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Factors Influencing Revisit Intentions on Lon-Malang Beach: The Role and Effect of Destination Image, Perceived Quality, Perceived Value and Tourist Satisfaction

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Abstract

This study aims to analyze the influence of destination image, perceived quality, perceived value, and tourist satisfaction on revisit intention in the context of natural tourism at Lon-Malang Beach, Sampang Regency. The research method used is a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis technique. A total of 250 domestic tourist respondents who have visited Lon-Malang Beach were sampled through purposive sampling technique. The results of the study indicate that destination image significantly influences quality, value, and tourist satisfaction, and contributes directly and indirectly to revisit intention. In addition, tourist satisfaction acts as a strong mediator in shaping behavioral loyalty. These findings reinforce the importance of image development strategies, improving service quality, and creating valuable experiences in supporting sustainable tourism based on natural beaches. Managerial implications include the need to brand Lon-Malang Beach as a natural tourism destination and strengthening healthy tourism infrastructure and services.

Keywords destination image, perceived quality, perceived value, tourist satisfaction, revisit intention, Lon-Malang Beach.

1. Introduction

The tourism industry has become a rapidly growing sector of the global economy, with nature tourism emerging as a significant and attractive segment (Beerli et al., 2004; Fourie & Santana-Gallego, 2011; Weed & Bull, 2009). Nature sports include not only active participation in nature activities but also travel to witness nature events, which significantly contribute to the destination economy (Bull & Weed, 1999; Gratton & Taylor, 2000). For the sustainability and growth of this industry, understanding the factors that influence nature tourists' revisit intentions is crucial. Revisit intentions are an important indicator of consumer satisfaction and loyalty, which in turn contribute to the long-term success of a destination (Baker & Crompton, 2000; Petrick, 2004).

Several studies in the tourism literature have identified several key factors that influence tourists' behavioral intentions. Among these factors, destination image, perceived quality, perceived value, and satisfaction consistently emerged as important predictors. Destination

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image, as a subjective mental representation of a place (Beerli et al., 2004; Tasci & Gartner, 2007), plays a fundamental role in shaping tourists' expectations and choices (Jalilvand et al., 2012; Sung Moon et al., 2011; Veasna et al., 2013). A positive image can drive revisit intention (Chen & Tsai, 2007; Prayag & Ryan, 2012).

In addition to destination image, perceived quality of destination services and facilities is a strong determinant of satisfaction and behavioral intention (Clemes et al., 2011; Ryu et al., 2008; Ryu & Han, 2010). Tourists who perceive high service quality tend to be more satisfied and have more intention to return. Furthermore, perceived value—a tourist's perception of the benefits received compared to the costs incurred (Korda & Snoj, 2007; McDougall & Levesque, 2000)—is also an important predictor of revisit intention. Many studies have shown that positive perceived value can enhance satisfaction and influence the decision to return (Chen & Chen, 2010; Clemes et al., 2011; Kazemi et al., 2011). Finally, tourist satisfaction is a key mediator between visit experiences and future behavioral intentions (Guntoro & Hui, 2013; Prayag & Ryan, 2012). Satisfied tourists are more likely to return and recommend a destination to others (Huang & Hsu, 2009; Meşter et al., 2008).

Although many studies have examined the relationships between these factors in the general tourism context, research specifically analyzing the role and effects of destination image, perceived quality, perceived value, and satisfaction on nature tourists' revisit intentions needs further exploration. Given the unique characteristics of nature tourists and their motivations (Jago et al., 2003), it is important to understand how these factors interact in shaping their decision to revisit a destination. Therefore, this article aims to comprehensively examine the factors that influence nature tourists' revisit intentions, focusing on the role and effects of destination image, perceived quality, perceived value, and satisfaction. This research is expected to provide valuable insights for destination managers and stakeholders of the nature tourism industry in designing more effective marketing and development strategies to attract and retain nature tourists.

2. Literature Review

Destination Image. Destination image refers to the totality of a person's impressions, perceptions, and beliefs about a tourism location (Tasci & Gartner, 2007). It is a subjective mental representation formed by tourists, either based on information received or direct experience (Beerli & Martín, 2004; Bigne, Sanchez, & Sanchez, 2001). In the context of nature tourism, destination image includes perceptions of natural facilities, event atmosphere, natural beauty around the location, friendliness of the residents, and other aspects that form an overall picture of the destination in the minds of tourists (Jin et al., 2013; H. Moon & Han, 2019; K.-S. Moon et al., 2013). A strong and positive destination image is expected to influence revisit intentions (Chen & Tsai, 2007; Prayag & Ryan, 2012).

Perceived Quality. Perceived quality is defined as tourists' subjective assessment of the superiority or inferiority of the services and facilities they receive or experience at a nature tourism destination (Lovelock & Wright, 2007; Parasuraman et al., 1988). It includes perceptions of the quality of infrastructure (e.g., venues, accommodations, transportation),

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professionalism and responsiveness of staff, cleanliness, security, and the overall experience of participating in or viewing nature events (Atilgan et al., 2003). High perceived quality is a significant driver of customer satisfaction and behavioral intentions (Clemes et al., 2011; Cronin Jr et al., 2000; Petrick, 2004).

Perceived Value. Perceived value is a traveler's overall evaluation of the utility of a product or service based on perceptions of what is given (benefits) and what is gained (sacrifices, such as price, time, and effort) (Iniesta-Bonillo & Sanchez-Fernandez, 2007; Sweeney & Soutar, 2001). In the context of nature tourism, perceived value is not only related to ticket price or travel costs, but also to the emotional, functional, and social benefits derived from the experience, such as enjoyment, cultural experiences, or social interactions (Ryu et al., 2010). High perceived value is often an important precursor to satisfaction and revisit intention (Chen & Chen, 2010; Clemes et al., 2011). The following is an academic description of the Perceived Value variable based on the references you mentioned. This description is suitable for a literature review or theoretical basis section in a scholarly article on tourist behavior, service marketing, or consumer decision making.

Tourist Satisfaction. Satisfaction is the affective or cognitive response of tourists to their consumption experience at a nature tourism destination, resulting from the comparison between initial expectations and perceived performance (Nam et al., 2011; Yuksel et al., 2010). Tourists will be satisfied if their experience exceeds or at least meets their expectations (Dmitrović et al., 2009; Kozak & Rimmington, 2000; Rojas-de-Gracia & Alarcón-Urbistondo, 2019). In this study, nature tourism satisfaction refers to their level of pleasure or disappointment with the overall nature tourism experience, including interactions with facilities, services, and the atmosphere of the destination (Guntoro & Hui, 2013). Satisfaction is a crucial mediator between perceived quality and value and revisit intention (Baker & Crompton, 2000; Chen & Tsai, 2007; Marinkovic et al., 2014; Prayag & Ryan, 2012). Satisfaction plays a central role in driving tourist loyalty, revisit intention, and positive word-of-mouth. Therefore, in destination management, creating a holistic, personal and high-quality tourism experience is the main key to achieving tourism sustainability.

Revisit Intentions. Revisit intention is the probability or tendency of tourists to revisit the same destination in the future (Quintal & Polczynski, 2010; Som & Badarneh, 2011a). It is an indicator of post-purchase behavior that indicates loyalty and potential repeat business for a destination (Chen & Chen, 2010; Chen & Tsai, 2007; Clemes et al., 2011; Guntoro & Hui, 2013; Prayag & Ryan, 2012). In this study, tourists' revisit intention is measured based on their likelihood to revisit the same destination for nature tourism purposes in the future. In the context of tourism destinations, Chen and Tsai (2007) found that destination image and satisfaction have a direct influence on behavioral intention, including the intention to revisit and recommend to others. This suggests that repurchase intention in the tourism sector depends not only on physical quality, but also on affective and perceptual aspects.

The research model in this study is developed based on previous empirical and theoretical frameworks in tourism and consumer behavior literature. This model aims to examine the

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structural relationships among key constructs that influence tourists' post-visit behavioral intentions, especially revisit intention, which is considered an important indicator of destination sustainability and long-term competitiveness.

Destination Image (DI) plays a major role in shaping tourists' emotional perceptions and evaluations. A good destination image is expected to positively influence Perceived Quality (PQ), Perceived Value (PV), Tourist Satisfaction (TS), and Revisit Intention (RI). This is in line with the findings of (Beerli et al., 2004; Chen & Tsai, 2007; Prayag & Ryan, 2012), which state that image is a multidimensional construct that influences cognitive and affective evaluations. Based on this statement, the following hypotheses are formulated:

H1: Destination Image has a positive and significant influence on Perceived Quality

H2: Destination Image has a positive and significant influence on Perceived Value

H3: Destination Image has a positive and significant influence on Tourist Satisfaction

H4: Destination Image has a positive and significant influence on Revisit Intention

Perceived Quality (PQ) refers to tourists' subjective evaluation of the overall excellence of the destination's services, facilities, and environment. It is considered to have a positive impact on Perceived Value (PV) and Tourist Satisfaction (TS), as supported by studies such as Baker and Crompton (2000) and Marinkovic et al. (2014). Based on this statement, the following hypotheses are formulated:

H5: Perceived Quality has a positive and significant effect on Tourist Satisfaction

H6: Perceived Quality has a positive and significant effect on Perceived Value

Perceived Value (PV) is the overall evaluation of a destination based on what is received (benefits) versus what is given (costs or efforts). It is hypothesized to positively influence Tourist Satisfaction (TS), in line with the value-satisfaction-loyalty paradigm found in destination marketing literature. Based on this statement, the following hypotheses are formulated:

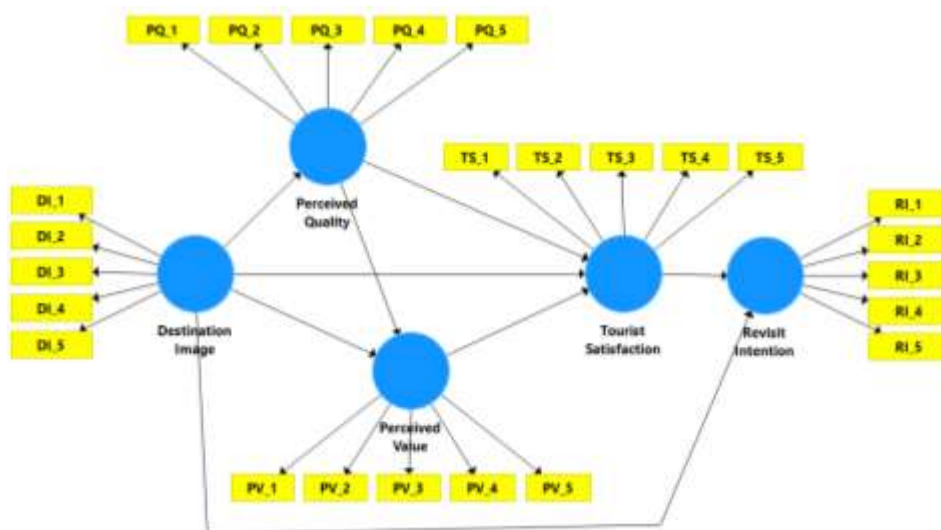
H7: Perceived Value has a positive and significant effect on Tourist Satisfaction

Tourist Satisfaction (TS) is conceptualized as an affective state resulting from the fulfillment of tourist expectations and experiences. Satisfied tourists tend to exhibit strong Revisit Intention (RI). This relationship is well established in the tourism literature, including by (Guntoro & Hui, 2013; Quintal & Polczynski, 2010). Based on this statement, the following hypothesis is formulated:

H8: Tourist Satisfaction has a positive and significant influence on Revisit Intention

This model integrates direct and indirect effects, indicating that satisfaction can mediate the relationship between cognitive constructs (e.g., image, quality, value) and behavioral outcomes. All models were tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) because of its robustness in handling complex models and latent variables.

Figure 1. Research Model



3. Research Method

This study uses an explanatory quantitative approach that aims to test the relationship between variables in the developed structural model, such as destination image, perceived quality, perceived value, tourist satisfaction, and revisit intention. The analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach using SmartPLS 4 software, because it is able to handle models with high complexity and data with non-normal distributions.

The instrument used was a closed questionnaire with a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). All variable indicators were adapted from previous literature that had been tested for validity and reliability, with some contextual adjustments to tourism in Lon-Malang Beach and similar destinations.

The population in this study were domestic tourists who had visited Lon-Malang Beach in the past year. This population was chosen because it was considered to have real experience in interacting with the destinations studied, so that they were able to provide valid assessments of their perceptions and satisfaction.

The sampling technique was carried out using non-probability sampling with a purposive sampling approach, namely by selecting respondents who meet the following criteria:

1. Have visited tourist destinations in Madura (especially Lon-Malang Beach),
2. Minimum age 17 years,
3. Willing to fill out the questionnaire completely.

Sample Size, the minimum is determined by referring to the guidelines from (Hair Jr et al., 2021), which is 10 times the number of indicators so that the minimum number of respondents

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is $10 \times 25 = 250$.

4. Finding and Discussion

Demographic Profile

Table 1. Respondents' Demographic Profile

Variable	Classification	Freq.	Percentage (%)
Gender	Male	154	61,6
	Female	96	38,4
Age	Less than 20	20	8
	20-30	104	41,5
	31-40	100	40
	More than 41	26	28,4
High education level	High school	72	19,9
	University/college	133	53,3
	Post graduate	45	17,9
Occupation	Student	33	13,2
	Employee	177	70,8
	Unemployed	40	16
Past experience	Never	145	58
	1 Time	41	16,2
	2 – 3 Time	35	14,6
	4 or more	28	11,2
Total		250	100

This study involved 250 respondents with diverse demographic characteristics. Based on gender, the majority of respondents were male, 154 people (61.6%), while female respondents numbered 96 people (38.4%). In terms of age, the 20-30 year age group dominated the population with 104 respondents (41.5%), followed by the 31-40 year age group with 100 people (40%). This shows that most respondents are of productive age. In terms of education level, most respondents have a university/college education background, 133 people (53.3%). As many as 50 respondents (19.9%) are high school graduates, 45 people (17.9%) are postgraduate graduates. This shows that the majority of respondents have a fairly high level of literacy in understanding the importance of traveling. In terms of occupation, most respondents work as employees/staff as many as 177 people (70.8%), while students numbered 33 people (13.2%), and respondents who did not work as many as 40 people (16%). This indicates that the majority of respondents have a fixed income that can influence behavior to live healthily by going on natural tourism. Regarding previous experience in visiting the Lon-Malang beach tourist destination, as many as 145 respondents (58.0%) stated that they had never visited, while 41 people (16.2%) stated that they had visited once, then 2-3 times experience as many as 35 people (14.6%), and those who had visited 4 times or more numbered 28 people (11.2%). This

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distribution shows that more than half of the respondents are new or potential tourists, which is important to analyze further in the context of revisit intentions.

Validity and Reliability. The measurement model used in this study showed good quality based on the results of reliability and construct validity testing. Each construct, such as Destination Image, Perceived Quality, Perceived Value, Tourist Satisfaction, and Revisit Intention, showed adequate internal consistency. This indicates that the indicator items in each construct are able to consistently represent the concept being measured.

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Destination Image	0.860	0.867	0.900	0.643
Perceived Quality	0.847	0.850	0.891	0.620
Perceived Value	0.807	0.812	0.865	0.562
Revisit Intention	0.837	0.841	0.885	0.607
Tourist Satisfaction	0.823	0.828	0.876	0.586

Based on Table 2, overall, the statistical data in the table above shows that all constructs have: Very Good Reliability: Evidenced by the Cronbach's Alpha value for each construct having a value between 0.807 to 0.860, high rho_A value, and Composite Reliability (all above the recommended threshold, even most of them above 0.80). Good Convergent Validity: Evidenced by the Average Variance Extracted (AVE) value which is all above 0.50. So that the measurement instrument has good quality in terms of reliability and convergent validity, so it is worthy of being used for further analysis in the developed structural model.

Hypotheses Testing. Based on the results of PLS-SEM bootstrapping, it was found that most of the relationships between variables in the model were statistically significant. The following is a discussion of the relationship between constructs based on the path coefficient values, t-statistics, and p-values:

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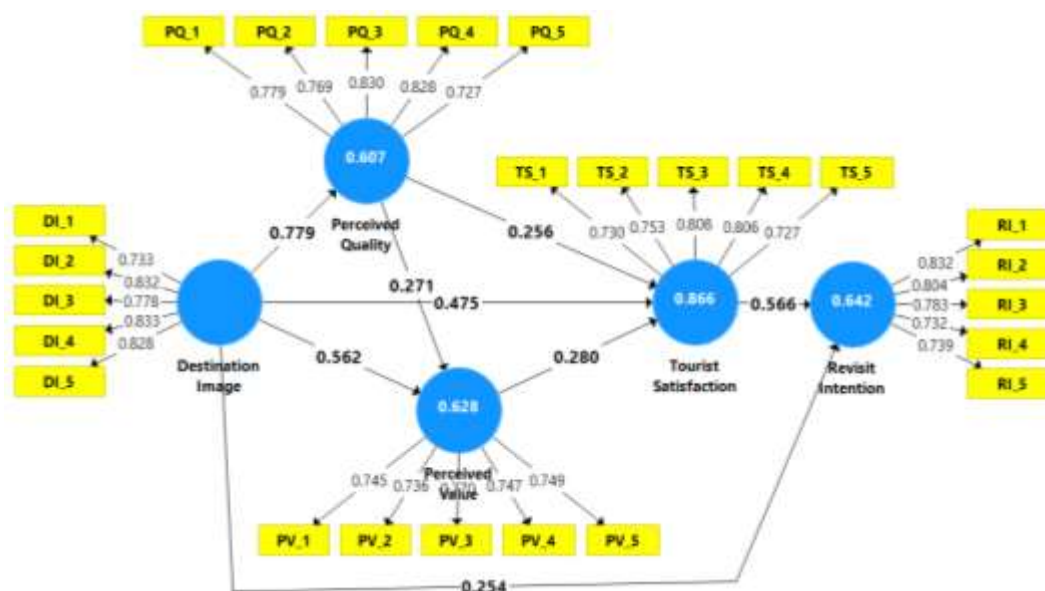
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Table 3. Hypotheses' results.

Hypotheses	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
Destination Image → Perceived Quality	0.779	0.020	38.901	0.000	Support
Destination Image → Perceived Value	0.562	0.046	12.324	0.000	Support
Destination Image → Revisit Intention	0.254	0.080	3.197	0.001	Support
Destination Image → Tourist Satisfaction	0.475	0.043	11.007	0.000	Support
Perceived Quality → Perceived Value	0.271	0.047	5.763	0.000	Support
Perceived Quality → Tourist Satisfaction	0.256	0.039	6.477	0.000	Support
Perceived Value → Tourist Satisfaction	0.280	0.041	6.915	0.000	Support
Tourist Satisfaction → Revisit Intention	0.566	0.077	7.367	0.000	Support

Source: Authors' own findings. Calculations are based on samples collected through surveys using SmartPLS

Figure 2. Structural model results



Based on the results of data processing using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, eight relationships between variables in the structural model were obtained that showed high significance values ($p < 0.05$) and could be stated as statistically significant. The explanation of each relationship is as follows:

Destination Image → Perceived Quality. The relationship between destination image and

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perceived quality shows a very strong and significant influence. This indicates that the more positive the destination image that tourists have, the higher the quality they perceive of the destination's services and facilities. These results are in line with research by (Beerli et al., 2004) which states that perceptions of destination image contribute directly to the assessment of service quality.

Destination Image → Perceived Value. Destination image also has a significant effect on the value perceived by tourists. This shows that destinations with a positive image are able to create a high perception of value in the eyes of tourists. These results support the findings of (Chen & Tsai, 2007; Fitri, 2021; Jeong & Kim, 2020) which states that image has a direct effect on the perception of the benefits and value of a destination.

Destination Image → Revisit Intention. Destination image directly affects tourists' revisit intentions. Although its strength is lower than other variables, this influence is still significant. This shows that initial perceptions of a destination can encourage the desire to revisit. This finding is supported by studies by (Al Masud Mohammad Mehedi & Khan, n.d.; Fitri, 2021).

Destination Image → Tourist Satisfaction. The test results show that destination image also has a significant influence on tourist satisfaction. A positive destination image results in a satisfying evaluation of the experience. This strengthens the studies by (Chen, 2008; Žabkar et al., 2010) which emphasize the importance of image in shaping tourists' affective satisfaction.

Perceived Quality → Perceived Value. This relationship shows that the quality of services and facilities felt by tourists will increase their perceived value of the destination. This finding is consistent with the value-quality model by (Baker & Crompton, 2000; Wu et al., 2018), which states that perceived quality is a major predictor of perceived value.

Perceived Quality → Tourist Satisfaction. Perceived quality also directly increases tourist satisfaction. This indicates that high-quality services will create a satisfying tourism experience. This finding is in line with (Atilgan et al., 2003; Guntoro & Hui, 2013).

Perceived Value → Tourist Satisfaction. Perceived value contributes significantly to the level of tourist satisfaction. This means that tourists who feel they get more benefits from their sacrifices during the trip tend to feel satisfied. This is in accordance with the concept put forward by (Kusumawati & Sri Rahayu, 2020; Paulose & Shakeel, 2022).

Tourist Satisfaction → Revisit Intention. Tourist satisfaction has been shown to be a strong predictor of revisit intention. Satisfied tourists tend to show behavioral loyalty and consider returning to the same destination. This finding is consistent with the post-visit behavior model by (Chen & Tsai, 2007; Jin et al., 2013). All relationship paths between constructs in the structural model show statistically significant results, with T-statistic values > 1.96 and p-values < 0.05 . This indicates that the research model has good structural validity and can be used to explain key factors that influence tourists' satisfaction and revisit intentions.

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Table 4. Mediation test.

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
DI → PQ → PV	0.211	0.037	5.654	0.000	Support
DI → TS → RI	0.269	0.038	7.113	0.000	Support
PQ → TS → RI	0.145	0.031	4.707	0.000	Support
DI → PQ → RI	0.113	0.024	4.750	0.000	Support
PV → TS → RI	0.159	0.037	4.320	0.000	Support
DI → PQ → TS	0.199	0.030	6.581	0.000	Support
DI → DI → PV	0.158	0.027	5.767	0.000	Support
PQ → PV → TS	0.076	0.016	4.677	0.000	Support

Source: Authors' own findings. Calculations are based on samples collected through surveys using SmartPLS

DI: estimation Image; PQ: Perceived Quality; PV: Perceived Value; TS: Tourist Satisfaction; RI: Revisit Intention

Next, testing the mediation relationship between variables in this study was carried out. To test the mediation effect between latent variables in the model, an indirect effects analysis was carried out through a bootstrapping procedure with 5,000 resamplings. The results showed that all mediation paths tested were statistically significant (p -value < 0.05), which means that the mediation effect is supported by the data (support). The description of each mediation path is as follows:

Destination Image → Perceived Quality → Perceived Value. There is a significant mediation effect of Perceived Quality in the relationship between Destination Image and Perceived Value. This means that a positive destination image increases the perception of quality, which then strengthens the perception of value. This finding is consistent with the value chain model of (Wu et al., 2018).

Destination Image → Tourist Satisfaction → Revisit Intention. Tourist Satisfaction has been shown to be an important mediator between destination image and revisit intention. A strong destination image increases satisfaction, which in turn drives tourists' intention to return. This supports the findings of (Chen & Tsai, 2007; Prayag & Ryan, 2012).

Perceived Quality → Tourist Satisfaction → Revisit Intention. Satisfaction also mediates the relationship between perceived quality and revisit intention. This indicates that high service quality does not directly drive loyalty, but rather through a satisfying experience first, as explained by (Baker & Crompton, 2000).

Destination Image → Perceived Quality → Revisit Intention. Destination image influences revisit intention through perceived quality. This shows that quality is an important channel in changing image perception into real behavioral decisions.

Perceived Value → Tourist Satisfaction → Revisit Intention. Perceived value has an indirect

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effect on revisit intention through satisfaction. Tourists who feel that the destination provides high benefits will tend to feel satisfied, and from that satisfaction loyalty arises.

Destination Image → Perceived Quality → Tourist Satisfaction. Perceived quality mediates the relationship between destination image and tourist satisfaction. This suggests that perceptions of destination excellence must be channeled through actual service quality to produce emotional satisfaction.

Destination Image → Destination Image → Perceived Value. This suggests a sequential mediation effect (or possibly a compound effect) from destination image through internal self-assessment to perceived value. This path shows a complex effect in tourists' perceptions of the image they construct.

Perceived Quality → Perceived Value → Tourist Satisfaction. This mediation path confirms that perceived quality contributes to satisfaction through the formation of perceived value. This finding suggests that perceived value plays an important mechanism in transforming cognitive perceptions into affective experiences.

Conclusion of Mediation Analysis, all tested mediation paths showed significant results with T values > 1.96 and $p < 0.05$, indicating that the mediation mechanism between image, quality, value, satisfaction, and revisit intention runs systemically interconnected. This strengthens the reliability of the structural model in explaining tourist behavior towards image and experience-based destinations.

Discussion. The results of this study confirm that destination image, perceived quality, perceived value, and tourist satisfaction are significant predictors of tourists' revisit intention to Lon-Malang Beach. This finding is in line with various theories of tourist behavior that emphasize the importance of cognitive evaluation and emotional responses in forming loyalty to a destination (Baker & Crompton, 2000; Chen & Tsai, 2007). Destination image has been shown to have a significant direct influence on perceived quality, perceived value, satisfaction, and intention to return. This supports the findings of Chen & Tsai (2007), which state that a positive destination image can shape tourists' expectations and perceptions of the tourism experience. In the context of Lon-Malang Beach, the image as a destination with a healthy atmosphere is the main attraction that strengthens tourists' perceptions of the quality and benefits of the destination. Perceived quality significantly influences tourist value and satisfaction. This is in line with research (Baker & Crompton, 2000; Cronin Jr et al., 2000), which shows that perceptions of service quality are the basis for forming value and satisfaction. At Lon-Malang Beach, quality is not only assessed from the physical service aspect, but also from environmental elements such as air cleanliness, natural beauty, and authenticity of local culture that are integrated into the tourism experience. This study also supports the mediating role of perceived value between destination image and satisfaction. In line with (Cole & Illum, 2006), tourists tend to assess the benefits obtained (eg relaxation, health benefits) compared to the sacrifices made (cost, time, access). Lon-Malang Beach offers a unique value rooted in natural benefits, thus strengthening the perception of value and having an impact on tourist satisfaction.

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Tourist satisfaction is the strongest predictor of revisit intention. This finding is in line with (Guntoro & Hui, 2013; Kazemi et al., 2011) which states that satisfied tourists tend to be loyal and willing to return, especially when their expectations for tranquility and natural experiences are met. Therefore, holistic experience management is key, including in service, social interaction, and natural attractions. Overall, the structural model of this study confirms the value-satisfaction-loyalty chain, where cognitive perceptions of image, quality, and value drive the formation of satisfaction, which then directly influences the intention to revisit (Badarneh & Som, 2011; Som & Badarneh, 2011b). For Pantai Lon-Malang, this chain is important because the competitiveness of the destination rests on unique value and personal experiences, not on the volume of mass visits.

5. Conclusion

This study empirically proves that destination image, perceived quality, and perceived value play an important role in shaping tourist satisfaction, which then has a significant impact on revisit intention at Lon-Malang Beach, a unique natural tourist destination in Indonesia. The results of testing the structural model through the PLS-SEM approach show that all relationships between variables are significant, both directly and through mediation effects. In particular, destination image contributes greatly to increasing the perception of destination quality and value. This perception then influences tourist satisfaction which is the strongest predictor of loyalty and revisit intention. This shows the importance of managing tourist perceptions and experiences in the context of health and wellness tourism. In the context of Lon-Malang Beach, which has a calm natural environment, the perceived value dimension includes not only physical benefits, but also emotional and symbolic benefits. Therefore, tourism development strategies that emphasize strengthening destination image, improving service quality, and creating experiential value have proven effective in building tourist satisfaction and loyalty. This finding is in line with previous studies such as Chen & Tsai, 2007 which states that destination image influences tourist behavioral intentions through satisfaction, and Kuo et al. (2009) which emphasizes the importance of perceived value in shaping tourist loyalty in the coastal natural tourism sector. This study provides a conceptual contribution to the development of a tourist behavior model in alternative nature-based destinations in Indonesia, as well as practical implications in formulating promotional strategies, services, and strengthening the identity of Lon-Malang Beach as a sustainable healthy tourism destination.

Limitations and Future Research. This study provides a meaningful understanding of the factors that influence tourists' revisit intentions to Lon-Malang Beach as a nature-based tourist destination. However, there are several limitations that need to be considered, which also open up opportunities for further research in the future. This study focuses on one geographical location, namely Lon-Malang Beach, with very specific characteristics as a natural tourist destination. This limits the generalization of the results to other tourist destinations, especially those that differ thematically, geographically, and demographically. As stated by Žabkar et al. 2010, tourist behavior can vary depending on the destination context and type of tourism. Therefore, further studies are recommended to be conducted in other destinations to test the consistency of this model. This study uses a cross-sectional design, so it only captures tourists'

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perceptions at one point in time. This approach is unable to explain changes in tourists' perceptions and behavior over time. As suggested by (Gomezelj & Mihalič, 2008), a longitudinal approach will provide a more dynamic picture of how perceptions of destination image, quality, value, and satisfaction develop after the first visit and encourage repeat visits. The developed model focuses on cognitive and evaluative variables such as destination image, quality, value, and satisfaction. However, this study has not included emotional or psychological factors such as emotional attachment, novelty seeking, or spiritual motivation, which may be very relevant in the context of Lon-Malang Beach as a natural and tranquil destination. (Korda & Snoj, 2007) suggest the need for a more holistic approach in understanding tourist motivation. Data collection was conducted through a self-administered questionnaire survey, which is susceptible to perception bias, such as social desirability bias or recall bias. To strengthen the validity of the results, future research can consider a mixed methods approach, including in-depth interviews or participant observation of tourist behavior during the visit.

Managerial Implications. Based on the research findings, there are several important implications for tourism destination managers, policy makers, and tourism industry players: (1) Destination managers need to build and strengthen a positive destination image through integrated marketing strategies, strong visual narratives, and social media involvement to convey the uniqueness and authenticity of the destination. A consistent and attractive image will be the first door to forming a positive perception of the destination. (2) The perceived quality factor plays a key role in driving value and satisfaction. Therefore, service providers must focus on improving infrastructure, cleanliness, comfort, security, and HR skills in providing professional and friendly services. (3) To strengthen perceived value, tourism actors must offer meaningful, authentic, and high-value experiences, both in terms of education, culture, and social interaction. Flexible tour packages, appropriate prices, and clear information will strengthen the perception of value. (4) Satisfaction is a transition element towards tourist loyalty. Therefore, it is important to manage tourist expectations with honest and consistent communication, as well as provide space for feedback and responsive complaint handling. (5) By identifying satisfied travelers, destinations can develop retention programs such as repeat visit promotions, membership programs, or eWOM (electronic word-of-mouth) strategies to encourage travelers to become brand advocates.

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