

# THE EFFECT OF DESTINATION MEDIATION IN THE RELATIONSHIP BETWEEN PERCEIVED VALUE, DESTINATION SERVICE QUALITY AND REVISIT INTENTION DESTINATION in MALUKU

*Khaeril Khaeril<sup>1</sup>, Mahlia Muis<sup>2</sup>, Jusni Jusni<sup>3</sup>, Madris Madris<sup>4</sup>*

<sup>1</sup>The Student of Economics Doctoral Program – The University of Hasanuddin

<sup>2</sup>Prof. in economic faculty, Management Department - The University of Hasanuddin

<sup>3,4</sup>Associate Professor in the Economic Faculty, Management Department, the University of Hasanuddin

## ABSTRACT

*This study aims to analyse the influence of the destination image mediation effect and the direct and indirect effects of perceived value, destination service quality on the revisit intention of the destination using the "pisau" analysis of the theory of rational action and TPB.*

*The research method applied is the explanatory research method, using structural equation modelling (SEM) analysis and the student version of the Smart PLS 4.0 analysis tool. The respondents to this study were domestic tourists (tourists who were not local residents of Maluku who came to visit Maluku), totalling 520 people.*

*The results of the research show that: (1) there is a direct effect of destination service quality, which has a positive and significant value on destination image and perceived value, but destination service quality has no significant effect on revisit intention. (2) There is a direct effect of perceived value, which is positive and significant, on destination image and visit intention. Perceived value has also become a variable that mediates an indirect relationship between destination service quality and destination image, as well as the relationship between destination service quality and revisit intention. (3) The destination image has a positive and significant direct effect on revisit intention. Furthermore, Destination Image has successfully mediated an indirect relationship between Destination service quality and revisit intention, as well as an indirect relationship between perceived value and revisit intention. (4) There is an indirect relationship, which is positive and significant between destination service quality on revisit intention through destination image and perceived value.*

**Keyword:** *destination service quality, perceived Value, Destination Image, Revisit Intention*

## 1. INTRODUCTION

Revisit Intention of destinations as a research and business phenomenon has attracted experts to study it in several approaches including: tourism (Choo et al., 2016), (Cong, 2021), (Tosun et al., 2015), (Allameh et al., 2015), (Liu & Lee, 2016). (Yusof et al., 2016) researching the intention to revisit restaurants (Lee & Kim, 2017), researching revisit intention in relation to health in South Korea, (Humagain & Singleton, 2021), and researching revisit intention related to COVID -19. This study aims to analyse the influence of variable relationships that affect revisit intention to a tourist destination, In the design of the research model, it relies on perceived value, destination service quality, and destination image

as mediating variables. The variable relationship that is new in this study is to test the relationship between perceived value and destination image. In several previous studies, destination image has always been a predictor of perceived value, as done by: (Ozturk & Qu, 2008), (Ramseook-Munhurrun et al., 2015), (Restu Prayogo et al., 2017), (Permana, 2018).

This study uses TRA theory and the theory of planned behaviour (TPB) to explain research phenomena and discuss research results. Rational Action Theory and Theory of Planned Behaviour (SDG), which project variables The quality of destination services (as a projection of characters) is where a tourist already has initial knowledge and previous experience about tourist services

that cause them to have certain expectations in accordance with the standards of hotel services, and other tourist services in the destination area. Furthermore, the image of the destination is projected as "Norm Subjective" by the tourist, where a traveller already has an "impression", or "idealist description" of a destination they will visit from their search for information before they visit and after they visit the destination, of course. Tourist satisfaction is thus a projection of the perception produced by comparing the initial expectation of a destination with the actual reality that is felt and experienced in that destination, and it will ultimately have an impact on the intention to behave, in this case by visiting the destination again.

The government and other tourism stakeholders work together to make a strong "perceived control behaviour" control effort by: first, developing "self-efficacy" from the government so that stakeholders can improve the quality of their services, especially in this study, which is an invalid indicator in the Loading Factors Test. Second, improve the ability to control behaviour by making rules in the form of bylaws related to sustainable tourism, government regulations, and interesting procedures for all stakeholders in order to improve the image of tourist destinations and the quality of destination services. The value received by visitors is getting better, which will increase satisfaction and the desire to visit tourist destinations in Maluku Province.

## **2.1. LITERATURE REVIEW**

### ***2.1. Relationship between destination service quality and destination Image***

(Tosun et al., 2015) found that the perception of the quality of service targeted at accommodation influences the destination's affective image and revisit intention. Meanwhile, Kim Leny Khoo et al. (2020) found that the quality of service affects the corporate image.

### ***2.2. Relation of perceive value and destination Image***

According to Baloglu & McCleary (1999), perceived value has a relationship with destination image. (Moon et al., 2013) reveal that perceived value has a relationship with destination image. Furthermore, Moon et al. (2013) cite that some researchers, such as Ashwrot & Voogd and Bramwell, argue the same.

### ***2.3. Relationship between destination service quality and perceived value***

The relationship of destination service quality to perceived value was found to have a positive and significant effect. This finding is in line with research conducted by: (Lai, 2015); Reza Jalilvand et al., 2014; An et al., 2019; Assaker, 2020; Meeprom & Silanoi, 2020), which emphasizes that perceived quality affects social value, economic value, and emotional value; and (Abbasi et al., 2021).

### ***2.4. Service quality and Revisit Intention Relationship***

The relationship between destination service quality and perceived value was found to have a positive and significant effect. This finding is in line with research conducted by (Lai, 2015; Reza Jalilvand et al., 2014; An et al., 2019; Assaker, 2020; Meeprom & Silanoi, 2020), which emphasizes that perceived quality affects social value, economic value, and emotional value; and (Abbasi et al., 2021).

### ***2.5. Relation of destination Image and Revisit Intention***

The relationship between destination Image and revisit Intention was found to have a positive and significant influence supported by several researchers, including: ALya Indriani et.al (2021), (Kadi et al., 2021), (Abbasi et al., 2021), (Ćulić et al., 2021), (Soliman, 2021), (Quynh et al., 2021), Mona Fairuz Ramli et.al ( 2020 ), ardian Pratiwi et.al ( 2019 ), Jasanta peranginangin (2019 ), (Purnama & Wardi, 2019), sahidah Kanwe et.al ( 2019 ), (Timur, 2018), (Agustina, 2018) , savas Atuger (2017 ), Sri Astuti Pratminingsih et.al ( 2014 ), (Chew & Jahari, 2014), (Hashemi et al., 2019). The research that found that Destination Image has no effect on Revisit Intention is (School of Business, International University – VNU-HCM, Vietnam et al., 2017) and (Fadiryana & Chan, 2019).

### ***2.6. The Relationship between Perceived Value and Revisit Intention***

The relationship between perceived value and revisit intention was found by researchers to have a positive impact, and this is significantly supported by (Rasidah et al. (2018), Bayih & Singh (2020), Chotimah & Dian Wahyudi (2019), and Mai Ngok Khoung (2017; (de Oliveira Santini et al.,

2018) found that hedonic value and utilitarian value have an influence on revisit intention, while Nihshan Waheed et al. (2016) found that social value affects revisit intention in guest houses in the Maldives. In the same study, Nishan Waheed (2018) also found that emotional value, epistemic value, and conditional value did not influence revisited intention.

### 3. RESEARCH METHODS

This research applies exploratory research by using the SMART PLS analysis tool to analyse the data obtained in the field. Respondents to this study were 520 people who were domestic tourists who visited or had visited destinations in Maluku Province. The data were obtained by distributing research questionnaires directly at tourist attractions in Maluku and online using Google Forms. The analysis method used is the structural equation model (SEM) method using the SMART PLS 4.0 (student version) program Analysis Tool. Standards for assessing PLS output using standards from Hair et al. (2019)

#### 3.1. Variable measurement

There are several variables used in the research model, including: destination serves quality, influence perceived value, influence destination image, and revisit intention. The destination service image is designed using 11 indicators consisting of infrastructure, airports, transportation, hotel services, hospitality of airport and hotel employees, national and foreign language skills, foreign language skills of tour guides, and overall tour services, all using a Likert scale (1–5). Perceived value variables are designed using 19 question items, with the following indicators: destination represses Value of money, reasonable charged fees, well-planned tourist events. Tourist attractions: reasonable & high quality standards, maintain quality, make challenged, make tourists feel social acceptance, impress others, provide authentic experiences, satisfy curiosity. Destinations: very exciting, very stimulating, joyful, make tourists feel adventurous, and educational, all indicators are measured using the Likert scale (1-5). For measurements, destination Image has 16 statement items with indicators: beautiful nature and sea views, beautiful mountains, endemic birds, biodiversity, beautiful diving and snorkelling spots, beaches, tourist events held that provide an interesting experience, residents who can communicate well

and are friendly, many entertainment venues, cafés and night snacks, museums siwalima and peace gongs, and an interesting and informative cultural centre in Maluku. All statements are measured on a Likert scale (1–5).

Variable tourist satisfaction was compiled from ten item statements with indicators satisfied with: natural scenery, satisfied with access (infrastructure), security, available facilities, international airports, hotel services, lodging, and all tourist services in the destination, and availability of information about tourist objects. All statements are measured on a Likert scale (1–5). And for variable revisit intention, there are 7 items of revelation with indicators: love to visit, plan to visit back: alone, together, colleagues, and family, will recommend destinations to: colleagues, and family, Maluku is my top choice destination compared to others. All statements are measured on a Likert scale (1–5).

### 4. RESULTS

#### The description of the respondents to this study is as follows:

Description of respondents by gender

No	Gender	Amount	Percentage
1	Male	300	57,69 %
2	Female	220	42,31%
<b>Total</b>		520	100,0

Source: Primer Data (2022)

According to gender, which shows that respondents who are men travel more than women. This shows that the average tourist who visits destinations in Maluku Province and who is a respondent to this study is dominated by men compared to women. Furthermore, the description in terms of the age of the respondent

#### In terms of the age of the respondent

No	Age	Amount ( person )	Percentage
1	15- 30 years	190	36,5 %
2	31- 50 years	283	54,42 %
3	51 years and over	47	9,038 %
<b>Total</b>		520	100,0

Source: Primer Data (2022)

### The description of respondents by last education

Respondents by Last Education

Source: Primer Data (2022)

Respondents by reason for visiting

No	Reason to visit a destination	Amount (person)	Percentage
1	Vacation	113	21,73 %
2	Office Duties	255	49,03 %
3	Business Visits	35	6,73 %
4	Others	117	22,5 %
<b>Total</b>		<b>520</b>	<b>100,0</b>

Source: Primer Data (2022)

Data in the description First, the reason respondents visited Maluku Destinations was that 255 people, or 49.03 percent, stated that their office duties there were due to assignments from offices (both government offices and private company offices). Second, 117 people, or 22.5%, visited because they attended student training and meetings or visited family and relatives in Maluku. Following the desire to vacation, 113 people, or 21.73%, visited Maluku to vacation to destinations spread across several regencies in Maluku Province. The most recent were business visits, with 35 people and a percentage of 6.73%.

Furthermore, data about destinations that have been visited by tourists:

	Destination Image	Destination quality	Perceived Value	Revisit intention	Keputusan
DI.1	0.562				Tidak Valid
DI.10	0.665				Tidak Valid
DI.11	0.711				Valid
DI.12	0.587				Tidak Valid
DI.13	0.594				Tidak Valid
DI.14	0.607				Tidak Valid
DI.15	0.625				Tidak Valid
DI.16	0.710				Valid
DI.2	0.619				Tidak Valid
DI.3	0.678				Tidak Valid
DI.4	0.719				Valid
DI.5	0.656				Tidak Valid
DI.6	0.654				Tidak Valid
DI.7	0.704				Valid
DI.8	0.650				Tidak Valid
DI.9	0.680				Tidak Valid
DSQ.1		0.636			Tidak Valid
DSQ.10		0.688			Tidak Valid
DSQ.11		0.728			Valid

Respondents by Destinations visited

No	Destinations that have been visited	Amount ( person )	Percentage
1	Ambon	223	42,88 %
2	Pulau Osi	64	12,31 %
3	Pulau Banda dan sekitarnya	60	11,54 %
4	Pulau Bair	62	11,92 %
5	Pulau Ora dan Saleman	38	7,31 %
6	Lainnya	73	14,038 %
<b>Total</b>		<b>520</b>	<b>100,0</b>

Source: Primer Data (2022)

Destinations that are being and have been visited by Nusantara tourists who are respondents in this study stated that: Ambon City is still in the top position as a destination visited by 223 people with a percentage of 42.88%, furthermore, Other Options (other destinations not mentioned for example: Jikumerasa in Buru, Saumlaki, 60 Dobo, and Namrole, etc.) amounted to 73 people or 14.038%, followed by Osi Island which is located in western Seram but rather close to the city of Ambon, furthermore, Bair and Tual islands by 62 people or 11.92% and Banda Island and its surroundings by 60 people or 11.54%, and finally Ora Island and saleman by 38 ora or 7.31%.

### Model Measurement

Results of Early Stage PLS Output

DSQ.2		0.559			Tidak Valid
DSQ.3		0.634			Tidak Valid
DSQ.4		0.628			Tidak Valid
DSQ.5		0.653			Tidak Valid
DSQ.6		0.695			Tidak Valid
DSQ.7		0.733			Valid
DSQ.8		0.700			Valid
DSQ.9		0.752			Valid
PV.1.			0.609		Tidak Valid
PV.11			0.777		Valid
PV.12			0.813		Valid
PV.13			0.809		Valid
PV.14			0.784		Valid
PV.15			0.788		Valid
PV.16			0.763		Valid
PV.17			0.761		Valid
PV.18			0.796		Valid
PV.19			0.637		Tidak Valid
PV.2			0.622		Tidak Valid
PV.3			0.739		Valid
PV.4			0.743		Valid
PV.5			0.706		Valid
PV.6			0.772		Valid
PV.7			0.798		Valid
PV.8			0.817		Valid
PV.9			0.808		Valid
RI.1				0.689	Tidak Valid
RI.2				0.783	Valid
RI.3				0.827	Valid
RI.4				0.851	Valid
RI.5				0.864	Valid
RI.6				0.787	Valid
RI.7				0.792	Valid

**Outer loading phase II**

	Destination Image	Destination quality	Perceived Value	Revisit intention	Inference	CR	AVE
DI.11	0.769				Valid	0.847	0.580
DI.16	0.756				Valid		
DI.4	0.752				Valid		
DI.7	0.771				Valid		
DSQ.11		0.810			Valid	0.872	0.629
DSQ.7		0.775			Valid		
DSQ.8		0.795			Valid		
DSQ.9		0.793			Valid		
PV.10			0.788		Valid	0.963	0.617
PV.11			0.824		Valid		
PV.12			0.826		Valid		
PV.13			0.803		Valid		
PV.14			0.802		Valid		
PV.15			0.777		Valid		
PV.16			0.774		Valid		
PV.17			0.808		Valid		
PV.18			0.788		Valid		
PV.3			0.711		Valid		
PV.4			0.717		Valid		



PV.5			0.746		Valid		
PV.6			0.761		Valid		
PV.7			0.802		Valid		
PV.8			0.821		Valid		
PV.9			0.811		Valid		
RI.2				0.782	Valid	0.921	0.701
RI.3				0.851	Valid		
RI.4				0.861	Valid		
RI.5				0.882	Valid		
RI.6				0.806	Valid		

Source: Primer data (2022).

In the data table above, several things can be explained as follows:

1. The Cronbach Alpha Destination Image value of 0.760 meets the standard for inner consistency reliability, and the AVE value of 0.580 > 0.50 means that it can be declared eligible for Convergent Validity.
2. The Cronbach alpha destination quality services value of 0.805 is greater than the required standard hair et.al (minimum 0.70), so that it can be declared to meet the internal consistency reliability and AVE value of 0.629 > 0.050, so that it can be declared qualified for Convergent Validity.

3. The Cronbach alpha perceived Value of 0.959 is greater than the required standard hair et.al (minimum 0.70) so that it can be declared to meet the internal consistence reability and AVE value of 0.617 > 0.050 so that it can be declared qualified for Convergent Validity.
4. The Cronbach alpha revisit intention value of 0.893 is greater than the required standard hair et.al (minimum 0.70) so that it can be declared to meet the internal consistency reliability and AVE value of 0.701 > 0.050 so that it can be declared qualified for Convergent Validity.

**HTMT test**

**Discriminant Validity- heterotrait-Monotrait ration (HTMT) - Matrix**

	Destination Image	Destination quality service	Perceived Value	Revisit Intention
Destination Image				
Destination quality services	0.736			
Perceived Value	0.836	0.708		
Revisit Intention	0.707	0.556	0.704	

Source: Primer data (2022).

For discriminant validity, it is stated that the value of HTMT is as much as HTMT < 0.85 and based on the table above, it can be concluded as follows:

1. The relationship between destination image and destination quality service is 0.736 < 0.85 so it can be stated that the value is qualified.
2. The relationship between destination image and perceived value is 0.836 < 0.85 so it can be stated that the value is eligible.
3. The relationship between destination image and revisit intention is 0.707 < 0.85 so it can be stated that the value is eligible.

4. Destination service quality and perceived value are 0.708 < 0.85 so it can be stated that the value is qualified.
5. Destination service quality and revisit intention are: 0.558 < 0.85 so that it can be stated that the value is qualified.
6. The perceived value of the revisit intention is 0.704 < 0.85 so it can be concluded that the value meets the requirements of discriminant validity.

**Inner Model**

Collinearity Statistics (VIF) \_ Inner Model

	Destination Image	Destination Quality Service	Perceived Value	Revisit Intention
Destination image				2.217

Destination quality service	1.642		1.000	1.752
Perceived Value	1.642			2.388
Revisit Intention				

Source: Primer data (2022).

Based on the standards set by the hair et.al (2019) the most ideal collinerity (VIF) value is  $VIF < 3$ , Possible Collinerity When the  $VIF \geq 3-5$  and cirital When the VIF value is  $\geq 5$ , it can be explained that all the relationships between the variables in the table above have a value less than  $< 3$  then it can be concluded that it meets the requirements of the statistical correspondence.

### Structural Model

#### R- Square \_ over View

	R-square	R- square adjusted
Destination Image	<b>0.549</b>	<b>0.547</b>
Perceived Value	<b>0.391</b>	<b>0.390</b>
Revisit intention	<b>0.458</b>	<b>0.455</b>

Source: Primer Data (2022).

**From the data presented in the table above, several things can be explained as follows:**

1. The effect of exogenous variable: destination service quality and perceived value on destinations of 0.0549 or 54.9%, indicating that, the model's power or predictive power of

	Original sample	Sample Mean ( M )	Standard deviation ( STDEV )	T statistics ( OS/DEV )	P- values
Destination Image > Revisit intention	0.222	0.222	0.061	3.642	0.000
Destination service quality > Destination Image	0.223	0.225	0.040	5.559	0.000
Destination service quality > perceived Value	0.652	0.626	0.034	18.476	0.000
Destination service quality > revisit intention	0.062	0.062	0.051	1.219	0.223
perceived Value > Destination Image	0.580	0.579	0.033	17.484	0.000
perceived Value > revisit Intention	0.456	0.456	0.058	7.902	0.000

Source : Primer data ( 2022 ).

**From the table above, it can be explained that:**

1. Destination Image has a positive direct influence on revisit intention of 0.222, or

the explanatory model is moderate, as defined by Hair et al. (2019).

2. The predictive power of the model or the predictive power of the variable explanatory model that affects the perceived value is 0.391 or 39.1 percent, which is categorized as being close to moderate. (low)
3. The predictive power of the model or the predictive power of the variable explanatory model that affects the revisit intention is 0.458 or 45.8%, which is categorized as being close to moderate. (low)

#### Model Fit

	Saturated Model	Estimated Model
SRMR	0.066	0.066
d-ULS	1.883	1.883
D_G	0.831	0.831
Chi-Square	2,566.636	2,566.636
NFI	0.783	0.783

#### Direct influence after bootstraps

Path coefficients- Means, STDEV, T Valuesm P Values.

22.2 % and p-value of  $0.000 < 0.050$ , so that it can be stated that the effect is significant.

2. Destination service quality services have a direct influence on the destination image

of 0.223 or 22.3% and p-values of  $0.000 < 0.050$ , so that it can be stated that the effect is significant.

3. Destination service quality services have a direct influence on the perceived value of: 0.652 or 65.2% and the p- value of:  $0.000 < 0.050$  so that it can be stated that the effect is significant.
4. Destination service quality services have a direct influence on revisit intention of 0.062 or 6.2%, and p-values value of  $0.223 > 0.050$  so it can be concluded that the effect is not significant.

5. The perceived value has a direct influence on the destination image of 0.580 or 58.0% and a p- value of  $0.000 < 0.050$  so it can be stated that the effect is significant.
6. The perceived value has a direct reference to the revisit intention of 0.456 or 45.6 % and a p- value of  $0.000 < 0.050$  so that it can be stated that the effect is significant

### Indirect Effect

Specific Indirect effect- Mean, STDEV, T Values, p Values

	Original sample	Sample Mean ( M )	Standard deviation ( STDEV )	T statistics ( OS/DEV )	P- values
Destination quality Services > Perceived Value > Destination Image	0.363	0.363	0.026	13.841	0.000
Destination quality service > Destination Image > Revisit Intention	0.050	0.049	0.015	3.216	0.001
Perceived Value > Destination Image > Revisit Intention	0.129	0.129	0.037	3.423	0.001
Destination quality services > Perceived Value > Revisit Intention	0.285	0.286	0.041	6.992	0.000
Destination quality services > Perceived Value > Destination Image > revisit Intention	0.080	0.081	0.024	3.334	0.001

Source: Primer data ( 2022 ).

From the table above, several things can be explained as follows:

1. Destination Image has a positive direct influence on revisit intention of 0.222 or 22.2 % and p-Values value of  $0.000 < 0.050$  so that it can be stated that the effect is significant.
2. Destination service quality services have a direct influence on destination Image of 0.223 or 22.3% and p-values of:  $0.000 < 0.050$  so that it can be stated that the effect is significant.
3. Destination service quality services have a direct influence on the perceived value of: 0.652 or 65.2% and a p-value of:  $0.000 < 0.050$  so that it can be stated that the effect is significant.
4. Destination service quality services have a direct influence on revisit intention of 0.062 or 6.2%, and p-values value of  $0.223 > 0.050$  so it can be concluded that the effect is not significant.

5. Perceived value has a direct influence on the destination image of 0.580 or 58.0% and a p- value of  $0.000 < 0.050$  so it can be stated that the effect is significant.
6. The perceived value has a direct reference to the revisit intention of 0.456 or 45.6 % and a p- value of  $0.000 < 0.050$  so that it can be stated that the effect is significant.

## 5. DISCUSSION OF RESEARCH RESULTS

### 5.1. Relation of destination Image towards revisit intention

Destination Image has a positive direct influence on revisit intention of 0.222 or 22.2 % and p-Values value of  $0.000 < 0.050$  so that it can be stated that the effect is significant. The influence of the destination image on the revisit intention was found to have a positive and significant effect. This is in line with previous research, including : Alya Indriani et.al (2021 ),Dian citaningtyas et.al (2021 ), Ghazanfar Ali Abbasi et.al ( 2021 ), Milan cubic et.al ( 2021 ), Muhammad Soliman (2021 ) ,



Ngohai Quyn dan Nguyen Than Ho ( 2021 ), Mona Fairuz Ramli et.al ( 2020 ), ardian Pratiwi et.al ( 2019 ), Jasanta peranginangin (2019 ), Waldera purnama ( 2019 ), sahidah Kanwe et.al ( 2019 ), Beybala Timur ( 2018 ), Ketut wiwik agustin ( 2018 ), savas Atuger (2017 ) , Sri Astuti Pratminingsih et.al ( 2014 ), chew et.al ( 2014 ), Fatemeh Mustafavi shirazi et.al ( 2013 ). The research that found that destination image has no effect on revisit intention belongs to Mai Ngoc Khoung (2017) and Agustin Fadiryana (2019).

In theory, destination image against revisit intention explains that to develop, increase destination Image can make efforts as suggested F. Abdillah et.al (2022) who made efforts to integrate elements of storytelling (Story) and Narrative reluctantgement to influence, increase Positive Image and Intention to visit back to destinations in the future using transportation theory (transportation theory developed by Green & Brock (2000)). while Bhatt & Pickeriny ( 2022 ) using Content of Online Photogrhapsi Analysis in Nepal found that by making efforts to improve and flood interesting photos, aesthetics in online media against a tourist destination in this case " nature based tourism " in Nepal was found to have a good impact on Tourism marketing and Management.

### **5.2. Relationship of destination service quality to destination image**

Destination service quality services have a direct influence on destination images of 0.223, or 22.3%, and p-values of  $0.000 < 0.050$  so that it can be stated that the effect is significant.

### **5.3. Relation of destination service quality to perceived value**

Destination service quality services have a direct influence on perceived value of: 0.652 or 65.2% and p- value of :  $0.000 < 0.050$  so that it can be stated that the effect is significant. The results of this study are in line with the results of previous studies that found that destination service quality has a positive and significant effect, including Ivan Ka Wai Lai (2014), Jalilvand et al. (2014), So Young An et al. ( 2019), Assaker et al. (2020), Meeprom et al. (2020), which confirm that perceived quality affects social value, economic value, and emotional value, and Abbasi et al. (2021).

### **5.4. The relationship between destination service quality and revisit intention**

Destination service quality services have a direct influence on revisit intention of 0.062 or 6.2% and p-values value of  $0.223 > 0.050$  so it can be concluded that the effect is not significant: This finding contradicts the results of previous studies, which stated that the quality of destination services had a positive and significant effect on revisit, including: Nastabiq dan Soesantom(2020), Boopen seetana dan Robin Nunkoo (2020), Jasanta Peranginangin (2019), Mahafuz Mannan et. al. (2019), Yao Chang Lin et. al. (2018), Choo et.al , 2016, Vesna Zabkar ( 2009 ).

A destination is defined as the location of an attraction, tourist facilities, and tourist services (Kim and Brown, 2012). At the destination level, a tourist product is a set of components such as accommodation, travel, food, entertainment, etc. to analyze the elements of the Cooper, Fletcher, Gilbert, and Wanhiil tourist offers (1993), grouping destination attributes with the 4A framework (attractions, access, amenities, and ancillary services), which was developed by Buhalis (2000) into the 6A's, namely: attractions, accessibility, amenities, available packages, activities, and ancillary services.

In the tourism sector, the quality of destination services is concerned with the perception of tourists about the quality of infrastructure, hospitality services, and amenities such as accommodation. ( wang 2017 ) which refers to Pike et.al , 2010 ). According to Aaker (1991) cited by Wang et.al (2017) defines service quality as consumer perception of the overall quality or strength (superiority) of a product or service with appreciation in achieving goals / targets. Ryglova et.al (2015) states that a tourist destination is a unit full of competition and a very competitive environment to be fought to become a favourite and choice of tourists through the quality and offer provided by a destination. In his paper, he said that significant factors in service quality include safety issues, the cleanliness of destinations, and natural attraction.

### **5.5. Perceived Value Relation to Destination Image**

Perceived value has a direct influence on the destination image of 0.580 or 58.0% and a p- value of  $0.000 < 0.050$  so it can be stated that the effect is significant.

### **5.6. Perceived Value relation to revisit Intention**

Perceived Value has a direct reference to the revisit Intention of: 0.456 or 45.6 % and p-value of :  $0.000 < 0.050$  so that it can be stated that the effect is significant. The relationship between perceived value and revisit intention was found by researchers to have a positive impact, and this is supported by Muhammad Mahudi Rosid et al. (2020), Ranjit Singh (2019), Siti Chotimah (2019), and Mai Ngok Khoung (2017). Olivera Santini et al. (2017) found that hedonic value and utilitarian value have an influence on revisit intention, while Nihshan Waheed et al. (2016) found that social value affects revisit intention in guesthouses in the Maldives. In the same study, Nishan Waheed (2018) also found that emotional value, epistemic value, and conditional value have no influence on revisiting intention.

According to Sanchez et al. (2006), the factors that influence the perceived value of the destination are travel costs and service fees. In the process of evaluating, the value provided and felt by tourists in destinations where the experience of feeling relaxed, the opportunity to get a new experience. Meanwhile, in this study, the author added about the importance of designing an environment that makes tourists feel "acceptance" and makes them tied to destinations in Maluku.

### **6.INDIRECT INFLUENCE**

The effect of destination service quality on destination images through perceived value was found to be 0.363, or 36.3%, with a p-value of  $0.000 < 0.050$ , so it can be stated that the effect is significant.

The effect of destination services on revisit intention through the destination image is found to be 0.050 or 5% with a p-value of  $0.001 < 0.050$ . It can be concluded that the effect is significant.

The effect of perceived value on revisit intention through the destination image is found to be 0.129 or 12.9% with a p-value of  $0.001 < 0.050$ , it can be stated that the effect is significant.

The effect of destination service quality services on revisit intention through perceived value is 0.285 or 28.5% with a p-value of  $0.000 < 0.050$ , so it can be stated that the effect is significant.

The effect of destination service quality on revisit Intention through Destination Image and

destination image is 0.080 or 8%, and the p-value value is  $0.001 < 0.050$ , so it can be stated that the effect is significant.

### **7. CONCLUSIONS AND SUGGESTIONS**

Based on the results of the data analysis in the study, several conclusions will be presented as follows:

There is a direct influence of destination service quality, which is positive and significant on destination image, perceived value, but destination service quality does not significantly affect revisit intention.

There is a direct influence of perceived value that is positive and significant on destination image and revisit intention. Perceived value has also become a variable that mediates an indirect relationship between destination service quality and destination image, as well as the relationship between destination service quality and revisit intention.

Destination Image has a positive and significant effect directly on revisit intention. Destination Image also succeeded in mediating the indirect relationship between Destination service quality and the indirect relationship between perceived value and revisit intention.

An indirect relationship influence is of positive and significant value, between Destination service quality on revisit intention through destination image and perceived value.

### **8.SUGGESTION**

The local governments and tourism stakeholders in Indonesia and especially in Maluku should pay attention to improving the quality of tourist destination services, adding good values to be felt and experienced by tourists in tourist destinations, and carrying out and enforcing strategies and activities that have an impact on increasing the destination image of Maluku in the eyes of domestic and foreign tourists. Furthermore, researchers can add mediation variables related to the implementation of health protocols in tourist destination areas and behavioural adaptations related to preventing COVID-19 and examine it with other theoretical Scapels such as governance theory, network theory, etc.

### **9.RESEARCH LIMITATIONS**

The limitation of this study is that it only measures the perception of Nusantara tourists (demographics) and does not contain the perception of foreign tourists visiting destinations in Maluku.

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**ATTACHMENT**





