

## DESTINATION SERVICE QUALITY AND DESTINATION IMAGE TO ENHANCE REVISIT INTENTION: ROLE OF PERCEIVE RISK IN POST-COVID-19 ERA

Lia Febria Lina<sup>\*)\*\*</sup>, Berlentina Permatasari<sup>\*)<sup>1</sup></sup>, Dian Novita<sup>\*)\*\*</sup>, Angga Febrian<sup>\*\*\*</sup>)

<sup>\*)</sup>Department of Management, Universitas Teknokrat Indonesia  
Jl. ZA Pagar Alam, Bandar Lampung 35132, Indonesia

<sup>\*\*</sup>)Department of Management, Universitas Airlangga  
Jl. Airlangga, Surabaya 60286, Indonesia

<sup>\*\*\*</sup>)Department of Management, Universitas Lampung  
Jl. Soemantri Brojonegoro, Bandar Lampung, 35145, Indonesia

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### Abstract:

**Background:** The tourism industry has made an important contribution to the economy and society in various countries, including Indonesia.

**Purpose:** The purpose of this study is to examine Destination Service Quality (DSQ) on Destination image and the revisit intention of tourists. By exploring and understanding the specific aspects of service quality, this study provide better comprehend how these elements contribute to a tourist's overall satisfaction and their likelihood to revisit. Tourists' perceived risk is examined as a moderating variable.

**Design/methodology/approach:** This study used Quantitative method. This study surveyed 295 local and international tourists who met the criteria. This research utilizes PLS-SEM 7.0, a flexible statistical method for hypothesis testing, ideal for complex models with multiple variables.

**Findings/Result:** The results of this study prove that the dimensions of destination service quality: accommodation, hospitality, cleanliness, and airport service, positively influence the destination image. The destination image has a positive effect on revisit intention.

**Conclusion:** The findings prove that destination image is a key factor in determining revisit intention. Despite the influence of various service quality dimensions, the overall perception of the destination strongly drives the revisit intention. The study shows that destination service quality, particularly accommodation, hospitality, cleanliness, and airport service, significantly shapes the positive image of Lampung, encouraging repeat visits. However, the perceived risk, such as health concerns like COVID-19, does not significantly moderate this relationship, indicating that these concerns do not deter tourist's revisit intention.

**Originality/value (state of the art):** This study underscores the theoretical importance of destination image in tourism studies and highlights the practical necessity for destination managers to prioritize and enhance this image to encourage revisit and foster tourist loyalty.

**Keywords:** destination service quality, destination image, indonesia tourism, revisit intention, perceived risk, tourist behaviour

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<sup>1</sup> Corresponding author:

Email: [berlentina.permatasari15@gmail.com](mailto:berlentina.permatasari15@gmail.com)

## INTRODUCTION

The travel and tourism industry significantly contributes to many countries' economies worldwide (Ahmed, 2023; Van Vu, Tran, Nguyen & Van Nguyen, 2020; Chaulagain, Wiitala & Fu, 2019). These contributions include foreign exchange earnings, regional income, area development, investment absorption, workforce development, and business development spread across various regions in Indonesia, such as hotels, restaurants, transportation, handicraft industries, and others. Developing countries strive to enhance and diversify their tourism products to attract international tourists (Nguyen Viet, 2019; Nguyen Viet et al. 2020; Ahmed, 2023). In the context of tourism, existing literature has emphasized how revisit intentions by tourists are crucial for the tourism industry and considered a key performance indicator for businesses within the sector (Gregoriades et al. 2023; Singh & Singh, 2019). Factors such as discomfort, service failures, and failure to obtain services influence customers' decisions to switch to other service providers and their lack of interest in revisiting tourist destinations (Gani et al. 2019). Evaluating the perceived customer experience is essential to shape future decisions. Despite the importance of revisiting intention research findings remain inconsistent and are influenced by various motivations.

Revisit intention is defined as consumers' intention to revisit a product, brand, or even the same place or region in the future (Tosun, Dedeoğlu & Fyall, 2015). When choosing a destination, tourists pay close attention to the destination image as a reference before making a purchase. In addition to influencing tourists' destination choices, the destination image also impacts their intention to revisit (Kandampully, Juwaheer & Hu, 2011).

Destination image is crucial for promoting and attracting tourists, playing a significant role in strategic decisions within the tourism sector (Ahmed, 2023; Hallmann, Zehrer & Müller, 2015). Research on destination image has been conducted in various destination countries, including Penang, Malaysia (Abbasi, Kumaravelu, Goh & Dara Singh, 2021); Zimbabwe (Manyangara, Makanyeza & Muranda, 2023); Alanya, Turkey (Tosun et al. 2015); Gyeongju, South Korea (Jeong & Kim, 2020) and other locations (Farrukh, Shahzad, Sajid, Sheikh & Alam, 2022).

Tosun et al. (2015) examined the dimensions of destination service quality, including accommodation, local transport, cleanliness, hospitality, activities, language communication, and airport services. The research findings demonstrated that hospitality and services positively impact destination image. Among the various dimensions tested, perceptions of airport quality, local transportation, and cleanliness did not significantly influence destination image. Furthermore, Le & Dong (2017) examined destination quality factors, comprising attractions, accommodation, food services, retail and souvenir shops, transportation, and interactions with local people, to explain European tourists' satisfaction in Nha Trang City. Jeong & Kim (2020) focused on event quality in shaping destination image and loyalty. Dedeoğlu et al. (2018) investigated how destination service quality contributes to destination image and revisit intention. The findings revealed that the determinants of destination image differ between Russian and German tourists.

The tourism sector heavily relies on both domestic and international travel. During the COVID-19 pandemic, travel restrictions led to changes and setbacks in the tourism sector, impacting economic and social activities (Yusra, Vilzati, Eliana, Ariffin & Susanto, 2023; Lim, 2021). The COVID-19 pandemic has profoundly transformed tourist behavior and expectations, emphasizing health and safety, which has increased the demand for destinations with stringent hygiene protocols. Additionally, there has been a notable shift towards domestic and local travel, with travelers seeking flexible booking options and prioritizing outdoor and nature-based experiences. Tourist destinations also began implementing regulations for travelers to comply with health protocols and undergo health checks before embarking on trips (Kemenparekraf, 2021). Consequently, COVID-19 became a travel risk in the context of tourism. Perceived risks are associated with uncertainty and potential adverse outcomes resulting from travel (Wen, Kozak, Yang & Liu, 2021). Travelers are more inclined to seek destinations with established infrastructure and high-quality medical facilities after the COVID-19 outbreak, preferring less crowded tourist spots (Wen et al. 2020). Yin et al. (2020) found that the risk of overcrowding, including physical density, negatively affects the attractiveness of a destination. In other words, when tourists perceive physical crowding, such as slow service due to overcrowding, crowded restrooms, and busy waiting areas, it contributes to a negative image of the tourist destination.

Based on the literature gap and the phenomena that occur, risk perception can influence how consumers decide to revisit (Kani et al. 2017; Bae & Chang, 2021). Understanding the relationship between perceptions can influence future consumer revisiting decisions.

This study aims to fill that gap by addressing several key research questions. First, it seeks to determine whether Destination Service Quality influences Destination Image. Understanding this relationship is crucial for identifying how the quality of services provided at a destination can shape travelers' perceptions of that destination. Second, the study examines whether Destination Image has an impact on Revisit Intention. This question is significant as it explores how the perceptions formed by travelers can influence their likelihood of returning to the same destination in the future. Lastly, the research investigates whether risk perception moderates the relationship between Destination Image and Revisit Intention. By analyzing this moderating effect, the study aims to provide deeper insights into how travelers' concerns about potential risks may affect their decisions to revisit a destination based on their image of it.

## **METHODS**

Lampung is one of the provinces in Indonesia. Lampung has interesting destinations that range in natural, artificial, and cultural aspects. The data in this study were collected from a survey of domestic visitors from outside Lampung who had visited Lampung before COVID-19. This study used a research assistant to collect online and offline, such as online (e.g., electronic surveys) and offline (e.g., face-to-face interviews and paper questionnaires). This study uses filtering questions to determine that respondents are the right respondents and are expected to still remember the visiting experience. The screening question is "Have you visited Lampung in the last year". The questionnaire was also distributed to international tourists. In total, there were 295 respondents according to the criteria.

The survey instrument was adopted and adapted from previous research. Destination service quality has seven dimensions, namely Accommodation measured using 6 items; hospitality using 5 items, cleanliness using 5 statement items; Local transport using 3 statement items, airport services 4 using 4 statement items; local

transport using 4 statement items measured by adopting and validated by (Tosun et al. 2015). Destination image using 5 statement items measured adopting and validated by (Tosun et al. 2015). Revisit intention using 5 statements measured adopting and validated by (Tosun et al. 2015). Perceived risk moderation uses 7 statements from (Yin et al. 2020). Measurement uses a 5-point Likert scale (1) strongly disagree to (5) strongly agree.

## **Analytical Method**

This research employs Structural Equation Modeling (SEM) using Partial Least Squares (PLS), an increasingly popular statistical procedure for hypothesis testing. SEM allows researchers to simultaneously model and estimate complex relationships between multiple dependent and independent variables (Joseph F. Hair Jr. 2021). PLS-SEM 7.0 is an effective method for testing hypotheses due to its flexibility in handling complex models with multiple constructs and indicators, making it ideal for exploratory and confirmatory research. It is particularly suited for smaller sample sizes and non-normal data distributions.

## **Destination Image**

Destination image is the perception of tourists and sellers regarding the attributes or attractions of a destination (Hallmann et al. 2015). Destination image plays a crucial role in describing, promoting, integrating, and distributing destination products, as well as influencing and explaining tourists' decision-making processes (Nguyen, 2019). Destination image has three attributes: cognitive, affective (Stylos, Vassiliadis, Bellou & Andronikidis, 2016) and conative (Stylos et al. 2016). The cognitive dimension represents tourists' knowledge and interpretation of specific destination attributes. The affective dimension refers to the tourists' overall feelings and emotional responses toward destination attributes (Duan & Wu, 2024). The affective component is derived from meaningful visit experiences (Dedeoğlu, 2019; Dedeoğlu et al. 2018). This study focuses on the affective component in influencing tourists' perceptions of tourism attributes.

## **Destination Service Quality (DSQ)**

Destination Service Quality (DSQ) is a tourist's assessment of the service performance felt or consumed when visiting a tourist attraction (Cong,

2016; Tosun et al. 2015). Tosun et al. (2015) use a holistic perspective in describing destination quality, which combines physical products and services, which include nature and pure beauty of the destination, namely accommodation, local transport, cleanliness, hospitality, activities, language communications, and airport services. The results of the study concluded that accommodation, hospitality, and services have a positive effect on destination image. Perceptions of destination service quality and destination image are determining factors in attracting tourists to revisit. Jeong & Kim (2020) conducted a study on sports tourism; the findings in their study confirmed that destination image has a positive effect on tourist satisfaction, ultimately driving destination loyalty. When a city or place that is a tourist destination provides comfortable suitable accommodation such as hotels and restaurants, it encourages visitor satisfaction. Destination image should be an important goal for management, so it is very important to study. Similar to the research of Abdulla et al. (2019) examined the DSQ dimensions, namely accommodation, local transport, cleanliness, hospitality, activities, language communication, and airport services on tourist satisfaction in Dubai. When the total quality of tourist destination services is good will have a positive image of tourism.

Furthermore, Dedeoğlu et al. (2018) compared the perception of service quality, affective image, and intention to revisit Alanya from the perspective of German and Russian tourists. The findings prove that the perception of quality regarding language communication and accommodation services is more important for Germans. In contrast, the perception of quality regarding activities is more important for Russian tourists. Regarding the intention to revisit, the affective image of the destination is more important for German tourists.

### **Destination service quality on destination image**

Destination service quality in destination image encompasses tourism's infrastructure and technical systems, including resorts, hotels, motels, guesthouses, villas, and bungalows. Accommodation is fundamental when embarking on a trip, from the initial hotel contact to utilizing necessary services until the customer leaves the hotel (Le & Dong, 2017). Therefore, a positive impression of the accommodation services offered at the tourist destination contributes to shaping the overall image of the place. Supported by

previous research findings, visitor satisfaction with the entire accommodation experience influences tourist satisfaction (Manyangara et al. 2023; Nguyen et al. 2020; Nguyen, 2019; Le & Dong, 2017). Apart from accommodation and services, transportation is critical (Le & Dong, 2017). In tourism, transportation plays a role in satisfaction and loyalty, as safe, comfortable, and easily accessible public transportation points enhance the overall travel experience (Le & Dong, 2017). Language also plays a key role in making travel engaging, interactive traveling and visiting new places (Dedeoğlu et al. 2018). Thus, tourists' perception of the quality of services provided by accommodation, hospitality, cleanliness, activity services, communication, airport services, and local transport significantly impacts the destination image. so that the following hypothesis is formed:

- H1a: Tourists' perception of the quality of accommodation services has a positive effect on destination image
- H1b: Tourists' perception of the quality of hospitality services has a positive effect on destination image
- H1c: Tourists' perception of the quality of cleanliness services has a positive effect on destination image
- H1d: Tourists' perception of the quality of activity services has a positive effect on destination image
- H1e: Tourists' perception of the quality of communication services has a positive effect on destination image
- H1f: Tourists' perception of the quality of airport services has a positive effect on destination image
- H1G: Tourists' perception of the quality of local transportation has a positive effect on destination image

### **Destination image on revisit intention**

Revisit intention can be interpreted as the consumer's intention to experiment with a product, brand, or even the same place or region in the future (Tosun et al. 2015) When determining a tourist destination, consumers can pay close attention to the destination image as a reference before making a purchase. In addition to influencing tourists' choice of destination, destination image also influences revisit intention (Manyangara et al. 2023; Kandampully et al. 2011). Destination image is important to determine the experience experienced

by tourists so that when tourists evaluate the image positively, it can have a positive effect on repeat tourist visits (Ahmed, 2023; Cong, 2016; Duan & Wu, 2024; Gholipour Soleimani & Einolahzadeh, 2018; Singh & Singh, 2019; Soliman, 2021; Tosun et al. 2015). In line with the findings of Jeong & Kim (2020) destination image determines loyalty, and tourists will recommend tourist attractions to others and revisit them in the future. Based on this perspective, it is expected that the destination image of tourists has a positive effect on the intention to revisit. Thus, the following hypothesis is formed:

H2: Destination image has positive affect on the revisit intention

### Moderating Perceived Risk in Destination Image on Revisit Intention

Perceived Risk is the perception of loss arising from an action (Farrukh et al. 2022). In tourism, perceived risk is associated with tourists' perceptions of uncertainty and potential adverse outcomes resulting from tourism travel (Tosun et al. 2015). Risk perception is also caused by various things such as crowds (Yin et al. 2020). In addition, risk perception is also caused by uncertainty about cleanliness, transportation, cultural struggles, security, and language (Abbasi et al. 2021). In crowded conditions, tourists can consider that traveling to a place can pose a high risk of transmitting viruses, both COVID-19 and other health risks (Lim, 2021). Thus, it is very likely to influence tourists' decisions to visit for the first and second time. Tourists with low-risk perceptions tend to make repeat visits and recommend travel destinations to others (Farrukh et al. 2022). In line with the findings Kani et al. (2017) when the perceived

risk is high, tourists will choose destinations that are considered less risky. So, the following hypothesis is formed:

H3: Perceived Risk weakens the influence of destination image on revisit intention

Figure 1 illustrates a conceptual model that outlines the relationships among four constructs: Destination Service Quality, Destination Image, Perceived Risk, and Revisit Intention. It shows that Destination Service Quality influences Destination Image (H1) and that Destination Image impacts Revisit Intention (H2). Additionally, Perceived Risk is presented as a moderating factor between Destination Image and Revisit Intention (H3), highlighting its role in shaping travelers' intentions to return based on their perceptions of the destination.

## RESULTS

### Socio-Demographics of Respondent

The characteristic of respondents in this research dominated mostly women, about 57.7%, with an income rate of 1-3 million, as much as 63%, age 17-25 as much as 68%, and visiting frequencies >5 times as much as 56%. Favorite local destination can be seen in Table 1. The table categorizes local tourist destinations into four types and shows the number and percentage of tourists visiting each type. First, the nature category was the most popular, with 270 tourists, which is 91% of the total visitors. This category includes natural attractions such as beaches, mountains, and waterfalls.

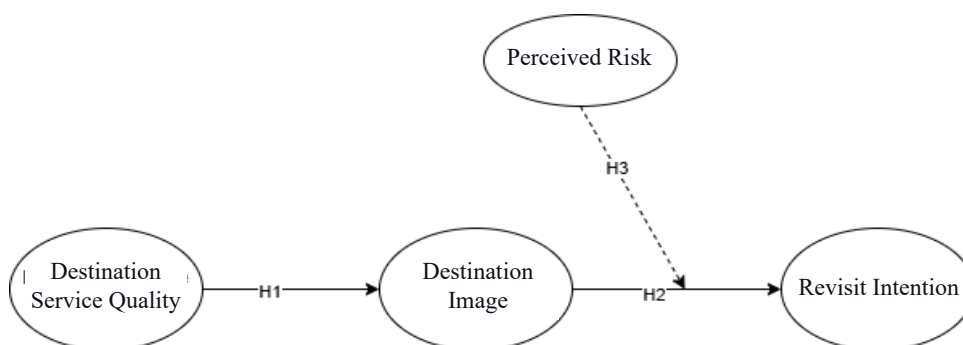


Figure 1. Research model

The Artificial category had 7 tourists, which is 2.4% of the total. This category includes man-made attractions such as zoos. Next, the Cultural category was visited by 5 tourists, which is 1.7% of the total. This category includes cultural sites such as museums, monuments, and towers. Lastly, the Food and Nightlife category attracted 13 tourists, which is 4.4% of the total. This category includes activities such as culinary tours and nightlife. The table highlights that natural attractions are the most popular attractions for tourists, while cultural and man-made attractions, as well as culinary tours and nightlife, are less popular. Favorite local destination can be seen in Table 1.

Table 1. Favorite local destination

Local Destinations		
Nature (Beach, Mountain, and waterfall)	270	91%
Artificial (Zoo)	7	2,4%
Cultural (Museum, Monument, and Tower)	5	1.7%
Food and night tours	13	4.4%
	295	100%

### Instrument Testing

Before testing the hypothesis, researchers must ensure the model is fit, valid, and reliable. The fit model is seen from the Tenenhaus GoF value. Tenenhaus GoF (Goodness-of-Fit) measures how well a model explains the observed data and the validity of the constructs within the model, with higher values indicating a better fit. AVE (Average Variance Extracted) assesses how much of the variance in the indicators is explained by the underlying latent construct, with values of 0.50 or higher typically considered acceptable. Both metrics help evaluate the reliability and validity of a model in research. Based on the test results with the help of PLS-SEM 7.0, the Tenenhaus GoF (GoF) value is 0.655, meaning the model is appropriate. Furthermore, the validity and reliability testing in this study has also met the criteria, namely the Cronbach alpha value, composite reliability, and Average Variance Extracted (AVE) 0.05, which can be seen in Table 2.

### Structural Model Testing and Discussion

After ensuring the instrument is valid and reliable, a hypothesis test is carried out; the results of the hypothesis test 1a have values ( $P = <0.02$  and  $\beta = 0.12$ ), H1b ( $P = <0.01$  and  $\beta = 0.40$ ), H1c ( $P = <0.01$  and  $\beta =$

0.15), H1d ( $P = <0.44$  and  $\beta = 0.01$ ), H1e ( $P = <0.24$  and  $\beta = 0.04$ ), H1f ( $P = <0.01$  and  $\beta = 0.31$ ), H1g ( $P = <0.17$  and  $\beta = 0.06$ ) that accommodation, hospitality, cleanliness, airport service have a positive influence on destination image (H1 a, H1b, H1c are supported). This study proves that tourism infrastructure and technical systems have formed a positive image. The results of the study are consistent with the statement Le & Dong, (2017) that the ethics of an area already have adequate accommodation, such as clean, safe Accommodation and friendly service from every place, such as bars or restaurants, then it can form a positive image of a tourist area. Dedeoğlu et al. (2018) prove that the quality of accommodation and hospitality determine the quality of the destination's image. Consistent with Tosun et al. (2024) finding, accommodation, hospitality and airport services have positive affect on destination image. However, it is crucial to investigate why these factors are more influential compared to others, such as local attractions or transportation services. Factors like accommodation and service may exert a more direct and immediate effect on tourists' perceptions, whereas other elements might be less impactful or underrepresented in the study. Understanding these dynamics aids in refining strategies to enhance the destination's image and addresses gaps in the research.

The results of the Activity services, local communication, and local transport test did not positively affect the destination image (H1d, H1e, and H1g are not supported). This proves that activities, local communication, and local transportation, which include facilities owned by tourist attractions such as shopping centers, health services, foreign language skills, and public transportation, are only some factors in forming a positive destination image. The findings of this study were influenced by the respondents who prioritized the experience they felt when they came to a tourist destination. Tourists immediately focus on attractions and places to stay when traveling. This can be seen from the highest influence of the overall dimensions of destination service quality, namely hospitality, meaning that respondents prioritize services that provide direct experiences, such as the attitude of staff at tourist attractions that are good and friendly, compared to focusing on local communication and transportation. Consistent with Tosun et al. (2024) finding communication do not have any affect on destination image. This is also related to the purpose of the tourist spot. Visitors often favorite local destinations that offer natural attractions. Therefore,

communication, local transport, and service activities are not the main factors. Instead, tourists focus on the quality of accommodation, hospitality, and cleanliness to form their overall impression of the tourist spot.

The results of the H2 test ( $P = <0.01$  and  $\beta = 0.74$ ) indicate that the destination image has a positive effect on revisit intention (H2 is supported). The research findings prove that when determining a tourist destination, consumers can pay close attention to the destination image as a reference before making a purchase. So, the research findings are consistent with existing research that destination image influences revisit intentions (Manyangara et al. 2023; Dedeoğlu et al. 2018; Kandampully et al. 2011). Destination image plays a crucial role in shaping the tourist experience. When tourists perceive the destination image positively, it can significantly enhance the likelihood revisit (Ahmed, 2023; Cong, 2016; Duan & Wu, 2024; Gholipour & Einolahzadeh, 2018; Singh & Singh, 2019; Soliman, 2021; Tosun et al. 2015). a positive destination image also fosters loyalty, encouraging tourists to recommend the destination to others and to revisit in the future (Jeong & Kim’s, 2020).

Conversely, the results of the H3 test ( $P = <0.15$  and  $\beta = 0.06$ ) provide inconsistent results. Risk perception does not moderate the relationship between destination image and revisit intentions. Crowds related to health

risks such as COVID-19 transmission are not a problem and are not something that tourists worry about. In line with (Abbasi et al. 2021) risk perception affects tourists when visiting a tourist attraction for the first time but not on repeat visits. Thus, risk perception will not substantially affect tourists who want to revisit. The results of this hypothesis testing are summarized in Table 3.

### Managerial Implication

The findings also provide practical contribution with an understanding that managers need to evaluate their strategies to create impressive experiences for tourists, where services across various aspects from accommodation to airport services become crucial indicators in shaping a positive image of the destination. Furthermore, post-pandemic tourism conditions require attention, as consumers are more concerned about various risks, including crowding and health. Despite the research results, risk perception does not weaken the influence of Destination Image on repeat visitation. However, for first-time visits that will shape the overall tourist experience, destination managers should still pay attention and mitigate perceptions through interventions, such as managing campaigns via official social media channels, influencers, and the official website of the attraction.

Table 2. Instrument testing results

	ACC	H	CL	AT	LC	AS	LT	DAI	RI	PR
Composite Reliability	0.902	0.899	0.915	0.923	0.938	0.922	0.937	0.941	0.923	0.954
Cronbach Alpha	0.870	0.859	0.882	0.900	0.900	0.885	0.909	0.922	0.895	0.943
AVE	0.607	0.641	0.683	0.667	0.834	0.748	0.789	0.763	0.706	0.747

Note: Acc: Accomodation; H: Hospitality, CL: Cleanliness; AT: Activities; LC: Language Communication; AS: Airport Services; LC: Local Transport; Destination Image; RVI; Revisit Intention; PR: Perceived Risk

Table 3. Result of hypothesis testing

Hypotheses	P-value	Conclusion
Accommodation → Destination Image (H1a)	0.02	Supported
Hospitality → Destination Image H1b)	<0.01	Supported
Cleanliness → Destination Image H1c)	<0.01	Supported
Activity → Destination Image (H1d)	0.44	Not supported
Language Communication→Destination Image (H1e)	0.24	Not supported
Airport Services→ Destination Image (H1f )	<0.01	Supported
Local Transport → Destination Image (H1g)	0.17	Not supported
Destination Image → Revisit Intention (H2)	<0.01	Supported
Perceive Risk*Destination Image→Revisit Intention (H3)	0.15	Not supported

## CONCLUSION AND RECOMMENDATIONS

### Conclusions

The results of this study demonstrate that within the dimensions of destination service quality, only Accommodation, hospitality, cleanliness, and airport service contribute to the positive image of Lampung. In other words, clean accommodations, diverse culinary options, friendly staff, cleanliness of tourist attractions, and overall service quality at both airports and visited destinations collectively shape a positive perception of this travel destination. Ultimately, this positive image encourages repeat visits. The perception of risk does not significantly moderate this relationship. Therefore, concerns related to health risks, such as COVID-19 transmission in crowded places, do not deter tourists.

The results of this study indicate that destination service quality does influence the destination image, with factors such as accommodation, hospitality, cleanliness, and airport service contributing significantly to a positive perception of Lampung. This positive destination image, in turn, encourages revisit intentions among tourists. However, the perception of risk does not significantly moderate the relationship between destination image and revisit intention, suggesting that concerns about health risks, like COVID-19 transmission, do not substantially deter tourists from returning.

### Recommendations

Regarding the limitations and recommendations for further research: First, Tourist Revisit Intention: Tourist revisit intention is crucial for the tourism industry and a key performance indicator. One influential factor in return visits is the destination image, which is formed by evaluating destination service quality. However, studies examining how destination service quality shapes the image and revisit intention have yielded inconsistent results. Future research should explore this relationship in different countries. Second, Risk Factors and Consumer Experience: Risk factors and consumer experiences are essential moderator variables in tourism. However, this study only considers risk perception and has not yielded conclusive results. Future research should reevaluate risk perception and consumer experiences as moderating variables to better understand tourist behavior. Last, Comparison of Perceptions: This study does not compare how

perceptions of foreign and local tourists contribute to experiences and destination image. Future research could compare foreign and local tourists to gain deeper insights into tourist behavior.

This research contributes to the marketing literature on tourism management by addressing gaps in previous studies specifically by testing the dimensions of Destination Service Quality (DSQ) on Destination Image. It is important to understand various critical indicators that influence revisit intention.

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