

THE INFLUENCE OF DESTINATION IMAGE, TOURIST ATTRACTION, AND PRICE PERCEPTION ON REVISIT INTENTION AT TELAGA WAHYU MAGETAN

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Abstract

This study is motivated by the low number of tourist visits to Telaga Wahyu Magetan compared to other tourist destinations in the same area, making it necessary to examine the factors influencing tourists' revisit intention. The study aims to analyze the influence of destination image, tourist attraction, and price perception on revisit intention. A descriptive quantitative approach was employed, with a sample of 200 tourists selected through purposive sampling; data were collected through an online Likert-scale questionnaire and analyzed using multiple linear regression with SPSS. The results show that destination image has a negative and significant effect, while tourist attraction and price perception have positive and significant effects on revisit intention; simultaneously, the three variables have a significant effect, with an R^2 value of 0.767. Based on these findings, it is suggested that managers enhance destination attractiveness through regular events, facility improvements, and digital promotion, and that future researchers add other variables such as tourist satisfaction and e-WOM.

Keywords: Destination Image, Tourist Attraction, Price Perception, Revisit Intention

A. INTRODUCTION

The tourism sector plays a crucial role in driving regional economic growth by increasing revenue, creating employment opportunities, and stimulating the development of supporting sectors. As competition among destinations intensifies, tourism managers are required to create unique attractions and build a positive image to draw visitors and encourage repeat visits.

Magetan Regency possesses immense natural tourism potential due to its location on the slopes of Mount Lawu, with Telaga Wahyu being one of its notable destinations. Despite offering scenic natural landscapes, cool air, a serene atmosphere, and various recreational activities, visitor numbers at Telaga Wahyu remain relatively low compared to neighboring

destinations such as Telaga Sarangan and Mojosemi Forest Park. Visitor data from 2021 to 2025 indicates that annual attendance at Telaga Wahyu consistently remained below 10,000 visitors per year. This condition highlights ongoing challenges in attracting tourists and motivating them to return.

Revisit intention is a key indicator of long-term tourist retention. According to the Theory of Planned Behavior (Ajzen, 1991), an individual's intention to perform a behavior is driven by attitude, subjective norms, and perceived behavioral control. In a tourism context, revisit intention can be influenced by several factors, including destination image, tourist attractions, and price perception.

Destination image refers to the overall perception and impression tourists form about a location based on information and prior experiences. At Telaga Wahyu, this image is also tied to local myths surrounding the lake. Furthermore, tourist attractions such as natural beauty, recreational activities, and ambiance serve as primary motivators for repeat visits. Price perception is another critical consideration, as tourists weigh the financial cost against the value and experience received.

Based on these background conditions, this study aims to analyze the partial and simultaneous effects of destination image, tourist attraction, and price perception on tourist revisit intention at Telaga Wahyu Magetan. The findings are expected to contribute to academic literature on tourism marketing while offering actionable evaluation insights for site managers to improve destination image, optimize facilities and promotion, enhance attractions, and deliver memorable experiences that drive repeat visitation.

Theory Of Planned Behavior (TPB)

This study utilizes the Theory of Planned Behavior (TPB) by (Ajzen, 1991) as the grand theory, which posits that an individual's behavior is driven by intention, which is shaped by three primary factors: attitudes, subjective norms, and perceived behavioral control. In this study, the TPB is applied to understand tourists' revisit intention as a form of behavior influenced by destination image, tourist attraction, and price perception at the Telaga Wahyu Tourism Object.

Revisit Intention

Revisit intention is a tourist's desire and inclination to make a return visit to a destination in the future, serving as an expression of satisfaction and perceived value derived from positive experiences during previous visits (Cheng & Lu, 2013). Kawaitu and Lintong (2019) affirm that revisit intention is an important factor influenced by a region's tourist attractions and destination image. According to (Cheng & Lu, 2013), revisit intention can be measured through three indicators: revisiting intention (the desire to revisit the destination), recommendation intention (the intention to recommend the destination to others, such as friends and family), and promotion intention (the desire to introduce or promote the destination to others).

Destination Image

Destination image is a collection of perceptions, beliefs, ideas, and impressions that tourists hold about a tourist destination, formed through the processing of information and experiences they have acquired (Baloglu & McCleary, 1999). According to (Baloglu & McCleary, 1999), destination image can be measured through three indicators: cognitive image (the rational evaluation of a destination's attributes, such as natural beauty, tourist attractions, accessibility, facilities, cleanliness, safety, service quality, and price perception), affective image (the emotional response felt toward the destination, such as feelings of pleasure, comfort, calmness, relaxation, and interest), and conative image (the tendency in behavior or intention toward the destination, such as the intention to visit, revisit, or recommend the destination to others).

Tourist Attraction

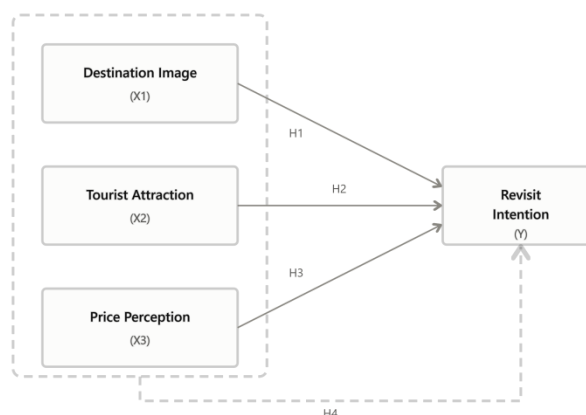
Tourist attraction encompasses everything offered by a destination that can draw tourists to visit, whether natural beauty, culture, or man-made attractions; the stronger and more unique the attraction, the greater the likelihood that tourists will visit the destination (Cooper, 1993). According to (Cooper, 1993), tourist attraction can be measured using four indicators: attractions (main appeals such as natural scenery, culture, and man-made features), accessibility (ease of reaching the destination, including road conditions and transportation), amenities (supporting facilities for visitor comfort, such as restrooms, parking, and houses of

worship), and ancillary services (additional services such as information centers and tourism security).

Price Perception

Price perception is a consumer's assessment or view of the fairness and appropriateness of the price paid relative to the benefits or value obtained from a product or service; when the price paid is deemed proportionate to the quality, facilities, and experience received, it is considered fair (Kotler & Armstrong, 2018; Zeithaml, 1988). According to , price perception can be measured through four indicators: price affordability (alignment of rates with tourist purchasing power), price-quality alignment (proportionality of cost to the quality of facilities and services received), price-benefit alignment (alignment of cost with the experience and satisfaction gained), and price competitiveness (comparison of prices with other similar tourist attractions).

Conceptual Framework



Picture 1. Conceptual Framework

Source: Research Replication Wisnu & Sholahuddin, (2023), Valerie *et al.*, (2025) dan Anggraita (2023)

Based on the conceptual framework above, the research hypotheses are as follows:

H1: Destination image has a positive and significant effect on revisit intention.

H2: Tourist attraction has a positive and significant effect on revisit intention.

H3: Price perception has a positive and significant effect on revisit intention.

H4: Destination image, tourist attraction, and price perception simultaneously have a

positive and significant effect on revisit intention.

B. METHOD

This study used a descriptive quantitative methodology. A total of 200 tourists who had visited the Telaga Wahyu Tourist Attraction in Magetan at least once were used as the sample through a purposive sampling technique. Data were collected through a Likert-scale (1-4) questionnaire distributed online using Google Forms, with the statement items arranged based on the indicators of each variable, namely destination image, tourist attraction, price perception, and revisit intention. The collected data were processed using SPSS, including validity testing, reliability testing, classical assumption testing (normality, multicollinearity, and heteroscedasticity), multiple linear regression, as well as hypothesis testing through the t-test, F-test, and coefficient of determination (R^2) test used to analyze the data in this study.

C. RESULTS AND DISCUSSIONS

Data Description

Based on their characteristics, the majority of tourists visiting Telaga Wahyu Magetan are female, totaling 123 people, aged 17-23 years totaling 153 people, having visited 2 times totaling 87 people, and having a monthly expenditure of IDR 1,000,000–IDR 2,000,000 as the largest group, totaling 87 people. Tourists visiting Telaga Wahyu Magetan consisted of 123 females, 153 people aged 17-23 years, 87 people who had visited 2 times, and 87 people with a monthly expenditure of IDR 1,000,000–IDR 2,000,000.

Validity Test

This study used 14 questionnaire statements divided into four sections: 3 statements for the destination image variable (X1), 4 statements for the tourist attraction variable (X2), 4 statements for the price perception variable (X3), and 3 statements for the revisit intention variable (Y). The validity test results showed that the calculated r value for each statement was greater than the r table value (>0.1386), so all items were declared valid.

Reliability Test

Destination Image (X1), Tourist Attraction (X2), Price Perception (X3), and Revisit Intention (Y) had Cronbach's Alpha values of 0.940, 0.952, 0.943, and 0.948, respectively, all of which exceeded the minimum value of 0.70, so all variables were declared reliable.

Classical Assumption

Normality Test

According to (Ghozali, 2011), the normality test is conducted to determine whether the residual values are normally distributed, with the criterion that a One-Sample Kolmogorov-Smirnov significance value > 0.05 indicates normal distribution.

Table 1. Normality Test Result

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		<i>Unstandardized Residual</i>
<i>N</i>		200
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	0
	<i>Std. Deviation</i>	0.911211
<i>Most Extreme Differences</i>	<i>Absolute</i>	0.065
	<i>Positive</i>	0.037
	<i>Negative</i>	-0.065
<i>Test Statistic</i>		0.065
<i>Asymp. Sig. (2-tailed)</i>		.088 ^c
<i>a. Test distribution is Normal.</i>		
<i>b. Calculated from data.</i>		
<i>c. Lilliefors Significance Correction.</i>		

Source: Output SPSS 25

The test results showed an Asymp. Sig. value of 0.088 (> 0.05), so the data were declared normally distributed.

Multicollinearity Test

According to Ghozali (2018), multicollinearity does not occur if the Tolerance value > 0.10 and $VIF < 10$.

Table 2. Multicollinearity Test Result

Coefficients ^a				Description
Model	Collinearity Statistics			
		Tolerance	VIF	
1	X1	0.964	1.037	No Multicollinearity
	X2	0.819	1.221	No Multicollinearity
	X3	0.825	1.212	No Multicollinearity

a. Dependent Variable: Y

Source: Output SPSS 25

The test results showed Tolerance values for X1, X2, and X3 of 0.964, 0.819, and 0.825, respectively, with VIF values of 1.037, 1.221, and 1.212, indicating no symptoms of multicollinearity.

Heteroscedasticity Test

According to Ghazali (2018), a regression model is declared free of heteroscedasticity (homoscedastic) if the significance value of the Glejser test > 0.05 .

Table 3. Heteroscedasticity Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.432	0.354		1.219	0.224
	X1	0.021	0.021	0.071	0.978	0.329
	X2	0.013	0.016	0.06	0.768	0.443
	X3	-0.005	0.017	-0.025	-0.319	0.75
a. Dependent Variable: ABS_RES						

a. Dependent Variable: ABS_RES

Source: Output SPSS 25

The test results showed significance values for X1, X2, and X3 of 0.329, 0.443, and 0.750, respectively, indicating no symptoms of heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

According to Ghazali (2018), multiple linear regression analysis is used to predict changes in the dependent variable (Y) that are influenced or explained by two or more independent variables (X) as predictor variables, while also measuring the magnitude of the influence of each independent variable on the dependent variable and determining the direction of the relationship between variables, whether positive or negative.

Table 4. Multiple Linear Regression Analysis Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.265	0.614		8.569	0
	X1	-0.382	0.037	-0.366	-10.437	0

X2	0.326	0.028	0.435	11.436	0
X3	0.327	0.029	0.433	11.418	0
a. Dependent Variable: Y					

Source: Output SPSS 25

The results of the multiple linear regression analysis in this study produced the equation $Y = -0.382X_1 + 0.326X_2 + 0.327X_3 + 5.265$. This equation shows that the Destination Image variable (X_1) has a negative effect on Revisit Intention (Y), where every one-unit increase in X_1 will decrease Y by 0.382, assuming other variables remain constant. Meanwhile, the Tourist Attraction (X_2) and Price Perception (X_3) variables each have a positive effect on Y of 0.326 and 0.327, respectively, meaning that every one-unit increase in these two variables will increase revisit intention. The constant value of 5.265 indicates that if all independent variables are zero, the value of Revisit Intention would be 5.265.

Hypothesis Test

t-Test (Partial Test)

According to Ghazali (2018), the partial test (t-test) is a statistical test used to determine the effect of each regression coefficient individually on the dependent variable, with the criterion that a variable is declared to have a significant effect if the significance value < 0.05 .

Table 5. t-Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.265	0.614		8.569	0
	X1	-0.382	0.037	-0.366	-10.437	0
	X2	0.326	0.028	0.435	11.436	0
	X3	0.327	0.029	0.433	11.418	0
a. Dependent Variable: Y						

Source: Output SPSS 25

The t-test results show that all three independent variables have a significant partial effect on Revisit Intention (Y): Destination Image (X_1) has a negative significant effect ($t = -10.437$; sig. = 0.000), while Tourist Attraction (X_2) ($t = 11.436$; sig. = 0.000) and Price Perception (X_3) ($t = 11.418$; sig. = 0.000) each have a positive significant effect on Y .

F-Test (Simultaneous Test)

According to Ghozali (2021), the F-test (simultaneous test) is used to determine whether the regression model built is suitable for explaining the relationship between the independent and dependent variables, with the criterion that if the F-test significance value is less than 0.05 or the calculated F value is greater than the F table value, then all independent variables simultaneously have a significant effect on the dependent variable, so the regression model is declared suitable for use.

Table 6. F-Test Result

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	544.59	3	181.53	215.334	.000 ^b
	Residual	165.23	196	0.843		
	Total	709.82	199			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						
Source: Output SPSS 25						

Source: Output SPSS 25

The F-test results based on the ANOVA table showed a calculated F value of 215.334 with a significance level of 0.000. Since this significance value is less than 0.05, it can be concluded that Destination Image (X1), Tourist Attraction (X2), and Price Perception (X3) simultaneously have a significant effect on Revisit Intention (Y).

Coefficient of Determination Test (R²)

According to Ghozali (2018), the coefficient of determination (R²) is used to assess how well the model explains the variation in the dependent variable, with values ranging from zero to one; the closer the value is to one, the greater the ability of the independent variables to explain the variation in the dependent variable.

Table 7. Coefficient of Determination Test (R²) Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.876 ^a	0.767	0.764	0.918	0.767	215.334	3	196	0

a. Predictors: (Constant), X3, X1, X2

Source: Output SPSS 25

The results indicated an R Square value of 0.767, meaning that Destination Image (X1), Tourist Attraction (X2), and Price Perception (X3) jointly account for 76.7% of the variation in Revisit Intention (Y), with the remaining 23.3% explained by factors outside the research model. The Adjusted R Square of 0.764 confirms that the model retains strong explanatory power even after adjusting for the number of variables and sample size, while the R value of 0.876 reflects a very strong relationship between the three independent variables and Revisit Intention.

Hypothesis Test Results

Based on the t-test (partial) and F-test (simultaneous) results explained previously, the results of testing the four hypotheses in this study are as follows:

H1: Destination image has a positive and significant effect on revisit intention.

The t-test results showed a calculated t value of -10.437 with a significance of 0.000 (< 0.05), so destination image was proven to have a significant effect, but in a negative direction rather than positive. Thus, H1 is rejected in terms of the hypothesized direction of the relationship (H0 is accepted).

H2: Tourist attraction has a positive and significant effect on revisit intention.

The t-test results showed a calculated t value of 11.436 with a significance of 0.000 (< 0.05), so tourist attraction was proven to have a positive and significant effect. H2 is accepted.

H3: Price perception has a positive and significant effect on revisit intention.

The t-test results showed a calculated t value of 11.418 with a significance of 0.000 (< 0.05), so price perception was proven to have a positive and significant effect. H3 is accepted.

H4: Destination image, tourist attraction, and price perception simultaneously have a positive and significant effect on revisit intention.

The F-test results showed a calculated F value of 215.334 with a significance of 0.000 (< 0.05), so the three independent variables were proven to simultaneously have a significant effect on revisit intention. H4 is accepted.

D. CONCLUSIONS

This study shows that destination image, tourist attraction, and price perception play an important role in shaping tourists' interest in revisiting Telaga Wahyu Magetan, although the direction of their influence is not uniform. Destination image was found to have a negative effect on revisit intention, an interesting finding that contradicts the common assumption that a positive image always encourages repeat visits. This occurs because tourists' image of Telaga Wahyu is largely shaped by a local myth concerning couples who visit together, causing the emotional aspect of concern about this myth to be more prominent than the rational assessment of its natural beauty. In contrast, tourist attraction reflected in the lake's scenery, tranquil natural atmosphere, and cool air along with price perception, which tourists considered to be worth the benefits received, proved to be factors that encourage revisit intention.

These findings confirm that the tangible experience and functional value perceived by tourists during their visit play a more dominant role in shaping the desire to return than the image formed by stories or myths circulating in the community. Overall, the three variables together made a substantial contribution to explaining tourists' revisit intention, so the research model can be considered fairly good at depicting the phenomenon occurring in the field.

E. SUGGESTIONS

Future researchers using the same variables and object are advised to further examine the negative effect of destination image through a qualitative approach to explore tourists' perceptions of the local myth surrounding Telaga Wahyu, as well as to add other variables such as service quality, tourist satisfaction, and e-WOM to make the research model more comprehensive. Meanwhile, research using a different object is advised to test whether the pattern of influence of destination image, tourist attraction, and price perception found in this study also applies to other tourist destinations, particularly those with similar myths or local stories, using a broader sample scope and a mixed-methods approach to obtain more generalizable results.

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