b, 2021a), the strength of the relationship between tourist satisfaction and their behavioral intention may vary based on their level of excitement. This deficiency represents a gap in the literature that is worth addressing, given the importance of excitement in tourists’ future behavior and decision in the coastal tourism industry. The present study will contribute to the field of knowledge and provide insights to coastal tourism and destination marketers to better position their business to prospective coastal tourists in the emerging market. The remainder of this paper reviews the relevant literature, which elucidates the development of the research model, describes the methodology employed in this study, and discusses

the empirical results. Implications of the study are also presented.

## 2. Literature review

### 2.1. Customer satisfaction theory and revisit intention

Out of many theories, the Expectation and Disconfirmation Theory (EDT) explains the customers’ satisfaction with products and services and is always used in the marketing realm (Oliver, 1980). EDT has been tested in marketing, tourism, information technology, repurchase behavior, retention, and the airline industry to better understand customer expectations and requirements for product or service satisfaction (Zainuddin et al., 2020). For example, EDT has been examined for many years in the marketing literature (Carraher-Wolverton, 2022; Oliver, 1977; 1980), hospitality and tourism research (Chan et al., 2022), and education studies (Carraher-Wolverton and Zhu, 2021). EDT delineates a process model in which individuals compare their pre- and post-usage perceptions of the product or service. It aims to determine the extent to which their expectations are confirmed and used to determine their level of satisfaction or dissatisfaction (Carraher-Wolverton, 2022).

Chan et al. (2022) stated that if the service performance is better than their expectation, satisfaction (positive disconfirmation) occurs, and dissatisfaction (negative disconfirmation) takes place, which will result in the customers most likely searching for alternatives in their next purchase. EDT has two major variables: Expectation or desire and experience or perceived performance (Zainuddin et al., 2020). According to Han and Hyun (2015), if the consumers find their experience after the consumption is pleasurable, the intention to repurchase will be higher. The theory of loyalty describes that revisit intention refers to the repurchase intention; hence visitors are willing to revisit a destination when they have a good and satisfactory tourism experience (Chan et al., 2022; Konuk, 2019).

Furthermore, a previous study by Chan et al. (2022) has highlighted that numerous studies adopted EDP concerning revisit intention. Oliver (1980) looked at the cause and effect and tested a cognitive model of the antecedents and consequences of satisfaction decisions and particularly investigated the potential outcome of customer satisfaction and dissatisfaction in a retail environment. Additionally, Chen et al. (2019) have learned that green trust is more reliable for the new green hotel customer in terms of their future behaviour than those who experienced green hotels. It adds to the understanding of disconfirmation theory. Konuk (2019) further proved that, with the same theory, customer satisfaction mediates the revisit intention. As referential from the past studies, this study adopts EDP as a theoretical backbone to

examine the satisfaction of tourists leading to the impact on revisit intention to boost the growth rate of the visitors. The reason for adopting EDP to govern this study is because the satisfaction level of tourists is usually indicated by the pre and post-trip expectations (Zainuddin et al., 2020). It translates that when a tourist has a pleasant experience on the trip, and their experience matches their pre-traveling expectation, their satisfaction with the tourist is secured (Chan et al., 2022).

## 2.2. Revisit the intention of coastal tourism destination

Revisit intention can refer to the likelihood of returning to the same destination after the trip (Chan et al., 2022). It is also one of the key components of tourists' loyalty (Seetanah et al., 2020). The satisfactory travel experience of tourists is the main factor for revisiting the intention to the same destination (Abbasi et al., 2021; Chan et al., 2022). Tourism management has become increasingly concerned about consumer retention in recent years (Liang et al., 2020). When customers visit a destination for the first time and return, its profitability and competitive advantage increase, it is frequently considered that keeping customers is a more cost-effective business strategy than acquiring a new one (Abbasi et al., 2021; Tajeddini et al., 2021; Torres et al., 2017). Customers with a strong feeling of place are more inclined to return (Shoukat and Ramkissoon, 2022). For example, Dai et al. (2020) underlined that a customer who spends an average of 100 USD each room night and stays nearly 24 nights per year, for example, is worth 25,000 USD in hotel income over five years if the location is recognized.

The previous studies indicated that tourist satisfaction significantly influences revisit intention (Abbasi et al., 2021; Hasan et al., 2020b; 2019; Hussein et al., 2020). Therefore, Revisit intention is the primary goal for the industry players to have repeat visitors (Rusdin and Rashid, 2018). Revisit intention has been widely studied in coastal tourism destinations, but the literature is limited in the context of Redang Island. Hasan et al. (2019) studied Bangladesh coastal tourism, resulting in the most significant predictor of revisit intention in coastal-based beach destinations. The finding indicates that people believed by visiting the restored park, they would keep engaged and become part of a like-minded social group on a similar social issue. Abbasi et al. (2021) found that there is a positive significant effect of the destination image on the satisfaction and revisit intention. Hence, it is crucial to find out the factors that impact the revisit intention of Laguna Redang Island Resort's visitors to ensure the future growth of the destination.

## 2.3. Tourist satisfaction

Satisfaction is an emotional response that follows cognitive responses to an experience (Abbasi et al.,

2021; Smith, 2020). In other words, satisfaction is known as a pleasant response to customers' products and services (Oliver et al., 1997; Syakier and Hanafiah, 2022). It is an essential component for all players in the tourism industry (Abdullah and Lui, 2018). However, satisfying customers is difficult because satisfaction is a subjective behavior (Syakier and Hanafiah, 2022). An unsatisfied customer will lead to negative word of mouth (Zenker and Braun, 2017). Two techniques for evaluating satisfaction (Syakier and Hanafiah, 2022). According to Parasuraman et al. (1985), satisfaction can be considered a positive and negative result of the comparison toward expectation, while Grönroos (1990) stated that satisfaction is the outcome of the existing quality of the tourism product and services.

Since tourist satisfaction is becoming one of the most important topics in the tourism sector, understanding the factor that influences their satisfaction is crucial (Syakier and Hanafiah, 2022). Research in the tourism context has already established the association between satisfaction and revisit intention and empirically recognized that satisfaction lays a significant impact on creating a positive revisit intention by tourists (Hasan et al., 2019). A previous study by An et al. (2019) explored tourist revisited intention for Airbnb guests. It established empirically that tourist satisfaction positively stimulates the revisit intention of tourists on a particular destination.

## 2.4. Destination image

In marketing tourist destinations, image is a construct driven by beliefs, feelings, and impressions (Stylos et al., 2017), and feelings are considered better predictors of intentions (Afshardoost and Eshaghi, 2020). Destination image is the tourists' overall mental representation or perceptions of their feelings and knowledge of a specific destination (Abdullah and Lui, 2018). Researchers have defined destination image in various ways, but generally as a sophisticated construct (Akgün et al., 2020). It is also suggested that a destination image is an interactive system of thoughts, feelings, opinions, intentions, and visualization of a particular place which is not only recognizing its multiplicity of elements (cognitive, affective, and conative) but also an influential factor in decision making (Prayag and Ryan, 2012). A perception of tourists on a particular tourism destination is very important for tourism service providers as it may influence the intention and actions of the tourists (Zainuddin et al., 2020).

A positive image will most likely correlate with a positive intention to visit such a destination (Kislali et al., 2020; Souiden et al., 2017; Zainuddin et al., 2020). Thus, having a good tourism image will certainly help position a destination in a more favorable spot in tourists' minds (Zainuddin et al., 2020). According to Chan et al. (2022), researchers agreed on destination image as the set of impressions, ideas, expectations, and emotional thoughts of an individual toward a place. It has been

tested in many tourism destinations in the past, and it is proven that destination image is imperative for these destinations (Chin et al., 2020; Jin et al., 2020). Therefore, the destination image is considered a vital factor in various conceptual frameworks in elucidating tourists' decision-making process (Viet et al., 2020). According to Iordanova (2017), tourists make their buying decisions based on their mental images of places. Hence, the destination image is crucial to be included in this study.

## 2.5. Hypothesis development

### 2.5.1. Destination image and tourist satisfaction

Several studies have examined the impact of destination image on tourist satisfaction (Abbasi et al., 2021; Hasan et al., 2019). A study carried out in Macau on tourist shuttle service revealed that destination image predicts intention to revisit through destination satisfaction (Loi et al., 2017). Chan et al. (2022) believed that the destination image positively influences satisfaction. Thus, a better destination image is more likely to increase satisfaction. It is supported by a study by Stavrianea and Kamenidou (2021), who found that destination image positively influenced the overall satisfaction in their tourist loyalty studies in Santorini Island. Based on the above discussion, the hypothesis is formulated as below:

**H1:** Destination image is positively related to tourist satisfaction.

### 2.5.2. Tourist satisfaction and revisit intention

Research has established that tourist satisfaction positively impacts tourists' intention to revisit beach destinations (Hasan et al., 2019). According to Abdullah and Lui (2018), customer satisfaction is one of the primary precursors of post-purchase intention due to its feature in improving customer insight toward a product or service. Thus, enhancing the customer service level seems essential to secure the revisiting intention (Chan et al., 2022). Many researchers have studied tourist satisfaction, and it is proven as a critical component in the tourism industry which leads to the intention of repeat visitation (Abbasi et al., 2021; Abdullah and Lui, 2018; Chan et al., 2022; Rusdin and Rashid, 2018; Seetanah et al., 2020). Based on the above discussion, the hypothesis is formulated as below:

**H2:** Tourist satisfaction is positively related to tourist revisit intention.

### 2.5.3. Mediating role of tourist satisfaction

The indirect effect of destination image to revisit intention via satisfaction has been investigated by previous studies (Abbasi et al., 2021; Chan et al., 2022). Tourist satisfaction is the interlink that brings

these two concepts together (Ćulić et al., 2021). The destination choice set theory finds the connection between satisfaction with a destination and their revisit intention (Bigné et al., 2001; Ćulić et al., 2021). A plethora of research found that the more tourists express their satisfaction with a destination, the more likely they are to revisit the destination (Abbasi et al., 2021; Azeez, 2021; Bozic et al., 2017). Tourists' revisit intention, which leads to their perceived likelihood of returning to the same destination, is a unique component of favorable post-consumption behavior and a vital element of tourism loyalty (Loi et al., 2017; Seetanah et al., 2020). Moreover, Albaity and Melhem (2017), on tourists visiting the UAE, showed that tourist satisfaction positively mediates the relationship between destination images with revisit intention. Based on this, the following hypotheses can be drawn:

**H3:** Tourist satisfaction mediates the relationship between destination image and revisits intention.

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## 3. Methodology

Located just 45km off the coast of Terengganu state in Malaysia, Laguna is one of the most popular resorts on Redang Island. Well-known for its exquisite marine ecosystem and coral reef. On top of the scenic beach view, this resort with 276 roomy rooms and suites is breathtaking, thanks to the architecture, which combines both modern and traditional Malay design. In 2019, the sales recorded by Laguna were RM19 million, which increased from RM18 million and RM18.5 million in 2017 and 2018, respectively (Laguna, 2020). According to Crehan et al. (2019), Redang Island has high tourist activities. Hence, there is necessary to study tourist satisfaction and revisit the intention of Laguna Redang Island Resort.

In this study, a quantitative approach was carried out via data collection from surveyed questionnaires. Both domestic and international tourists who visited the Laguna Redang Island Resort were the targeted respondents in the survey. The questionnaire consisted of four sections, Part A to Part C consists of the variables to measure this study, and part D is the demographic information. 12 items were adapted from past studies to measure the proposed constructs, such as destination image (Stavrianea and Kamenidou, 2021), tourist satisfaction (Nunkoo et al., 2020) and revisit intention (Tajeddini et al., 2021). The items chosen were based on the suitability of the current study's context and research sites with the consideration of the location, service provided, and community involvement.



The survey was conducted in October 2021. The researchers conducted the survey physically at Laguna Redang Island Resort, whereby the respondents were approached and asked for permission to volunteer and participate in the survey. Before answering the questionnaire, the purpose of the survey was introduced to the respondents. After the respondents were granted permission, researchers were on standby to explain any questions raised by the respondents. As a result, 385 sets of questionnaires were collected through convenience sampling to serve the purpose of statistical analysis. After that, a series of preliminary analyses were performed on the collected data by Statistical Package for Social Science 26.0 (SPSS).

However, there is a need to cast off 20 incomplete questionnaires, and 16 outliers were removed, which left 349 complete data sets analysis. Then, a two-stage approach was performed for the PLS-SEM analysis. The first stage is to test the measuring model's reliability and validity of the constructs. Next, the proposed relationships between the constructs of the structural model were evaluated (Hair et al., 2017a). The proposed theoretical framework is shown in Fig. 1, assessed with SmartPLS 3.

The demographic information of the 349 respondents will be shown in Table 1. Table 1 indicates the gender followed by age, employment status, occupation, and income of the samples.

**Table 1:** Demography profile of respondent

Profile	Category	Frequency	Percentage
Nationality	Malaysian	331	94.8
	Non-Malaysian	18	5.2
Age	18-20	34	9.7
	21-30	140	40.1
	31-40	108	30.9
	41-50	40	11.5
	51-60	18	5.2
	Above 60	9	2.6
Gender	Male	159	45.6
	Female	190	54.4
	Malay	243	69.6
	Chinese	75	21.5
Race	Indian	14	4
	Dusun	6	1.7
	American	2	0.6
	British	4	1.1
	Canadian	3	0.9
	Europe	2	0.6
	Johor	24	6.9
	Kedah	12	3.4
	Kelantan	12	3.4
	Kuala Lumpur	56	16
Place of origin	Melaka	12	3.4
	Negeri Sembilan	6	1.7
	Pahang	18	5.2
	Perak	13	3.7
	Perlis	2	0.6
	Pulau Pinang	3	0.9
	Sabah	3	0.9
	Sarawak	7	2
	Selangor	91	26.1
	Terengganu	90	25
Marital status	Married	215	61.6
	Single	129	37
	Divorce	5	1.4
Employment status	Full-time employment	254	72.8
	Part-time employment	42	12
	Unemployed	34	9.7
	Retired	14	4
	Business	5	1.4
	Below RM2,000	87	24.9
Monthly income	RM2,001- RM 3,000	49	14
	RM3,001- RM 4,000	73	20.9
	RM4,001- RM 5,000	45	12.9
	RM5,001- RM 6,000	38	10.9
	Above RM6,000	57	16.3
	1 day	12	3.4
Length of stay	2 days	75	21.5
	3 days	223	63.9
	4 days	34	9.7
	5 days	4	1.1
	More than 5 days	1	0.3
	1	204	58.5
Number of visits	2	89	25.5
	3	34	9.7
	4	11	3.2
	5	5	1.4
	More than 10	6	1.7

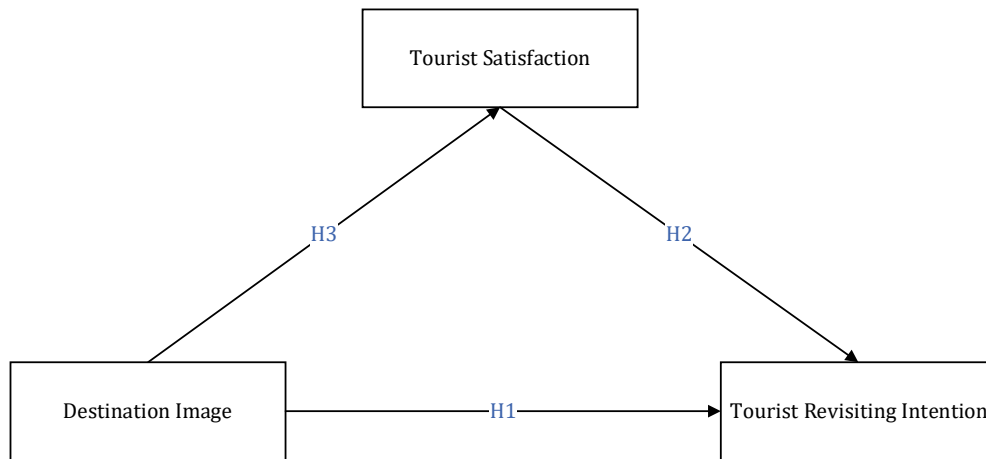


Fig. 1: Research framework

Table 1 shows the result of the demographic profile of respondents. According to Table 1, most respondents are Malaysians (94.8%, n=331), with the remaining being non-Malaysians (5.2%, n=18). The largest age group was individuals aged 21 to 30 (40.1%, n=140). The following largest age group of respondents was those aged between 31 and 40 (30.9%, n=108), while the smallest group was those over 60 (2.6%, n=9). The findings show that there was a reasonable age range among the respondents. That consisted of males (45.65, n=159) and females (54.4%, n=190). The data also showed that most of the respondents are local tourists comprised Malay (69.6%, n=243) and Chinese (21.5%, n=75), and the international tourists are comprised British (1.1%, n=4) and Canadian (0.9%, n=3). Most of the respondents were from Selangor (26.1%, n=91), Terengganu (25%, n=90), and Kuala Lumpur (16%, n=56). It can be found from the marital status of the respondents that most people were married (61.6%, n=215), while 37% (n=129), and 1.4% (n=5), were single or separated. In terms of employment status, 72.8% (n=254) were full-time employment, 12% (n=42) and a few of them were businesspeople (1.4%, n=5), whereby the most reported income group was below RM2,000 (24.9%, n=87) followed by RM3,001 to RM4,000 (20.9%, n=73) and RM2,001 to RM3,000 (14%, n=49). 63.9% (n=223) of the tourists chose to stay for 3 days and 0.3% (n=1) stayed for more than 5 days. The majority of the respondents 58.5% (n=204), were the first timer; 25.5% (n=89) and 9.7% (n=34) had visited two or three times.

## 4. Results

### 4.1. Assessment of the measurement model

Convergent validity, followed by discriminant validity, was used to test the model tested. According to Hair et al. (2017b), factor loading, average variance extracted (AVE), and composite reliability (CR) are used to assess convergent validity. The loadings values should be  $\geq 0.5$ , the AVE should be  $\geq 0.5$ , and the CR should be  $\geq 0.7$ .

Table 2 displays that the value of AVEs is higher than 0.50, and the CRs are higher than 0.70 (Hair et al., 2019). It indicates that the convergent validity of the construct is satisfactory (Fornell and Larcker, 1981). Hence, convergent validity was found. Next is the test of discriminant validity, as Henseler et al. (2015) recommended and updated by Franke and Sarstedt (2019). The HTMT values should be  $\leq 0.85$ , and the stricter and more lenient criterion should be  $\leq 0.90$ .

Table 2: Result of construct validity and reliability

Constructs	Items	Loadings	CR	AVE
Destination image	D11	0.942	0.976	0.89
	D12	0.961		
	D13	0.949		
	D14	0.940		
	D15	0.924		
Tourist satisfaction	TS1	0.932	0.955	0.877
	TS2	0.937		
	TS3	0.940		
Tourist revisit intention	TRI1	0.906	0.948	0.82
	TRI2	0.890		
	TRI3	0.931		
	TRI4	0.894		

As shown in Table 3, the values of HTMT were all lower than the stricter criterion of  $\leq 0.85$ . As such, we can conclude that the respondents understood that the 3 constructs are distinct. Together, these validity tests have shown that the measurement items are both valid and reliable.

Table 3: Result of discriminant validity

No.	Variable	1	2	3
1	Destination image			
2	Tourist revisit intention	0.725		
3	Tourist satisfaction	0.785	0.832	

Note: Diagonals represent the square root of the average variance extracted (AVE), while the other entries represent the correlations

### 4.2. Assessment of the structural model

After examining the validity of the measurement model, the current study tested the hypotheses using the structural model. Tests in the first study were brought out by looking at the R-square ( $R^2$ ) value with a value of 0.67 as a substantial category, 0.33 as a moderate category, and 0.19 as a weak category (Hair et al., 2011). Additionally, the value of the effect size ( $f^2$ ) is stated at 0.02 as a weak category,

0.15 as a medium category, and 0.35 as a strong category (Hair et al., 2011). The value of predictive relevance (Q<sup>2</sup>) can be found through blindfolding if the value greater than 0 is 0.02; 0.15; or 0.35, classified as weak, moderate, and strong variables (Henseler et al., 2009).

Table 4 shows the results of the research's R<sup>2</sup>, f<sup>2</sup>, and Q<sup>2</sup> testing. The value of R<sup>2</sup> is high since it is above 0.33. F<sup>2</sup> value is 0.164 or categorized as medium. The analysis results predicted the Q<sup>2</sup> values of research, which is higher than 0, suggesting the variables' predictive relevance on tourists revisiting intention. In addition, the impact of predictive relevance is 0.049 and is categorized as low. In the final step, we also conducted a mediation analysis for hypothesis 7.

**Table 4:** Result of coefficient determination, effect size, predictive relevance, and impact of predictive relevance

Construct	R <sup>2</sup>	f <sup>2</sup>	Q <sup>2</sup>	q <sup>2</sup>
Destination image	-	-		
Tourists Satisfaction	0.628	-	0.484	
Tourists Revisiting Intention	0.555	0.164	0.509	0.049

Table 5 captures the path between destination image towards tourists revisiting intention with a beta of 0.746. It implies a significant and positive impact of destination image on tourists revisiting intention. Meanwhile, there are also significant results between tourist satisfaction and tourist revisit intention ( $\beta=0.774$ ). It indicates that tourist satisfaction positively affects revisit intention.

**Table 5:** Result of the hypothesis testing (Direct effect)

Variable	Std. beta	t-stat	BCI		Decision
			LL	UL	
H1 Destination image	0.746	26.885***	0.695	0.787	Supported
H2 Tourist satisfaction	0.774	30.218***	0.726	0.812	Supported

Note: Dependent variable: Tourist revisiting intention; \*\*\* is significant at 1 percent

**Table 6:** Result of the hypothesis testing (Indirect effect)

Variable	Std. beta	t-stat	BCI		Decision
			LL	UL	
H3 Destination image --> Tourist satisfaction --> Tourist revisiting intention	0.577	17.725***	0.519	0.627	Supported

Note: \*\*\* is significant at the level of 1 percent

The importance of revisit intention in the context of coastal tourism, this study examines the impact of destination image and satisfaction on revisit intention from the perspective of tourists who had visited Laguna Redang Island Resort. As predicted, the result shows that destination image positively impacted satisfaction ( $\beta=0.746$ ;  $t=26.885$ ;  $p<0.01$ ), hence, H1 was supported. Understandably, these findings concurred with several past studies such as Chan et al. (2022), Stavrianea and Kamenidou (2021), and Yap et al. (2018). Another hypothesis test indicates that tourist satisfaction relates positively and strongly with revisit intention ( $\beta=0.774$ ,  $t=30.218$ ,  $p<0.001$ ). Therefore, H2 is also supported. It is supported by past studies' findings that satisfaction is one main reason tourists develop their intention to revisit the same destination

The result in Table 6 confirmed the indirect effect of destination image and tourist revisiting intention following the operationalization of the bias-corrected bootstrapping technique on 5,000 bootstrap samples. It was found that the 95 percent bias-corrected confidence interval (lower level 0.519; upper level 0.627) does not straddle a zero in between. Such evidence, therefore, corroborates the mediating role of tourist satisfaction on the relationship between destination image and tourist revisiting intention. The mediating effect is statistically confirmed. In this case, H3 is supported.

## 5. Discussion

The result of this study indicated that most of the tourists are between the age of 21-30 years old in which we believe that they are wise enough to make their own decision to visit a tourist destination. Based on a previous study by Nasir and Ab Ghani (2021), it is found that when tourists feel it is worth the value that they sacrifice in terms of monetary and non-monetary, it will lead to a strong personal connection between the tourists and the destination (Jiang and Hong, 2021). Further, Redang Island is a destination in Malaysia renowned for its picturesque beaches (Nasir and Ab Ghani, 2021). Redang Island is also considered a peaceful and suitable destination for tourists to unwind as they appreciate the natural environment, such as the beach quality and authenticity (Ab Rahman et al., 2021).

(Abbasi et al., 2021; Abdullah and Lui, 2018; Chan et al., 2022; Seetanah et al., 2020).

From the survey result, most of the tourists who visited Laguna Redang Island Resort were satisfied with the trip partly because of the attractive image. Link back to EDP; when customers are satisfied, a pleasurable consumption experience will lead to a stronger repurchase intention of the services (Chan et al., 2022). In this case, the positive disconfirmation of visitors from their travel experience leads to the development of intention to revisit. Thus, it is explainable that the reason for the positive relationship between satisfaction and the revisit intention of the tourists (Hussein et al., 2020). The moderating effect of destination image on satisfaction and revisit intention is also significant.

The finding parallels the previous studies of [Abbasi et al. \(2021\)](#).

## 6. Conclusions

This study aimed to investigate the factors influencing tourist satisfaction and revisit intention at Laguna Redang Island Resort with the objective of enhancing the growth rate of tourist arrivals. The findings revealed that destination image significantly influenced tourist satisfaction, and in turn, satisfaction positively impacted revisit intention. Empirical evidence was provided to support the notion that destination image exerts an indirect influence on revisit intention through its effect on satisfaction.

Therefore, it is crucial to improve and maintain destination attractiveness to ensure tourists' satisfaction. The portrayal of the destination image to potential tourists should be appealing while avoiding exaggeration, ensuring that tourists' expectations are met. By emphasizing and enhancing these factors, it is strongly believed that satisfaction and revisit intention can be secured, ultimately leading to an increase in visitor arrivals.

In conclusion, this study is expected to make contributions to the existing literature on coastal tourism studies in Malaysia. While numerous studies have been conducted on coastal tourism in Malaysia, Redang Island remains relatively understudied. Furthermore, this study enhances the existing body of knowledge by providing empirical evidence and a different context for the theory of destination image and its impact on revisit intention. The insights and evidence from this study can be valuable for scholars interested in conducting related research and policymakers involved in coastal tourism development decisions. Additionally, the findings of this study can benefit coastal tourism operators and other industry players in their managerial decision-making processes. It is recommended to include a broader range of respondents to obtain a more comprehensive understanding of tourists' perspectives on destination image, satisfaction, and revisit intention.

Future research could explore the potential role of moderators within the proposed framework. Moreover, considering the importance of healthcare facilities in driving tourists' revisit intention, their inclusion in future research would be valuable. Finally, it is worth exploring the applicability of a similar framework in other coastal tourism destinations on different islands to further enrich industry knowledge and decision-making processes ([Rajiani et al., 2018](#)).

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## Compliance with ethical standards

### Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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