THE INFLUENCE OF DESTINATION IMAGE, EXPERIENCE AND TOURIST MOTIVATION TOWARD REVISIT INTENTION THROUGH TOURIST SATISFACTION AS A MEDIATOR IN DIY PROVINCE

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ABSTRACT

DIY Province is an ASEAN-level tourist destination which is one of the pilots in Indonesia. However, based on the phenomenon in Java itself, DIY is the province with the lowest number of foreign tourist visits compared to DKI Jakarta, East Java, and West Java in 2022. It is known that DIY Province has several leading tourist destinations that should be able to attract foreign tourists such as the Yogyakarta Palace, Taman Sari, Borobudur Temple, Kotagede, Malioboro, Sonobudoyo Museum, Mount Merapi, Ullen Sentalu Museum, and HeHa Ocean View. This study aims to analyze how the influence of destination image, experience, tourist motivation on revisit intention through tourist satisfaction in DIY Province.

This study uses foreign tourists as the object of research, then sampling is done using purposive sampling and has several criteria. The sample in this study were 200 respondents who were over 17 years old, foreign tourists and had visited to travel in DIY tourist destinations at least 1 (one) time within the past 1 (one) year. The data collected will be analyzed using the CB-SEM (Covariance-Based Structural Equation Modeling) method and processed with AMOS software.

The research findings indicate that based on the 10 hypotheses in this study, it was found that 9 hypotheses were accepted and 1 hypothesis was rejected. There are Ha that are accepted, namely Destination Image has a positive effect on Tourist Satisfaction, Experience has a positive effect on Tourist Satisfaction, Tourist Motivation has a positive effect on Tourist Satisfaction, Destination Image has a positive effect on Revisit Intention, Experience has a positive effect on Revisit Intention, Tourist Motivation has a positive effect on Revisit Intention, Tourist Satisfaction has a positive effect on Revisit Intention, Destination Image has a positive effect on Revisit Intention through Tourist Satisfaction and Experience has a positive effect on Revisit Intention through Tourist Satisfaction. While the rejected Ha is the influence between Tourist Motivation on Revisit Intention through Tourist Satisfaction.

Keywords: Destination Image, Experience, Tourist Motivation, Tourist Satisfaction, Revisit Intention, DIY Province

INTRODUCTION

Tourism has become an important commercial sector in many developing countries in recent years (Aman et al., 2019). The development of the tourism industry has also improved the living standards of local residents and supported the growth of other industries (Brătucu et al, 2017; Villanueva-Álvaro et al. 2017). Developing countries are striving to enhance and diversify their tourism products to attract international tourists. Therefore, tourism becomes very important for developing countries, and more and more research is focusing on tourism development (Gössling et al., 2008; Saufi et al., 2014). Tourism for developing countries is one of the most important economic activities and is

considered key to development, prosperity, and well-being. According to the United Nations World Tourism Organization (UNWTO), tourism is "the main driver of socio-economic progress through job creation and enterprises, export income, and infrastructure development" (UNWTO, 2017). Tourism has shown nearly uninterrupted growth over the last six and a half decades, demonstrating the strength and resilience of the sector.

Based on Social Exchange Theory, it can be analyzed regarding the considerations of perceptions, attitudes, and levels of satisfaction of tourists towards tourism (Coulson et al., 2014). According to Casaló and Romero (2019), Social Exchange Theory has been used in their research to examine tourists' perceptions that generate value for tourists, while at the same time encouraging tourists to create value as a beneficial return for tourist destinations/areas. In short, this study establishes the image of the destination as a material and resource in tourism that is involved in the exchange process with tourist satisfaction by using information technology to accelerate the benefits and rewards between both parties. The stage in deciding on travel goals, revisit intention, and tourism products will be considered by tourists in relation to their satisfaction as the top priority, thus tourist satisfaction is regarded as a key concept in tourism (Chen & Tsai, 2007; Prayag, 2009; Upadhya & Vij, 2020).

Based on data compiled from Katadata (2023), it is known that in December 2023 there were 1.14 million foreign tourist visits to Indonesia, which increased by 22.91% compared to the previous month (month-on-month). When compared to the same period in 2022, foreign tourist visits to Indonesia in December 2023 also accelerated by 20.17% (year-on-year). This is because Indonesia has many choices of tourist destinations or regions that can be visited by foreign tourists. Then it is known that the proportion of Bali destinations reached 46.72% of all foreign tourist visits. This figure is the highest when compared to other destinations with a fairly far jark with DKI Jakarta which followed in second place at 13.03%. Furthermore, the province with the third highest visit destination is Riau Islands with a percentage of 11.81%. Meanwhile, in Java Island itself, DIY Province ranks last as the main target area visited by foreign tourists with a percentage of 3.37%. However, when compared with data on foreign tourist stays, it is known that in 2022 77.28% of foreign tourists spent more than 1 (one) day staying but in 2023 only 68.06% of foreign tourists spent more than 1 (one) day staying with a change of -9.22% (BPS DIY, 2023).

DIY Province is an ASEAN level tourist destination which is one of the pilots in Indonesia. However, based on the phenomenon in Java Island itself, DIY is the province with the lowest number of foreign tourist visits compared to DKI Jakarta, East Java, and West Java in 2022. It is known that DIY Province has several leading tourist destinations that should be able to attract foreign tourists such as the Yogyakarta Palace, Taman Sari, Borobudur Temple, Kotagede, Malioboro, Sonobudoyo Museum, Mount Merapi, Ullen Sentalu Museum, and HeHa Ocean View (Kemenparekraf, 2023). Based on the results of the pre-research, it is known that the majority of respondents, namely 35%, chose Bali as their favorite destination, followed by NTB and East Java which are the preferred destinations of tourists with a percentage of 20% each, then DKI Jakarta with a percentage of 15%, and finally DIY with a percentage of 10%. In addition, the pre-research also found that the respondents' perceptions of DIY related to revisit intention were still low because in each statement given, the majority of the answers were "maybe" and "no".

Based on the description above, the researcher is interested in choosing the title, ***"THE INFLUENCE OF DESTINATION IMAGE, EXPERIENCE AND TOURIST MOTIVATION TOWARD REVISIT INTENTION THROUGH TOURIST SATISFACTION AS A MEDIATOR IN DIY PROVINCE".***

THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION
Destination Image toward Tourist Satisfaction

Tourists who believe that tourist attractions and destination cities can meet their expectations are more likely to increase their desire to return in the future (Walsh, et al., 2010). Chen & Funk (2010) also revealed that performance assessment that includes the attribute of destination image can influence efforts to modify tourists' attitudes and intentions, and furthermore, positive performance evaluation is a necessary antecedent for positive behavioral intentions. Meanwhile, recent research has also shown that destination image positively affects tourist satisfaction in studies conducted by Chia et al., (2021) as well as Alcocer and Ruiz. (2019).

H1 : Destination Image has a positive influence on Tourist Satisfaction.

Experience toward Tourist Satisfaction

Investigating how tourists perceive their experiences at a destination is considered an urgent topic due to its significant association with destination attributes (Moon & Han, 2018). Travel experience will lead to satisfaction as an emotional condition towards a holistic travel experience (Oliver, 1980). The formation of overall satisfaction is based not only on a single, specific, and unique experience but also on the accumulation of many similar past experiences (Anderson, et al., 1994). The positive effect of affective commitment, which is a construct closely related to satisfaction, on loyalty intentions increases over time among tourists (Johnson, et al., 2006). Thus, experience is an antecedent of tourist satisfaction. Meanwhile, recent research has also revealed that experience positively influences tourist satisfaction in studies conducted by Ghorbanzadeh et al., (2020) and Sharma & Nayak (2020).

H2 : Experience has a positive influence on Tourist Satisfaction

Tourist Motivation toward Tourist Satisfaction

Although there is a symbiotic relationship between motivation and satisfaction (Battour et al., 2012), satisfaction remains a challenging construct to address in the context of tourism (Albayrak & Caber, 2018). When tourists' expectations are met, satisfaction is achieved, and vice versa (Agyeiwaah et al., 2019). Attractive factors such as "natural scenery, spaciousness and a wide range of activities, shopping, and a modern atmosphere" are very important for tourists, while driving factors including "achievement, exciting adventures, family unity, knowledge/education, and escape" emerge as needs among travelers (Battour et al., 2012). Meanwhile, previous research has also revealed that tourist motivation has a positive impact on tourist satisfaction in studies conducted by Bayih & Singh (2020).

H3 : Tourist has a positive influence on Tourist Satisfaction

Destination Image toward Revisit Intention

De Nisco et al., (2015) explain that a positive destination image will enhance the tendency to evaluate the destination positively and will strengthen the intention to revisit and recommend it. It is important for the success of tourism development to build or enhance the destination image in order to encourage loyal visitors to return or recommend it (Chen & Tsai, 2007). Therefore, exploring the impact of destination image on travel behavior not only provides empirical insights into the image formation process but also assists destination marketing organizations in strengthening the destination image to facilitate loyal behavior. Meanwhile, previous research has also revealed that destination positively influences revisit intention in studies conducted by Siregar et al., (2021) and Liang & Xue (2021).

H4 : Destination has a positive influence on Revisit Intention

Experience toward Revisit Intention

When a traveler holds onto memories of their travel experience, they tend to show a stronger intention to return and make recommendations (Ali et al., 2016). Lehto et al., (2004) reported that previous travel experiences can influence tourists' decisions to revisit certain tourist sites. Barnes et al. (2016) found that travel experiences have a positive effect on their intention to return. A recent study revealed that experience has a positive influence on revisit intention, according to research conducted by Hu & Xu (2021) and Lee et al., (2020).

H5 : Experience has a positive influence on Revisit Intention

Tourist Motivation toward Revisit Intention

In research on tourist motivation, many studies attempt to identify the sources of tourist motivation (Lee & Pearce, 2003). Crompton (1979) places relaxation and escape (novelty) as social-psychological motives, related to driving factors that many researchers argue are motivational drives for tourists (Kim & Lee, 2000). Recent studies also reveal that tourist motivation has a positive influence on revisit intention, as shown in research conducted by Sukaatmadja et al.,, (2022) and Josephine et al. (2023).

H6 : Tourist Motivation has a positive influence on Revisit Intention

Tourist Satisfaction toward Revisit Intention

Satisfaction can be one of the most studied variables in tourism literature. Satisfaction can be considered as the post-shopping evaluation of tourists regarding the destination (Ryan 1995). In tourism research, Hunt (1983) argues that satisfaction is about the assessment given that the experience is at least as good as it should be, not just about the enjoyment of the travel experience. Previous research has shown that satisfaction affects revisit intention (Allameh, et al., 2015; Chen & Tsai 2007, De Rojas & Camarero 2008; Loi, et al., 2017). Recent studies have also revealed that tourist satisfaction can positively influence revisit intention, as found in the research conducted by Viet, et al., (2020) and Zeng, et al., (2021).

H7 : Tourist Satisfaction has a positive influence on Revisit Intention

Destination Image toward Revisit Intention through Tourist Satisfaction

In research on tourist motivation, many studies attempt to identify the sources of tourist motivation (Lee & Pearce, 2003). Crompton (1979) places relaxation and escape (novelty) as social-psychological motives, related to driving factors that many researchers argue are motivational drives for tourists (Kim & Lee, 2000). Meanwhile, previous research has also revealed that tourist motivation has a positive effect on tourist satisfaction in a study conducted by Bayih & Singh (2020). Recent studies have further shown that tourist satisfaction can positively influence revisit intention, as found in research conducted by Viet et al., (2020) and Zeng et al., (2021).

H8 : Destination image has a positive influence on revisit intention through tourist satisfaction.

Experience toward Revisit Intention through Tourist Satisfaction

In tourism research, Hunt (1983) argues that satisfaction is about the assessment given that the experience is at least as good as it should be, not just about the enjoyment of the travel experience. Meanwhile, recent research has revealed that experience has a positive impact on tourist satisfaction in studies conducted by Ghorbanzadeh et al., (2020) and Sharma & Nayak (2020). The latest study indicates that experience positively influences revisit intention in research conducted by Hu & Xu (2021) and Lee et al., (2020). Additionally, recent studies have shown that tourist satisfaction can positively affect revisit intention, as found in research by Viet et al., (2020) and Zeng et al., (2021)

H9 : Experience has a positive influence on Revisit Intention through Tourist Satisfaction.

Tourist Motivation toward Revisit Intention through Tourist Satisfaction

The level of tourist satisfaction is significantly related to the needs of tourists (Battour, et al., 2014). Meanwhile, previous research has also revealed that tourist

motivation has a positive effect on tourist satisfaction in studies conducted by Bayih & Singh (2020) and Bayih & Singh (2020). Recent studies have also shown that tourist motivation positively influences revisit intention in research conducted by Sukaatmadja et al.,, (2022) and Josephine et al., (2023). Furthermore, recent studies have indicated that tourist satisfaction can positively affect revisit intention in findings from research conducted by Viet et al., (2020) and Zeng et al., (2021).

H10 : Tourist motivation has a positive influence on revisit intention through tourist satisfaction.

RESEARCH FRAMEWORK

The theoretical framework is formulated as follows:

Figure 1. Research Framework
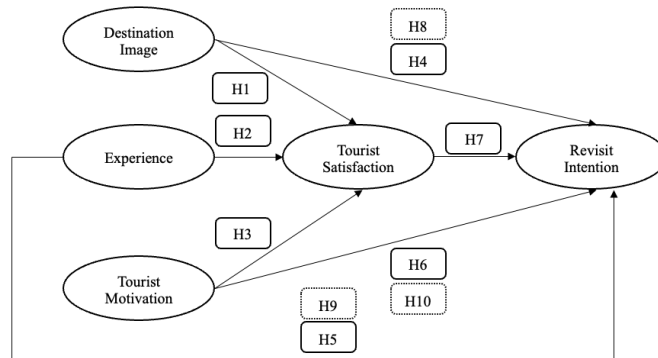
RESEARCH METHOD
Population and Sample

Population according to Sekaran and Bougie (2016:64) is the entire group of people, events, or interesting things that the researcher wants to study and form an opinion about. The sample size provides a basis for estimating sampling error. According to Hair et al., (2019), the fundamental assumption that must be met in SEM analysis is the sample size that adheres to the rules of analysis. Therefore, in the Maximum Likelihood Estimation (MLE) technique, a sample size ranging from 100 to 200 samples is required. Based on this consideration, the researcher uses the maximum sample size for MLE, which is 200 samples/respondents.

Operational Definition of Variable

Table 1. Variable Operational Definition

Variable	Operational Definition	Indicators
Destination Image (X1)	The level of trust, aspirations, and impressions that visitors have towards a particular place. (Assaker & Hallak, 2013)	• This city has beautiful tourist destination • This city is an exciting tourist destination • This city has interesting tourist destination • As a travel destination, this city has a most distinctive character (Pererira, et al., 2022)
Experience (X2)	Events related to past journeys that involve visiting, seeing, and enjoying activities at tourist sites that leave a unique impression, evoke emotions, and provide a high subjective value.	• The experience of traveling was special to me • The experience of traveling was favorable to me

	(Stamboulis dan Skayannis, 2003)	• The experience of traveling was memorable to me • The experience of traveling was unique to me (Hu & Xu, 2021)
Tourist Motivation (X3)	A global network of biological and cultural strengths that adds value and direction to travel decisions, behaviors, and experiences. (Pearce et al., 1998)	• I travel to this city to know about different culture and tradition • Traveling to this city to get knowledge about the destination • Travel to this city can relax physically and mentally • It is a good way to spend money to visit this city while I can (Pererira, et al., 2022; Bayih & Singh, 2020; Otoo, et al., 2020)
Tourist Satisfaction (Z)	The overall level of satisfaction felt by tourists as a result of the tour's ability to meet the desires, expectations, and needs of the tourists. (Chen & Tsai, 2007)	• I am satisfied with the tourism experience in this city • I am delighted with the travel experience in this city • This city provide a good condition of the destination environment • This city provide local transport personal to and at the destination (Sharma & Nayak, 2019; Bayih & Singh, 2020)
Revisit Intention (Y)	Visitor assessment regarding the likelihood or plans to revisit the same destination. (Khasawneh & Alfandi, 2019)	• I would return to this place for traveling • I intent to revisit this place • I will say positive things of this destination to others • I will encourage my friends to visit the destination (Hu & Xu, 2021; Sharma & Nayak, 2019)

DATA ANALYSIS AND DISCUSSION
Confirmatory Factor Analysis Full Model

Figure 2. Full Model
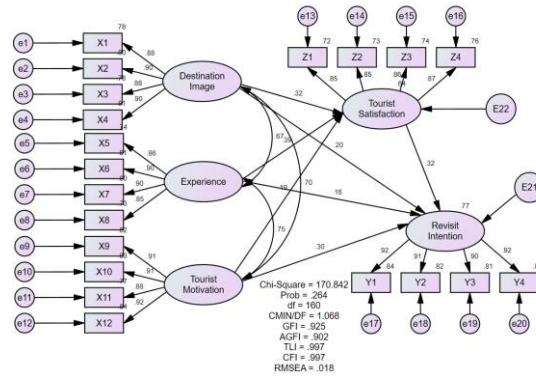
Based on Figure 2. above, the full model in this study has 5 (five) variables consisting of Destination Image (X1), Experience (X2), Tourist Motivation (X3), Tourist Satisfaction (Z), and Revisit Intention. (Y). The goodness of fit model can be measured using the Chi-Square ($\chi 2$) criterion, Significance Probability, CMIN/DF, GFI, AGFI, RMSEA, TLI, and CFI. The results of the Goodness of Fit Model test can be seen in the table below.

Table 2. Goodness of Fit Full Model

Goodness of Fit Index	Cut-Off Value	Result	Evaluation
Chi-Square ($\chi 2$)	Expected to be smaller ($<$) than Chi-Square ($x2$ table), with sig. A=0,05, and df = 160. So, $x2$ table = 190,516	170,842	Fit
Significance Probability	$\geq 0,05$	0,264	Fit
CMIN/DF	$\leq 2,00$	1,068	Fit
GFI	$\geq 0,95$	0,925	Marginal
AGFI	$\geq 0,90$	0,902	Fit
RMSEA	$\leq 0,08$	0,018	Fit
TLI	$\geq 0,95$	0,997	Fit
CFI	$\geq 0,90$	0,997	Fit

Based on Table 2. above, the index values in the Goodness of Fit Full Model are measured using the criteria of Chi-Square ($\chi 2$), Significance Probability, CMIN/DF, AGFI, RMSEA, TLI, and CFI, all of which meet the cut-off value requirements with a fit evaluation. Regarding the marginal fit results from GFI, quoting Hair et al., (2019), it is stated that using 4-5 Goodness of Fit criteria is considered sufficient to assess the feasibility of a model. Therefore, in this study, since there are 7 good fit results, it is deemed to meet the model's feasibility.

HYPOTHESIS TESTING

Table 3. Hypothesis Testing

			C.R.	P	Label
Tourist_Satisfaction	<---	Destination_Image	4.000	***	Accepted
Tourist_Satisfaction	<---	Experience	4.349	***	Accepted
Tourist_Satisfaction	<---	Tourist_Motivation	2.106	.035	Accepted
Revisit_Intention	<---	Destination_Image	2.979	.003	Accepted
Revisit_Intention	<---	Experience	2.147	.032	Accepted
Revisit_Intention	<---	Tourist_Motivation	4.159	***	Accepted
Revisit_Intention	<---	Tourist_Satisfaction	4.229	***	Accepted
Revisit Intention <---Tourist Satisfaction	<---	Destination Image	2.9050	0.03	Accepted
Revisit Intention <---Tourist Satisfaction	<---	Experience	3.0446	0.04	Accepted
Revisit Intention <---Tourist Satisfaction	<---	Tourist Motivation	1.8860	0.032	Rejected

The parameter estimation to test the influence of destination image on tourist satisfaction shows a CR of 4.000 with a probability of 0.000. Both values meet the criteria

to accept Ha because the CR value of 4.000 is greater than 1.96 and the probability of 0.000 is less than 0.05. Thus, it can be concluded that Destination Image has a significant positive influence on Tourist Satisfaction. The results of this study regarding the testing of H1 are also in line with previous research conducted by Chia et al., (2021) and Alcocer and Ruiz (2019), which state that Destination Image has a positive influence on Tourist Satisfaction.

The parameter estimation to test the effect of experience on tourist satisfaction shows a CR of 4.349 with a probability of 0.000. Both values meet the criteria to accept Ha because the CR value of 4.349 is greater than 1.96 and the probability of 0.000 is less than 0.05. Thus, it can be concluded that Experience has a significant positive impact on Tourist Satisfaction. The results of this study on H2 testing are also in line with previous research conducted by Ghorbanzadeh et al., (2020) and Sharma & Nayak (2020), which state that Experience has a positive impact on Tourist Satisfaction.

The parameter estimation for testing the effect of tourist motivation on tourist satisfaction shows a CR of 2.106 with a probability of 0.035. Both values meet the criteria to accept Ha because the CR value of 2.106 is greater than 1.96 and the probability of 0.035 is less than 0.05. Thus, it can be concluded that Tourist Motivation has a significant positive effect on Tourist Satisfaction. The results of this study regarding the testing of H3 are also in line with previous research conducted by Bayih & Singh (2020) which states that Tourist Motivation has a positive effect on Tourist Satisfaction.

The parameter estimation for testing the influence of destination image on revisit intention shows a CR of 2.979 with a probability of 0.003. Both values meet the criteria to accept Ha because the CR value of 2.979 is greater than 1.96 and the probability of 0.003 is less than 0.05. Thus, it can be concluded that Destination Image has a significant positive effect on Revisit Intention. The results of this study regarding the testing of H4 are also in line with previous research conducted by Siregar et al., (2021) and Liang & Xue (2021), which state that Destination Image has a positive influence on Revisit Intention.

The parameter estimation for testing the effect of experience on revisit intention shows a CR of 2.147 with a probability of 0.032. Both values meet the criteria to accept Ha because the CR value of 2.147 is greater than 1.96 and the probability of 0.032 is less than 0.05. Thus, it can be concluded that Experience has a significant positive influence on Revisit Intention. The results of this study regarding the H5 test are also in line with previous research conducted by Hu & Xu (2021) and Lee et al., (2020), which state that Experience has a positive effect on Revisit Intention.

The parameter estimation to test the influence of tourist motivation on revisit intention shows a CR of 4.159 with a probability of 0.000. Both values meet the criteria to accept Ha because the CR value of 4.159 is greater than 1.96 and the probability of 0.000 is less than 0.05. It can be concluded that Tourist Motivation has a significant positive effect on Revisit Intention. The results of this study regarding the H6 test are also in line with previous research conducted by Sukaatmadja et al., (2022) and Josephine et al., (2023), which states that Tourist Motivation has a positive effect on Revisit Intention.

The parameter estimation for testing the effect of tourist satisfaction on revisit intention shows a CR of 4.229 with a probability of 0.000. Both values meet the criteria to accept Ha because the CR value of 4.229 is greater than 1.96 and the probability of 0.000 is less than 0.05. Thus, it can be concluded that Tourist Satisfaction has a significant positive effect on Revisit Intention. The results of this study regarding the H7 test are also in line with previous research conducted by Viet et al., (2020) and Zeng et al., (2021), which state that Tourist Satisfaction has a positive effect on Revisit Intention.

The parameter estimation for testing the effect of destination image on revisit intention through tourist satisfaction shows a CR of 2.9050 with a probability of 0.003. Both values meet the criteria to accept Ha because the CR value of 2.9050 is greater than

1.96 and the probability of 0.003 is less than 0.05. Thus, it can be concluded that Destination Image has a significant positive effect on Revisit Intention through Tourist Satisfaction. The results of this study regarding the testing of H8 are also in line with previous research conducted by Bayih & Singh (2020) and Viet et al., (2020), which state that Destination Image positively influences Revisit Intention through Tourist Satisfaction.

The parameter estimation to test the effect of experience on revisit intention through tourist satisfaction shows a CR of 3.0446 with a probability of 0.002. Both values meet the criteria to accept Ha because the CR value of 3.0446 is greater than 1.96 and the probability of 0.002 is less than 0.05. Thus, it can be concluded that Experience has a significant positive influence on Revisit Intention through Tourist Satisfaction. The results of this study regarding the testing of H9 are also in line with previous research conducted by Ghorbanzadeh et al., (2020), Hu & Xu (2021), and Lee et al., (2020), which state that Experience has a positive effect on Revisit Intention through Tourist Satisfaction.

The parameter estimation to test the influence of tourist motivation on revisit intention through tourist satisfaction shows a CR of 1.886 with a probability of 0.05. Both values do not meet the criteria to accept Ha because the CR value of 1.886 is less than 1.96. Thus, it can be concluded that Tourist Motivation does not affect Revisit Intention through Tourist Satisfaction.

CONCLUSIONS

Conclusions

The conclusion of the research titled "The Influence of Destination Image, Experience, and Tourist Motivation Toward Revisit Intention Through Tourist Satisfaction As A Mediator in DIY Province", yields research findings:

1. Based on the 10 hypotheses present in this study, it was found that 9 hypothesses were accepted and 1 hypothesis rejected. There are several hypotheses that were accepted, namely that Destination Image has a positive effect on Tourist Satisfaction, Experience has a positive effect on Tourist Satisfaction, Tourist Motivation has a positive effect on Tourist Satisfaction, Destination Image has a positive effect on Revisit Intention, Experience has a positive effect on Revisit Intention, Tourist Motivation has a positive effect on Revisit Intention, Tourist Satisfaction has a positive effect on Revisit Intention, Destination Image has a positive effect on Revisit Intention through Tourist Satisfaction, and Experience has a positive effect on Revisit Intention through Tourist Satisfaction. Meanwhile, the hypothesis that was rejected is the effect of Tourist Motivation on Revisit Intention through Tourist Satisfaction.

2. Based on the results of the total influence, it is known that the variable with the greatest impact on Revisit Intention, in order, is Tourist Satisfaction, Tourist Motivation, Destination Image, and Experience.

Managerial Implication

Yogyakarta can enhance revisit intention through destination image by improving the positive perception of tourism visits. Yogyakarta can take advantage of its natural resources to attract foreign tourists. It is known that Yogyakarta is famous as a region that offers unique tourism, including educational tourism, culinary tourism, nature tourism, entertainment tourism, and spiritual tourism. Based on this, it is necessary to renew and maintain the tourism in Yogyakarta. Not all regions have a variety of tourist attractions like those in Yogyakarta; therefore, it is essential to enhance the image of Yogyakarta. In addition to maintenance and renewal, a massive awareness campaign for tourism or "Visit Yogyakarta" should be conducted through international platforms. Yogyakarta can enhance revisit intention through experiences by improving engaging tourist experiences. Yogyakarta can increase the length of stay by providing

accommodations or hotels in priority tourist areas. Additionally, Yogyakarta can offer various types of themed accommodations that align with current trends, such as increasing the number of villas, cottages, glamping sites, luxury hotels, and so on, which can enhance the experience for international tourists.

Yogyakarta can enhance revisit intention by increasing tourist motivation through the promotion of its unique culture and traditions. Similar to Bali, which not only offers natural and entertainment tourism but also features distinctive religious and cultural tourism, Yogyakarta can also position itself as a rich cultural destination. For instance, Yogyakarta is home to cultural sites such as temples. Like every religious holiday, in-depth promotion of visits to Borobudur Temple for international tourists to celebrate the Buddhist religious day is necessary. This can also enhance the motivation for traditional and religious tourism to increase revisit intention. Yogyakarta can enhance revisit intention through tourist satisfaction by improving the fleet or public transportation available. This makes it important for the accommodation needs of foreign tourists. In addition, in terms of local transportation, it is necessary to empower drivers to communicate using an international language in order to interact effectively. Besides language empowerment, it is also important to provide training related to knowledge about tourist destinations in Yogyakarta so that they can offer recommendations to foreign tourists who are visiting Yogyakarta for the first time.

Research Limitations
1. This research uses a closed questionnaire, making it impossible to gather more comprehensive information from respondents regarding the factors or determinants that influence Revisit Intention through the indicators presented in the statements within the questionnaire.
2. Based on the results of the indirect influence, it is known that the intervening variable used in this study, namely Tourist Satisfaction, is not able to serve as a full moderator. Thus, the indirect influence found is smaller compared to the direct influence based on the findings of this study. Furthermore, the variable of tourist satisfaction is unable to moderate the influence between tourist motivation and revisit intention.

Suggestion for Future Research.
1. For future research, it is hoped that qualitative or mixed-method studies can be conducted, allowing for the inclusion of open-ended questionnaires in subsequent research to provide a more detailed picture of foreign tourists' perceptions in enhancing revisit intention in Yogyakarta.
2. Future research is expected to utilize other mediating or intervening variables. Future researchers can use intervening variables such as Perceived Value, Recommendation Intention, Destination Trust, Enjoyment, Reengagement, and others.

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