



Factors Influencing Philippines Tourist' Revisit Intention: The Role and Effect of Destination Image, Tourist Experience, Perceived Value, and Tourist Satisfaction

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Abstract

The Philippines is an agrarian-based tourism country, millions of tourists come to visit every year. However, most of the first-time visitors leave the question of why so few people decide to return for a tour of the Philippines' tourist destinations. This study aims to determine how the influence of the image of the destination, the experience of tourists on the intention to revisit through the value received and the satisfaction of tourists at tourist destinations in the Philippines. The research method used is quantitative, the sampling technique uses non-probability sampling and a sample of 287 respondents is obtained, the analytical tool used is Path Analysis and the hypothesis uses a significance test using SEM AMOS and SPSS analysis tools. The results of this study indicate that direct testing of the tourist experience variable affects revisit intention in tourist destinations in Philippines, then for direct testing the perceived value variable has a significant effect on tourist satisfaction at tourist destinations in the Philippines, then tourist satisfaction is able to mediate the relationship between tourist experience and revisit intention.

Keywords: Destination Image, Tourist Experience, Perceived Value, Tourist Satisfaction, Revisit Intention

1. Introduction

Today tourism comprises the main framework of the economy in several countries and is considered a generator of economy and employment (Allameh et al., 2015). In addition, the tourism industry is one of the emerging international pioneers among the service industry (Fourie & Santana-Gallego, 2011) Tourism is a new experience that is different from the usual experiences individuals face in their local environment (Li et al., 2008). Tourism is a part, which is turning into the world's first industry due to its social, cultural and economic effects in a way that many countries want from this industry through providing the right background and infrastructure and trying to satisfy tourists' demands (Amiri & Momeni, 2011). The tourism industry has experienced dramatic growth over the past few decades, enabling one of the most significant and fastest growing economic sectors in the world.

The direct competitiveness of tourism destinations depends on the quality of their natural landscapes, making the environment a significant consideration (Han et al., 2018). Within the tourism sector, environmental issues have become an attractive focal point in sustainability (Sharpley, 2000) On this note, sustainable tourism (ST) is emerging as a significant platform in achieving economic prosperity in the sector while maintaining social, cultural and environmental integrity (Edgell, 2016). For many countries, tourism is an important source of commercial activity, income, employment and international exchange (Haber & Lerner, 1998). Many developed countries receive a large annual income from this tourism industry so other countries pay attention to expand this tourism industry so that the country can have profits. However, it is very important for a country to develop proper infrastructure, to meet the demands of the tourists and provide proper facilities for tourists, this can be relatively profitable for the industry (Batra & Kaur, 1996).

In 1982, the Philippines was ranked eighth worldwide on the convention's list of top destinations. In the same year, the Philippines was listed as Asia's top destination for business events (Manila Bulletin, 2018). The Global Business

Travel Association (GBTA) reports that overall business travel costs were US\$1.4 trillion in 2019 (BTI Outlook, 2021). The Global Business Travel Association (GBTA) reports that overall business travel costs were US\$1.4 trillion in 2019 (BTI Outlook, 2021). In addition, the UFI-Global Exhibition Industry Association (UFI, 2019) reports that 32,000 exhibitions are held annually featuring 4.5 million exhibitors viewed by more than 303 million visitors. The Philippines, on the other hand, generated Php550.2 billion in international tourism receipts from 8.3 million arrivals in 2019 (Philippines, 2020).

Apart from natural and cultural tourism, the Philippines is known for its unique hospitality and cosmopolitan environmental brand. The country is also home to the Philippines International Convention Center (PICC) and Philippine Airlines (PAL), the first convention center and the first commercial airline in Asia, but the country lags behind other neighbors such as Singapore, Thailand and Indonesia in terms of annual numbers of meetings. held and the arrival of the delegation. The Philippines will continue to build a good image using tourism to establish itself as a tourist destination that is able to attract tourists, with the growth of domestic and global tourist arrivals throughout 2016-2019 as presented in Table 1.

Table 1 Data of International Tourism visits to Philippines 2016-2019

Year	Tourist (People)	Description (%)
2016	5.967.005	Increase 10.16
2017	6.620.908	Increase 9.88
2018	7.168.467	Increase 7.64
2019	8.260.913	Increase 13.22

Based on Table 1, regarding the amount of data on tourist arrivals who come to visit the Philippines, it is found that there is an increase every year, the number of tourists visiting the Philippines for the past 4 years is quite good, so that it has an impact on economic development in the Philippines and has an impact on lifestyle. the life of an increasingly modern society (Departement of Tourism Republic Philippines, 2019). Philippine tourism still has to be developed to attract both domestic and foreign tourists so that a tourism strategy is needed, one of which is a marketing management strategy which in general has elements that include several functions such as planning, organizing, mobilizing, monitoring, and evaluating businesses. to expand sales, or increase the number of tourists to have interest, or to appear desire and interest in the products or services offered.

Several previous studies have conducted empirical studies then the research conducted by Sharma and Nayak (Sharma & Nayak, 2018) using the confirmatory factor analysis and structural equation model method with 345 domestics tourist who stated that overall image has affected satisfaction and then overall image and satisfaction has effect to revisit intention, further research conducted by Allameh et al (2015) which uses e confirmatory factor analysis and structural equation model method with 886 domestics tourist who stated there is a significant relationship between destination image, perceived quality, perceived value, level of satisfaction on the intention to revisit sports tourists in Mazandaran province, further research conducted by Damanik and Yusuf (2021) which uses multiple regression analysis and descriptive analysis with 270 research samples used in his research explains that perceived value, expectation, visitor management, and visitor satisfaction faction has a significant influence on the interest of returning tourists to Borobudur Temple in Indonesia.

The main purpose of this work is increasing the number of tourist visitors in the Philippines over the last 4 years, using research variables such as destination image, tourist experience, value received, tourist satisfaction, and revisit intention using descriptive analysis. method and path analysis with structural equation model.

2. Literature Review

2.1 Destination Image

Destination image is viewed as an important factor factor in various conceptual frameworks describing the process of decision making for tourists. The image of tourism has several influences on the quality perceived by tourists. Tourism image shapes individual expectations before visiting and will influence how customers perceive quality (Bigne et al., 2001). Following a marketing perspective, having a good destination image will affect the quality of individual trips (C. F. Chen & Tsai, 2007). Regarding the literature reviewed, the relationship between destination image and perceived value has not been widely studied. Lai et al. (2009), in their research found that customers' company image affects their perception of value. Several studies have shown that the image of a destination has an impact on the perception of tourist value (Jin et al., 2013; Kazemi et al., 2011).

According to Iordanova (2016), Tourists make purchasing decisions based on the mental image they have of the place. Menurut Sharma dan Nayak (2018) stating in his research that there are three indicator elements in measuring destination image: (1) the cognitive that represents a destination assessment consists of conviction and related knowledge that reflect the evaluation of the perceived attributes of the destination, (2) the affective that represents a response or emotional assessment of the traveler's purpose and (3) the cumulative that describes the active

consideration of the tourist towards a place as a potential destination, Describing the desired future circumstances that the tourists themselves would like to experience (Sharma & Nayak, 2018). To summarize previously, the hypothesis for this study is proposed as:

- H₁**: Destination Image is positively associated with Perceived Value on the Philippines Tourist Destination
- H₃**: Destination Image is positively associated with Tourist Satisfaction on the Philippines Tourist Destination
- H_{6a}**: Destination Image, either directly or through Perceived Value, has an impact on Revisit Intention on the Philippines Tourist Destination
- H_{6b}**: Destination Image, either directly or through Tourist Satisfaction, has an impact on Revisit Intention on the Philippines Tourist Destination

2.2 Tourist Experience

According to Gentile, Spiller dan Noci (2007), the customer's experience is based on a series of interactions between a customer and a product, a company, or part of his organization that triggers a reaction. Among many factors, researchers have identified that high quality services significantly affect customer satisfaction (Kim et al., 2013). Perceived quality is an important factor influencing satisfaction and behavioral intentions, which should receive special attention in the management of tourism destinations (Clemes et al., 2011; Lai & Chen, 2011). Many researchers suggest that perceived quality can be considered as an antecedent of satisfaction (Crompton, 2012; Marinkovic et al., 2014) These experiences are the result of interactions, or assessments of what customers get from destination by using their customers' senses, how their feelings, thoughts, and actions after visiting destinations, According to Rompas, et al (2019) Consumer experience can be measured by 4 indicator that is: Sense, Feel, Think, and Act . To summarize previously, the hypothesis for this study is proposed as:

- H₂**: Tourist Experience is positively associated with Perceived Value on the Philippines Tourist Destination
- H₄**: Tourist Experience is positively associated with Tourist Satisfaction on the Philippines Tourist Destination
- H_{7a}**: Tourist Experience, either directly or through Perceived Value, has an impact on Revisit Intention on the Philippines Tourist Destination
- H_{7b}**: Tourist Experience, either directly or through Tourist Satisfaction, has an impact on Revisit Intention on the Philippines Tourist Destination

2.3 Perceived Value

Perceived value is a customer's overall assessment of the usefulness of a product or service based on perceptions of what is received and what is given (Zeithaml, 1988), that is, the tradeoff between perceived benefits and perceived costs (Lovelock, 2000). Previous research has shown that measuring consumer satisfaction can be used in conjunction with measures of perceived value (Oh, 2000). It has recently been found that consumer behavior is more understandable when judged by perceived value (Heskett et al., 1997).

Many researchers agree that perceived value has a significant influence on tourists' behavioral intentions (Jin et al., 2013). Perceived value has an impact on revisit intentions (Quintal & Polczynski, 2010). Different researchers have also shown that high levels of perceived value lead to future purchase intentions and behavior (Baker et al., 2002). According to (Sweeney & Soutar, 2001) perceived value can be measured by 4 indicator that is: emotional value, social value, performance value and price value. To summarize previously, the hypothesis for this study is proposed as:

- H₅**: Perceived Value is positively associated with Tourist Satisfaction on the Philippines Tourist Destination
- H₈**: Perceived Value, is positively associated with Revisit Intention on the Philippines Tourist Destination

2.4 Tourist Satisfaction

The satisfaction of a tourist is a comparison between the tour instrument offered with the tour instrument performance that is perceived by the tourist (Kozak, 2002) Whereas customer satisfaction according to Zeithaml,

Bitner, & Gremler (2009) is the consumer evaluation of an item or service that has been assessed accordingly or has met the consumer's needs and expectations. The general satisfaction of tourists is formed through the evaluation of the features of a destination based on their expectations and one of the most important factors of tourists' return visits which depends on their satisfaction from their previous visits to that destination (Guntoro & Hui, 2013).

Tourists' feelings about a destination imply the features of the destination from the point of view (Alegre & Garau, 2010). Previous research has shown that satisfaction affects return visits to tourist destinations (C. F. Chen & Tsai, 2007). For example, a satisfied tourist may revisit a destination, recommend it to other travelers or have a positive attitude towards the destination. on the other hand, dissatisfied tourists may not revisit a destination and not recommend it to others; even worse, they may have a negative attitude towards it and damage its marketing reputation (Reisinger & Turner, 2003). Because of its ability to influence future purchasing behavior, understanding what makes consumers satisfied has been found to be one of the most important problems in business (Oliver, 1997). According to Zeithaml, Bitner, & Gremler (2009) there are three indicators of tourist satisfaction, namely: Fulfillment, Pleasure, and Ambivalence. To summarize previously, the hypothesis for this study is proposed are:

H₉ : Tourist Satisfaction is positively associated with Revisit Intention on the Philippines Tourist Destination

2.5 Revisit Intention

According to Cheng dan Lu (2013) The interest in making return is a form of satisfaction that will then encourage further visits, which will then build a sense of loyalty to self. Revisit intention is a major research topic in tourism destinations and has been mentioned as an important behavioral intention (Jani & Han, 2011). Tourist behavior includes the choice of destination to visit, subsequent evaluation, and future behavioral intentions (C. F. Chen & Tsai, 2007). Subsequent evaluation is about the perceived value by visitors and their satisfaction, whereas future behavioral intention refers to the willingness to revisit the same destination in the future and recommend it to others (Hume et al., 2007; Ryu et al., 2010). Revisit destinations and share positive word of mouth, representing a vital source of profitability (Marinkovic et al., 2014). According to Cheng dan Lu (2013) revisit intention be measured in three indicators: Revisit Intention, Recommendation Intention, Promotion Intention. The framework model for path analysis research that has been stated previously is as Figure 1.

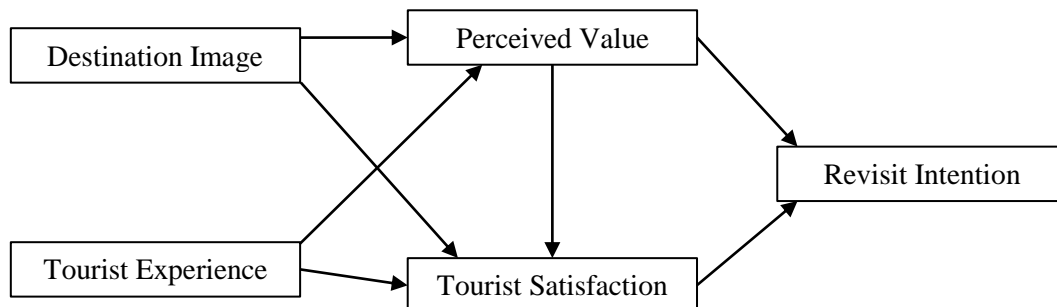


Figure 1. Framework Model

3. Materials and Methods

3.1 Sample and Procedure

The object of research in this study is located in Philippines with the research subject being have been to Philippines for a tourism. This study uses primary data sources, data obtained from respondents through questionnaires, or data generated from interviews of researchers with informants then secondary data which refers to data collected by other people. The population and sample in this study are tourists who travel to the country Philippines tourism destination in 2016-2019.

The sampling technique used in this study is Non Probability Sampling and the sample used is purposive sampling, namely the sample is selected by giving certain conditions to respondents who have met the sample criteria, namely have been to Philippines for a tour at least 1 visit and Goeldner and Ritchie (2006) suggest that tourists are individuals who travel far from his home for a distance of at least 50 miles for different purposes such as business, personal affairs, and pleasures (the average distance traveled by the selected sample in this case study is 60 miles) are willing to be research respondents. For this reason, the distribution of questionnaires was carried out randomly in every tourist destination center in the Philippines as many as 350 questionnaires. In the end, the total sample received

in this study was 321 questionnaires through the e-form that had been made, of which only 287 samples could be used to analyze the data in this study.

3.2 Instrument

The survey consists of four parts to measure 5 variables: 6 statements to measure the value of the destination image variable by adapting the value framework of (Sharma & Nayak, 2018), 5 questions to measure tourist experience variables taken from factors and items built by Rompas, et al (2019), 5 questions to measure perceived value adapted from (Sweeney & Soutar, 2001), 6 questions measuring tourist satisfaction adapted from Zeithaml, Bitner, & Gremler (2009), and 6 questions measuring revisit intention which were adapted from Cheng and Lu (2013). This questionnaire uses a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). The validity and reliability of the instrument was tested first using SPSS version 24. The measurement model was tested with a Structural Equation Model (SEM) equation model using AMOS Statistics 23 software.

4. Results and Discussions

A total of 287 responses were obtained from the online survey, 210 of which were usable. The average age of the participants was 20-30 years with a range of age < 20 years to > 50 years. The domicile area of the respondents is dominated by Korean citizens and 61.3% of the participants are male. From 37.5% of participants with a bachelor's degree and 61.9% of respondents Around in the 0-5 million Pph interval. The demographic profile of the respondents can be seen in Table 2.

Table 2 Demographic profile of the respondents

Demographics	Percentage	Demographics	Percentage
Gender		Occupation	
Male	61.9%	Entrepreneur	21.2%
Female	38.1%	Government employees	12.4%
Age		Professional	19.6%
<20	16.3%	Private employees	23.4%
20-30	47.7%	House wife	10.1%
31-40	23.4%	Student/college student	13.3%
41-50	11.3%	Income (PPh, million/month)	
>50	1.4%	0-5	54.9%
Education		5-10	31.1%
High school diploma	25.4%	10-15	11.1%
Bachelor's degree	35.6%	15-20	2.2%
Master's degree	33.5%	>20	0.7%
Advance degree (MD, PhD)	5.5%		

4.1 Measurement Model

Statistical software applications such as application (SPSS) are used to find Cronbach Alpha Reliability analysis and analyze factors. Convergent Validity Test: Convergent validity can be accepted if all item loads are more than 0.5 then the reliability of all constructs is met when the Cronbach coefficient ' α ' is more than 0.7 for all data processing constructs validity and reliability will be presented in Table 3.

Table 3 Validity and Reability

Variable	Indicator	Validity > 0.5		Reability > 0.7
		Value	Results	Results
Destination Image	DE_1	0.790	Valid	0.874
	DE_2	0.659	Valid	
	DE_6	0.657	Valid	Reliable
Tourist Experience	TE_1	0.671	Valid	0.812
	TE_2	0.726	Valid	Reliable
Perceived Value	PV_3	0.746	Valid	0.798

	PV_4	0.692	Valid	Reliable
Tourist Satisfaction	TS_1	0.621	Valid	0.846
	TS_2	0.693	Valid	Reliable
Revisit Intention	RE_1	0.528	Valid	0.714
	RE_2	0.518	Valid	Reliable

4.2 Structural Equation Model Analysis

In addition, Cronbach's alpha was used to determine the reliability of the questionnaire. That The results of confirmatory factor analysis and variable reliability can be observed. After distributing and collecting the questionnaires, the data were analyzed using the structure equation modeling method with statistical software SPSS24 and Amos 23. index of overall fit of the model including normed chi-squared (CMIN/DF), fit index (GFI), adjusted fit index (AGFI), normed fit index (NFI), comparative fit index (CFI) and the root mean squared error of approximation (RMSEA).In testing the structural equation model, SEM analysis was carried out using the help of AMOS 23 software. The results of structural modeling can be seen in Figure 2.

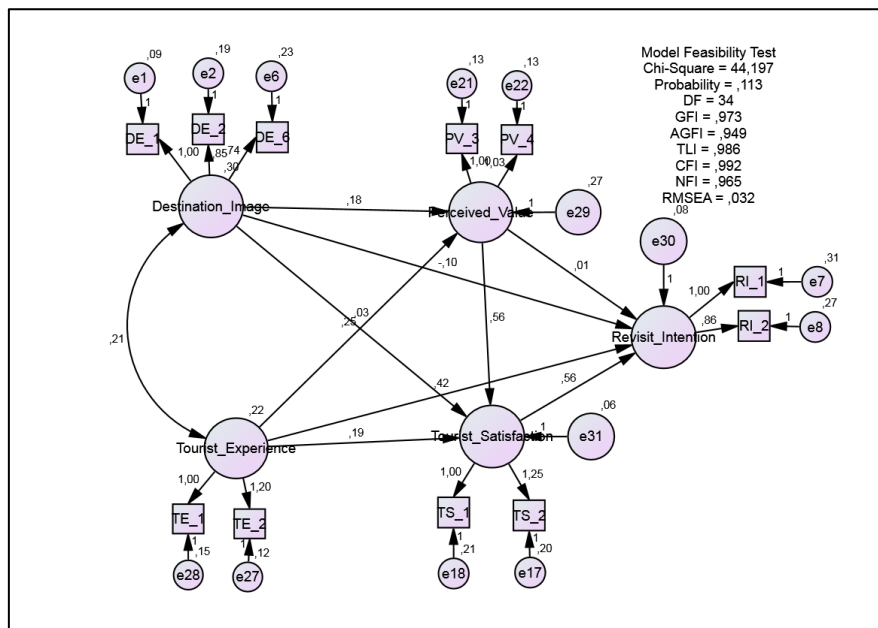


Figure 2. The result of the full model

From Figure 2, it can be explained that the direction of the relationship between Destination Image and Perceived Value is positive with a total influence of 17.4%, then the relationship between Tourist Experience and Perceived Value is positive, with a total effect of 20.8%, Destination Image and Tourist Satisfaction is positive with a total effect by 3.8%, then the relationship between Tourist Experience and Tourist Satisfaction is positive, with a total effect of 20.7%, then the relationship between Perceived Value and Tourist Satisfaction is positive, with a total effect of 71.7%.

Then the direction of the relationship between Destination Image, Tourist Experience, and Perceived Value, Tourist Satisfaction with Revisit Intention is positive with a total effect of 60.7%, thus, all exogenous variables have a positive relationship with endogenous variables. That is, if the variable X increases then the variable Y will increase and vice versa.

4.3 Model Fit Test (Goodness of Fit Model)

According to Hair (2006), stated that to assess the fit model, it is expected that the Chi-Square value is not significant (p-value > 0.05) because these results indicate that there is no difference between the model and the data, and if the model fit is not achieved, then Modification Indices (MI) is carried out, namely by elimination of the indicator with the largest value, and so on until it reaches a value of P > 0.05. Based on this, this study conducted a CFA test using the AMOS 23.0 software, to analyze the variables and indicators in the research model, and process them in order to obtain a model fit (goodness of fit), namely the P value (Probability) must be > 0.05 data processing for the 26 indicators will be presented in table Figure 3. The explanation of Figure 3 will be presented in Table 4.

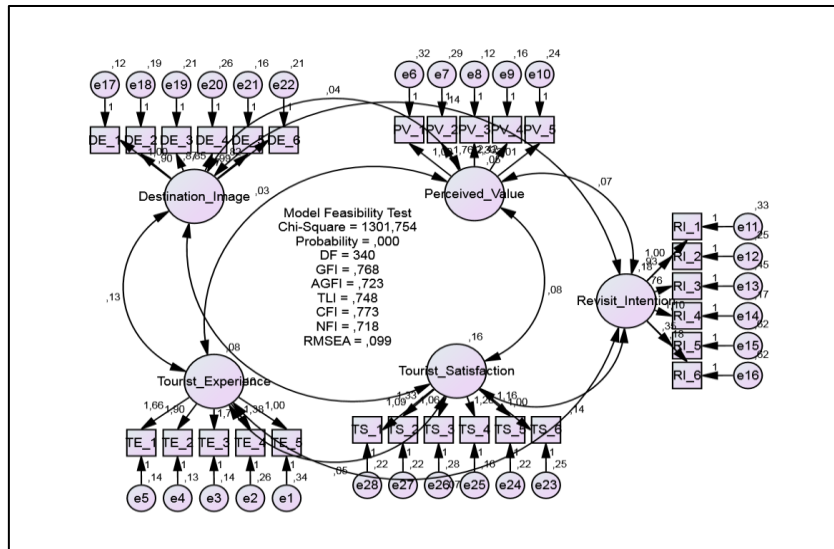


Figure 3. CFA First Model and No Fit

Table 4 CFA- First Model Initial (28 Items)

Model	CMIN/DF	P	GFI	NFI	CFI	RMSEA
CFA First Model	3.829	0.000	0.768	0.718	0.773	0.099
Acceptable Amount	< 3	> 0.05	> 0.90	> 0.90	> 0.90	< 0.10

To get a fit model in this study, from the initial indicators as many as 28 indicators, then delete 17 items (DE3-DE5, TE3-TE5, PV1, PV2, PV5, TS3-TS6, and RI3-RI6). In this study found 11 indicators for model fit shown in Figure 4.

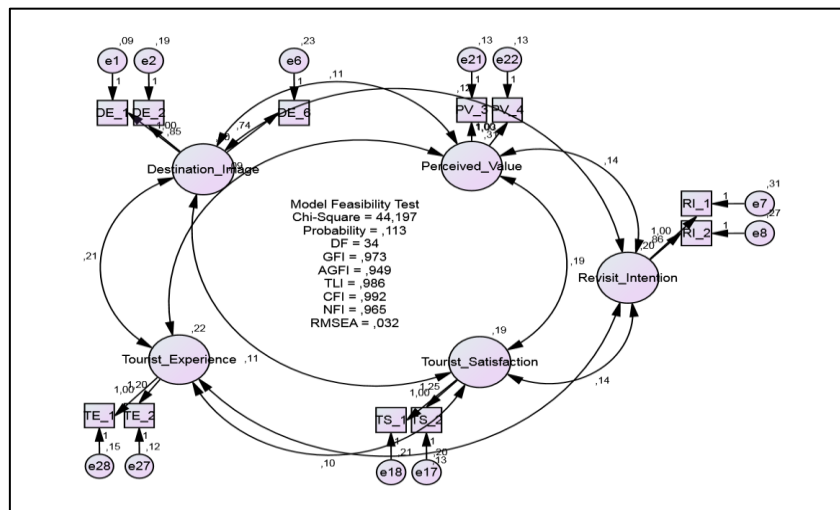


Figure 4. CFA Final Model Fit

Then, the CFA model with 11 indicator items was retested and resulted in an appropriate fit (P 0.050). The indicators generated from the fit model are known that the indicators affect the research fit model where the structure with the scale is in accordance with the actual and confirmed data. data processing for the 11 indicators that have been adjusted to the fit model will be presented in Table 5.

Table 5 CFA-Final Model Fit (11 Indicators)

Model	CMIN/DF	P	GFI	NFI	CFI	RMSEA
Final Model Fit	1.300	0.113	0.973	0.965	0.992	0.032
Acceptable Amount	< 3	> 0.05	> 0.90	> 0.90	> 0.90	< 0.10

4.4 Hypothesis Testing

The next objective in the structural model analysis is to estimate the influence parameters between variables, which will also prove the research hypothesis. The following is a summary of the parameter estimation results from the SEM analysis that has been carried out as presented in Table 6.

Table 6 The Result of the Structural Model

Variable		Coefficient	t Count	p Value	Result
Destination_Image	---> Perceived_Value	0.177	1.101	0.271	H ₁ is not supported
Tourist_Experience	---> Perceived_Value	0.248	1.291	0.197	H ₂ is not supported
Destination_Image	---> Tourist_Satisfaction	0.030	0.267	0.789	H ₃ is not supported
Tourist_Experience	---> Tourist_Satisfaction	0.194	1.434	0.152	H ₄ is not supported
Perceived_Value	---> Tourist_Satisfaction	0.563	8.299	***	H ₅ is supported
Destination_Image	---> Revisit_Intention	-0.105	-0.685	0.494	H ₆ is not supported
Tourist_Experience	---> Revisit_Intention	0.423	2.158	0.031	H ₇ is supported
Perceived_Value	---> Revisit_Intention	0.010	0.061	0.951	H ₈ is not supported
Tourist_Satisfaction	---> Revisit_Intention	0.556	2.348	0.019	H ₉ is supported

Based on Table 6, several conclusions were obtained. First, the standardized regression coefficient (path coefficient) between the Destination Image variable and the Perceived Value variable is 0.177 (positive) and has a significance value of 0.271 greater than 0.05, so H₀ is accepted. This means that the Destination Image variable has no effect on the Perceived Value of tourist destinations in the Philippines, so hypothesis 1 is rejected.

Second, the standardized regression coefficient (path coefficient) between the Tourist Experience variable and the Perceived Value variable is 0.248 (positive) and has a significance value of 0.197 greater than 0.05, so H₀ is accepted. This means that the Tourist Experience variable has no effect on the Perceived Value of tourist destinations in the Philippines, so hypothesis 2 is rejected.

Third, the standardized regression coefficient between the Destination Image variable and the Tourist Satisfaction variable is 0.030 (positive) and has a significance value of 0.789 greater than 0.05, so H₀ is accepted. This means that the Destination Image variable has no effect on Tourist Satisfaction in tourist destinations in the Philippines, so hypothesis 3 is rejected.

Fourth, the standardized regression coefficient (path coefficient) between the Tourist Experience variable and the Tourist Satisfaction variable is 0.194 (positive) and has a significance value of 0.152 greater than 0.05, so H₀ is accepted. This means that the Tourist Experience variable has no effect on Tourist Satisfaction in tourist destinations in the Philippines, so hypothesis 4 is rejected.

Fifth, the standardized regression coefficient (path coefficient) between the Perceived Value variable and the Tourist Satisfaction variable is 0.563 (positive) and has a significance value of 0.000 less than 0.05, so H₀ is rejected. This means that the Perceived Value variable has a positive influence on Tourist Satisfaction in tourist destinations in the Philippines, so hypothesis 5 is accepted.

Sixth, on hypothesis 6a, the t-test was performed twice; firstly, to see whether Destination Image has a significant direct effect on Revisit Intention and secondly whether Destination has a significant effect through the presence of Perceived Value and Tourist Satisfaction. The standard regression coefficient (path coefficient) between the Destination Image variable and the Revisit Intention variable is 0.472 (positive) and has a significance value of 0.494 greater than 0.05, then H₀ is rejected, so it can be explained that the Destination Image variable has no effect on Revisit Intention, so the conclusion is if the Destination Image variable is mediated by the Perceived Value and Tourist Satisfaction variables it has not been able to directly influence the Revisit Intention in tourist destinations in the Philippines because Destination Image does not have a significant effect on these two variables so that hypotheses 6a and 6b are rejected.

Seventh, on hypothesis 7a, the t-test was conducted twice; firstly, to see whether Tourist Experience has a significant direct effect on Revisit Intention and secondly whether Destination has a significant effect through the presence of Perceived Value and Tourist Satisfaction. The standard regression coefficient (path coefficient) between the Tourist Experience variable and the Revisit Intention variable is 0.423 (positive) and has a significance value of 0.031 which is less than 0.05, so H₀ is rejected.

Then to test the significance of Perceived Value as a mediating variable in the model, it can be checked from the results of a single test by first finding the path coefficient value (estimation) and standard error for each path. Then find the standard error values together between the two paths. Based on the calculation results, a significance value of 0.951 is greater than 0.05, so it can be concluded that Perceived Value has not been able to mediate the relationship

between Tourist Experience and Revisit Intention, which means that Tourist Experience can directly affect Revisit Intention without being mediated by Perceived Value. So, in conclusion, hypothesis 7a is rejected.

Furthermore, to test the significance of Tourist Satisfaction as a mediating variable in the model, it can be tested from the results of a single test. Based on the calculation results obtained a significance value of 0.019 which is smaller than the value of 0.05, it can be concluded that Tourist Satisfaction is able to mediate the relationship between Tourist Experience and Revisit Intention where the type of mediation is full mediation, meaning that if it is not mediated, Tourist Experience cannot directly affect Revisit Intention. Then the conclusion is hypothesis 7b is accepted.

Eighth, the standard regression coefficient (path coefficient) between the Perceived Value variable and the Revisit Intention variable is 0.010 (positive) and has a significance value of 0.951 or greater than 0.05, then H₀ is accepted. This means that the Perceived Value variable has no effect on the Revisit Intention to tourist destinations in the Philippines, so hypothesis 8 is rejected.

Finally, the standardized regression coefficient (path coefficient) between the Tourist Satisfaction variable and the Revisit Intention variable is 0.556 (positive) and has a significance value of 0.019 or less than 0.05, so H₀ is rejected. This means that the Tourist Satisfaction variable has a significant effect on revisit intentions in tourist destinations in the Philippines, so hypothesis 9 is accepted.

4.5 Discussion and Implication

In this study, it was found that the image of the destination and the value received did not directly affect the intention of returning tourists to tourist destinations in the Philippines. perceived value has no contributor to revisiting intentions. Perceived value, as a conceptual framework, is understood as the feelings and attitudes of consumers towards allowing themselves to be attracted to buying certain products in a competitive environment (Jamal & Muhammad, 2011; Lee et al., 2016).

The intention to revisit is an important issue for tourism destination management, it is a cognitive situation that contributes to the visitor's plans to return to the tourist attraction in a projected time period which is largely influenced by their previous experience (Sharma & Nayak, 2018). When tourists tend to be fulfilled by their expectations, good service experience, and satisfaction, they will have a stronger intention to revisit a destination one time. Interestingly, visitor satisfaction has the highest influence on revisit intentions at tourist destinations in the Philippines, in contrast to several studies reporting that accumulated feelings and satisfaction with tourism services will directly affect visitor revisit intentions (Corte et al., 2015) Studies have clearly shows that the more visitors express their satisfaction with a destination, the more likely they are to revisit. When visitors are satisfied with the services, products and other resources provided by a tourist destination, it can lead to revisit intentions. They will even have a positive effect by conveying this to relatives or colleagues (Chen et al., 2013; Loi et al., 2017)

As highlighted by previous research, accessibility, facilities, attractions, package availability, tourism activities, and support services all positively affect service quality (Zabkar et al., 2010). The quality of service itself tends to have a positive effect on both visitor satisfaction and behavioral intentions. However, in this study, destination management had only a slight influence on repeat visit intention. Visitors seem to pay less attention to destination management as a reason for their intention to visit again. Clearly, providing good service is important for increasing visitor satisfaction at heritage sites, and is believed to lead to repeat visits, positive word of mouth, and increased international visits (Adie et al., 2018; Della & Franch, 2017). Many visitors see learning the cultural values that exist in each country is an interesting activity to carry out. Visitors expect to learn something new, and they look for opportunities to visit historical sites to learn the values inherent in these sites (Nguyen & Cheung, 2016).

5. Conclusion

The intention to revisit is an important issue for tourism destination management, it is a cognitive situation that contributes to the visitor's plan to return to the tourist attraction in the projected period of time. When tourists tend to be fulfilled by their expectations, good service experience, and satisfaction, they will have a stronger intention to revisit a destination one time. Interestingly, visitor satisfaction has the highest influence on revisit intentions at tourist destinations in the Philippines

This study can answer the previous question, namely whether the image of the destination, tourist experience, the value received by tourists, tourist satisfaction can affect the intention of returning tourists to tourist destinations in the Philippines. According to research results, consumer experience can directly predict the interest of returning tourists to travel in the Philippines. Tourist experience can predict interest in revisiting if through the mediation of tourist satisfaction variables while traveling in Philippine tourist destinations, then the value received can affect tourist satisfaction.

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