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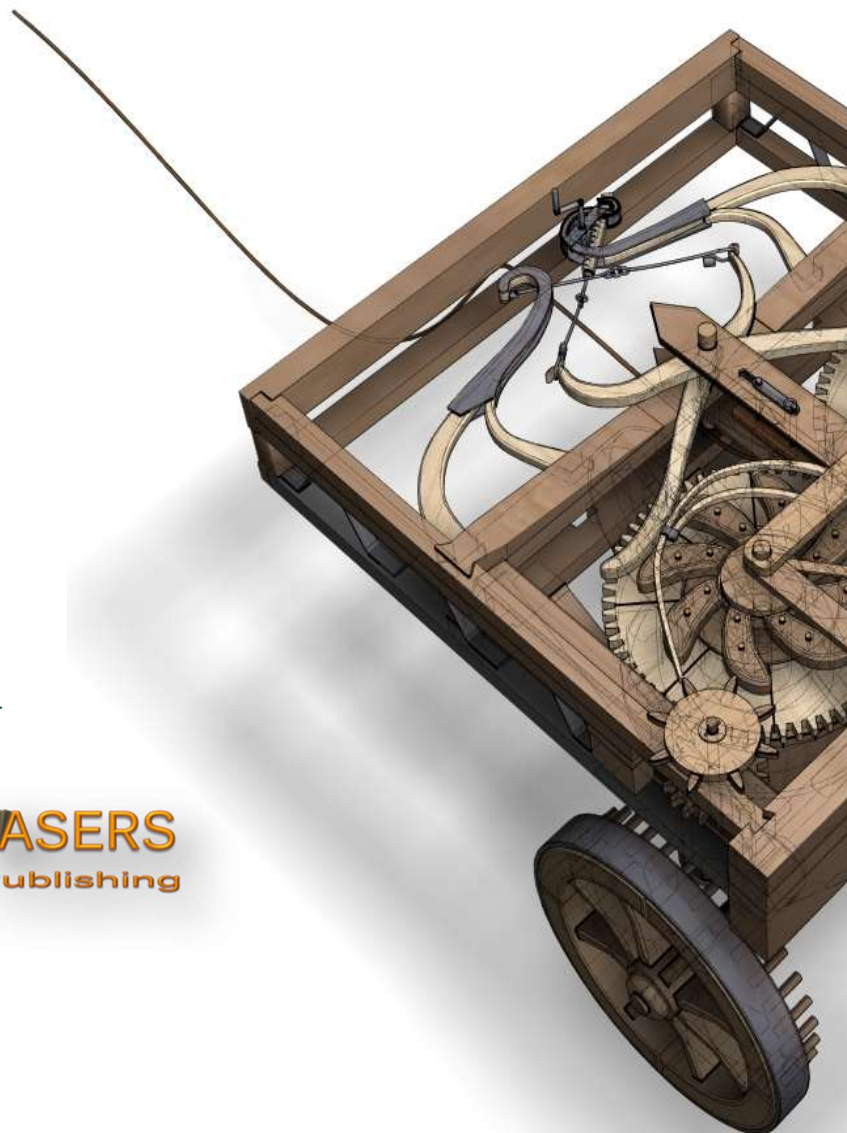
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The Mediating Role of Service Quality, Tourists' Satisfaction and Destination Trust in the Relationship between Destination Image and Tourist Revisiting Intention

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Abstract

Tourism industry turns out to be a large international industry with enormous growth potential. Based on previous studies, Islamic tourism is popular among Muslim tourists. Thus, satisfying Muslim tourists with the image of a religious destination can encourage them to travel and revisit the destination in the future. The aim of this study was to determine the effect of destination image on intention of tourist to revisit the destination mediated by service quality, tourists' satisfaction and destination trust in Shariah tourism destinations in Aceh. This study was conducted on 420 domestic and foreign tourist that come to visit Aceh. This study is included in the type of descriptive-quantitative research using survey method. The sample taken by using purposive sampling technique and the sample data were statistically analyzed using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) with second order method and Multiple Group Analysis for gender. The results showed that the destination image directly had a significant effect on service quality, tourist satisfaction, destination trust and revisit intention, and indirectly the destination's image has an influence on the revisit intention through the service quality and destination trust, but not through tourists' satisfaction. Whereas, according to gender of male, there is no influence was found between tourists' satisfaction and destination trust to revisit intention.

Keywords: revisiting intention; destination image; service quality; tourists' satisfaction; destination trust; Aceh tourism place.

JEL Classification: L29, L83, M31, M21, M37.

Introduction

Tourism is a competitive and dynamic industry that requires the ability to adapt continuously to changing customer needs and desires, because customer satisfaction, safety and pleasure are the focus of the tourism

business. The tourism industry turns out to be a large international industry with enormous growth potential (Anuar, Omar, Ahmed, Saputra & Yaakop 2020). It is becoming an increasingly global and complex phenomenon with dimensions of economic, sociological, behavioral, cultural, political, environmental and educational (Khan, Haque & Rahman 2013; Muhamad, Sulaiman & Saputra 2018). However, one segment that is rarely explored is a "religiously conscious" tourist. It is not surprising that some researchers in this field insist that meeting the religious needs of every belief in a growing industry is very important (Battour & Ismail 2014).

In recent time, there is a growing interest in trying to understand the relationship that exists between consumption patterns of Muslim consumers and Islamic principles. Muslims are required to remain committed to the principles of *halal* and *haram* in their daily lives as well as when they travel. For Muslim travelers, adherence to religious obligations is very important even when they are so far away from home (Haque, Chowdhury, Yasmin & Tarofder 2018). There are 57 Islamic countries in the world with many tourist destinations (Khan, Haque & Rahman 2013). In previous studies many studies conducted in Islamic tourism in some countries such as Iran, Malaysia, Palestine and Saudi Arabia and found that Islamic tourism is popular among Muslim tourists' (Bhuiyan, Siwar, Ismail, Islam & Ehsan 2011; Zamani-Farahani & Henderson 2010). In addition, the market of Muslim has special requirements and culture and it's cannot be ignored (Battour, Battor & Bhatti 2013; Battour, Battor & Ismail 2012; Battour, Ismail & Battor 2010). Thus, satisfying the Muslim tourists with their religious needs may encourage them to travel to a particular destination (Battour, Ismail, Battor & Awais 2014). Shariah tourism is one of tourism systems based on implementation of shariah rules (Asih & Asih 2015).

Tourism sector based on shariah it looks promising in Indonesia. The Indonesia has the same opportunity and even more because there are so many strategic places that fit as shariah tourism destination, such as Aceh and other provinces (Asih & Asih 2015). Aceh is one of the most conservative provinces of Muslim-majority in Indonesia and Aceh is the only province in Indonesia that applies shariah law. However, the number of foreign tourists is relatively few compared with the number of local tourists. Along with these, there is a growing recognition that destinations must create and provide a memorable tourism experience for tourist (Neuhofer, Buhalis & Ladkin 2015). And that is why destination image is widely acknowledge as an important construct that affecting tourist's destination choice, decision-making, post-trip evaluation and future behavior (Baloglu & McCleary, 1999; Stylos, Vassiliadis, Bellou & Andronikidis 2016; Zhang, Xu, Leung & Cai 2016). Myagmarsuren & Chen (2011) believed that high quality, image and satisfaction of destination lead to positive WOM (Word of Mouth) and customer visit and revisit.

Allameh, Pool, Jaber, Salehzadeh & Asadi (2015) and Žabkar, Brenčič & Dmitrović (2010) stated various factors that affect the probability of revisiting of the tourism destination suggest a perceived quality and customer's satisfaction. In addition, the quality and satisfaction, it can be ascertained that the destination that instill trust in minds of tourists can be more easily branded (Roodurmun & Juwaheer 2010). There are not many researchers using destination image as an antecedent of service quality on revisit intention. Also, service quality, tourists' satisfaction and destination trust as mediating variables. Of these, the presents study written to determine the effect of destination image on revisiting intention and mediated by service quality, tourists' satisfaction and destination trust in Shariah tourism destinations in Aceh, Indonesia. In addition, this study will be tested multigroup analysis using variable of gender.

1. Literature Review

1.1 Revisiting Intention

Revisit intention is a major research topic in tourism destinations and has been referred as an important behavioral intention (Jani & Han 2011). Revisit intention is generally defined as the level of intention to return to the same destination (Callarisa Fiol, Palau-Saumell & Forgas-Coll 2012). In current tourism literature, exploring tourists' revisit intentions in engaging diverse types of tourism is one of the main focuses (Foster, Saputra & Grabowska 2020; Ginanjar, Hurriyati, Adiwibowo, Gaffar & Saputra 2019; Lam & Hsu 2006). For tourism proprietors, how to fully understand tourists' purchasing behavior and predict their future purchasing intentions is one of the most important tasks (Chang, Backman & Huang 2014). Tourists' revisit intentions can be viewed as an individual's anticipated future travel behavior (Ajzen & Driver 1992).

1.2 Destination Image

Destination image defines as a tourists' general impression of a destination (Fakeye & Crompton 1991). It is sum of trust, ideals and impressions that a visitor has toward a particular place (Assaker & Hallak 2013; Baloglu & McCleary 1999; Kotler, Makens, Bowen & Baloglu 1996; Kozak & Andreu 2006). The analysis and evaluation of destination images have been the subject of concern in several related academic literatures, and have made

significant contributions to a better understanding of tourist behavior (Beerli & Martin 2004). Some studies often use the term “destination image” but tend not to conceptualize this term correctly. Some authors point out that in an empirical context, even though the concept is widely used this concept is loosely defined and does not have a solid conceptual structure (Fakeye & Crompton 1991; Mazanec & Schweiger 1981). Not many research studies have been done on the indirect relationship between destination image and revisit intention via service quality. However, the destination image has a positive effect on service quality, because it sets up an expectation formed by individuals before the visit, and these variables are depend on the comparison of experience with these expectations (Berry 2000; Bigne, Sanchez & Sanchez 2001; Font 1997; Loureiro & González 2008; Phelps 1986; Selnes 1993; Seto 2003). Destination image forms the individual expectations before the visit and would affect how customers perceive quality (Bigne, Sanchez & Sanchez 2001; Font 1997; Phelps 1986). Following the marketing perspective, having a favorable destination image would effect on individuals’ trip quality (Chen & Tsai 2007; Lee, Lee, & Lee 2005). And the last, the effect of destination image on the quality perceived by tourists were also found by (Allameh, Pool, Jaber, Salehzadeh & Asadi 2015)

Previous researches have shown that destination images have an important role in determining tourists’ satisfaction (Chi & Qu 2008; Chiu, Zeng & Cheng 2016; Prayag 2009; Ramseook-Munhurrin, Seebaluck & Naidoo 2015; Tasci & Gartner 2007). In general, the findings of previous studies have confirmed that the image of the destination is a direct antecedent of satisfaction and has reached agreement that a more favorable destination image tends to lead to higher levels of tourists’ satisfaction (Chen & Phou 2013; Chi & Qu 2008; Prayag 2009; Prayag & Ryan 2012; Tasci & Gartner 2007). The study that have been done by Wang & Hsu (2010), Loi, So, Lo, & Fong (2017) and Su, Hsu, & Swanson (2017) found that destination image directly and indirectly has an impact on revisit intention toward satisfaction. In a conceptual study, Hsu & Cai (2009) argue that a destinations’ positive image will increase the trust of tourists’ with regard to choosing it. Chen & Phou (2013) found that destination image has positive and significantly effects on tourist destination relationship (*i.e.*, trust). Previous studies (*e.g.* Loureiro & González 2008) also reveal that destination image have a significant positive impact on both destination satisfaction and trust. Sirdeshmukh, Singh, & Sabol (2002) also suggest that image affects trust in a study on relational exchanges. This study specifically looks at trust toward destination and its impact on revisit intentions. A consumer who believes that service companies that are able to meet their expectations today and in the future are more likely to return to service companies (Berry 1995; Oh 2002; Walsh, Hennig-Thurau, Sassenberg & Bornemann 2010).

Chen & Funk (2010) noted that performance evaluations that include the attributes of a destinations’ image can affect the effort to modify attitudes and intentions of tourists’ and, further, the positive performance evaluation is a necessary antecedent of positive behavioral intentions. This argument has also been supported by other studies that shown destination image has significantly influence revisit intention (Chen & Tsai 2007; Lee, Lee & Lee 2005; Loi, So, Lo & Fong 2017). Nevertheless, some scholars have argued that revisit intention can be directly and indirectly influenced by destination image (Castro, Armario & Ruiz 2007; Chi & Qu 2008; Stylos, Bellou, Andronikidis & Vassiliadis 2017; Stylos, Vassiliadis, Bellou & Andronikidis 2016; Zeugner-Roth & Žabkar 2015).

1.3 Service Quality

As a general concept of the study marketing and consumer behavior, has been defined and explained by various scholars to achieve their research objectives (Tosun, Dedeoğlu & Fyall 2015). Service quality is a comparing the costumer expectations associated with services and service performances after they have been utilized (Parasuraman, Zeithaml & Berry 1985). One of the most popular frameworks for service quality is SERVQUAL. SERVQUAL is based on the evaluation of five service dimensions of reliability, assurance, empathy, responsiveness and tangibles (Parasuraman, Zeithaml & Berry 1988). Accordingly, several studies (Armstrong, Mok, Go, & Chan 1997; Atilgan, Akinci, & Aksoy 2003; Chen & Tsai 2007; Choi & Chu 1998) have used SERVQUAL as an effective framework to measure tourism service quality. Quality has been revealed to be effective on behavioral intentions (Petrick 2004). Overall, enhanced service quality significantly influences the tourists’ revisit intentions (Allameh, Pool, Jaber, Salehzadeh & Asadi 2015; Petrick, Morais & Norman 2001). If expectations of tourists’ are fulfilled and they perceive the high-quality service, then they tent to make a repeat visitation (Atilgan, Akinci & Aksoy 2003; Kim, Ko & Park 2013; Quintal & Polczynski 2010).

1.4 Tourist’s Satisfaction

The tourists’ satisfaction level is significantly connected to tourists’ travel needs (Battour, Ismail, Battor & Awais 2014). Therefore, it is important to get a clear picture of motivation, which responds to different levels of

satisfaction (Qu & Ping 1999). Undoubtedly, satisfaction is an important key in marketing research. Satisfaction of tourists is essential to successfully in marketing destinations (Devesa, Laguna & Palacios 2010; Yoon & Uysal 2005; Žabkar, Brenčič & Dmitrović 2010) due to tourists satisfaction directly linked to destination choice, products/ services consumption, and revisit to destination (Kozak & Rimmington 2000). Satisfaction can be one of the most studied variables in tourism literature. Satisfaction may be considered as a tourists' post-purchase evaluation of the destination (Ryan 1995). In tourism research, Hunt (1983) argued that satisfaction is about the evaluation rendered that the experience was at least as good as it should be not just about the pleasure of the travel experience. Previous research has shown that satisfaction influence revisit of tourism destinations (Allameh, Pool, Jaber, Salehzadeh & Asadi 2015; Chen & Tsai 2007; Chen 2008; De Rojas & Camarero 2008; Loi, So, Lo & Fong 2017; Žabkar, Brenčič & Dmitrović 2010)

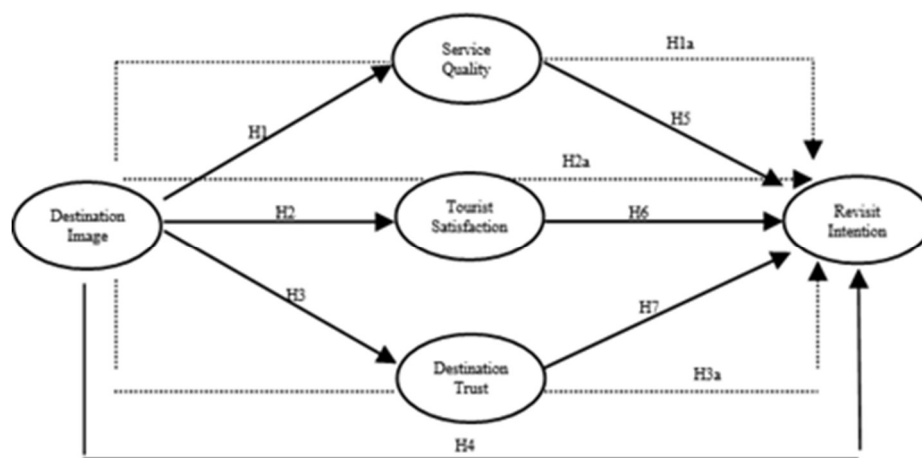
1.5 Destination Trust

Destination trust defines as the willingness of tourists' to rely on the ability of the tourism destination to perform its stated functions (Chen & Phou 2013). Su, Hsu & Swanson (2017) refer to trust as the "belief that a party will fulfill his or her obligations in the relationship and specifically examine trust toward destination service providers in a tourism context". The transparency and integrity of service offerings of a destination leads to the trust that tourists' are developing for such destinations (Abubakar, Ilkan, Al-Tal & Eluwole 2017). Evidence from Kim & Oh (2002) provide support for trust as an antecedent of revisit. And the same result was also found by (Abubakar *et al.* 2017).

1.6 Conceptual Framework

The focus of this study is to examine the effect of the destination image on revisit intention of the tourist and how the effect of destination image toward service quality, tourist satisfaction and destination trust which then indirectly affects the tourists revisit intention. By adapting findings from previous studies, the conceptual model of this study which is shown in Figure 1.

Figure 1. Conceptual framework



2. Methodology

2.1 Research Design

This study is included in the type of descriptive-quantitative research using survey method by distributing questionnaires. Questionnaires were distributed in shariah destinations area in Aceh, namely Baiturrahman Mosque, Tsunami Museum, Baitul Makmur Mosque, Queen Safiatuddin Park, etc. Samples were taken on the domestic tourists or foreign tourists in Aceh that are eligible. Due to the number of population in this study is unknown, then the sampling is done by multiplication method carried by Bentler & Chou (1987), Hair, Black, Babin, Anderson, & Tatham (2010) and Schumacker & Lomax (1996), where the number of existing indicators multiplied 10, so the number of samples in this study that is $42 \times 10 = 420$ respondents. The sampling technique used is non-probability sampling with purposive sampling technique.

2.2 Questionnaire Design and Measurement

In obtaining the questionnaire data, the questionnaire was prepared using a Likert scale with 5 points of scale 1 (strongly disagree) to scale 5 (strongly agree). The preparation of the questionnaire was done by adapting from the previous study, and then the questionnaire will be pilot tested to test the validity and reliability of the questionnaire before entering the actual study. With a number of consideration and match every statement in previous studies there were 6 indicators for Destination Image, 24 indicators for Service Quality adapted on SERVQUAL with 5 dimensions (reliability, assurance, empathy, responsiveness and tangibles) 4 indicators for Tourist Satisfaction, 5 indicators for Destination Trust and 3 indicators for Revisit Intention.

2.3 Hypotheses Development

In this section, we present the proposed hypotheses in this study as follows:

H1: Destination image influences service quality of destination.

H1a: Destination image influences tourists' intention to revisit the destination through service quality of destination.

H2: Destination image influences tourists' satisfaction.

H2a: Destination image influences tourists' intention to revisit the destination through tourists' satisfaction.

H3: Destination image influences destination trust.

H3a: Destination image influences tourists' intention to revisit the destination through destination trust.

H4: Destination image influences tourists' intention to revisit the destination.

H4a: Service quality of destination influences tourists' intention to revisit the destination.

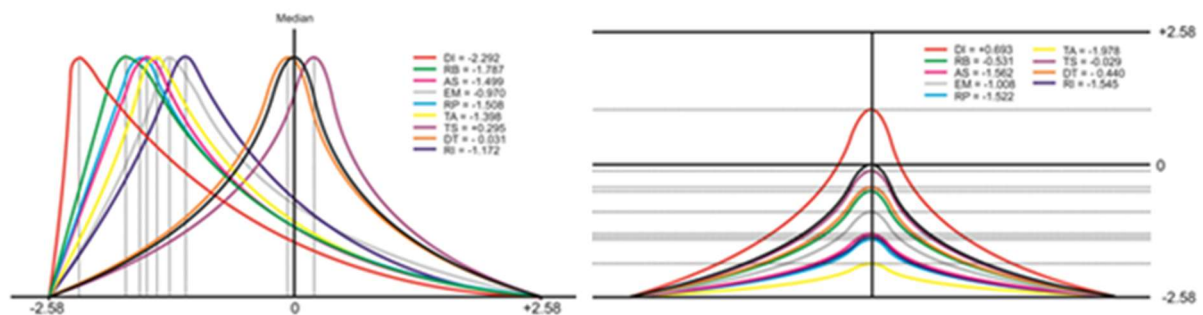
H6: Tourists' satisfaction influences tourists' intention to revisit the destination

H7: Destination Trust influences tourists' intention to revisit the destination.

2.4 Data Analysis

The data analysis techniques used in this study is quantitative analysis using multivariate Structural Equation Modeling (SEM) technique with second order method using AMOS & SPSS (descriptive) program. Then, to fulfill the loading factor and unidimensional test for each latent variable, we use the Confirmatory Factor Analysis (CFA) technique in measurement model. We use this method to confirm that the theorized construct in a study loads into certain number of underlying sub-constructs or dimensions. The minimum loading factor value recommended for use is ≥ 0.6 .

Figure 2. Skewness and Kurtosis



In this study we used second-order method to analysis CFA for variable with multidimensional especially for variable service quality that have five dimensions. Next, before we build the structural model, we are testing validity with skewness and kurtosis and reliability with Average Variance Extracted (AVE) ≥ 0.5 , Cronbach Alpha (α) ≥ 0.6 and Composite Reliability (CR) ≥ 0.7 . After performing the test of the measurement model, the overall item for each variable yields the value of the factor loading ≥ 0.6 except for RP5, RP6, TA1, TA3 and DT1. Next, the value of Goodness of fit obtained measurement model in this study is $\chi^2 = 1322.030$, $DF = 689$, $p = 0.000$, $CMIN/DF = 1.920$, $RMSEA = 0.067$, $GFI = 0.912$, $AGFI = 0.823$, $NFI = 0.933$, $CFI = 0.969$, $TLI = 0.930$, $PNFI = 0.822$ and $PGFI = 0.796$.

Table 1. The result of normality, validity and reliability testing

Code	Variables	Skewness		Kurtosis		AVE	α	CR
		Value	C.R	Value	C.R			
DI	Destination Image	-0.362	-2.292*	0.219	0.693**	0.470	0.811	0.850
RB	Reliability	-0.283	-1.787**	-0.168	-0.531**	0.547	0.804	0.826
AS	Assurance	-0.237	-1.499**	-0.494	-1.562**	0.536	0.741	0.819
EM	Empathy	-0.153	-0.970**	-0.319	-1.008**	0.563	0.797	0.865
RP	Responsiveness	-0.238	-1.508**	-0.481	-1.522**	0.500	0.804	0.874
TA	Tangibles	-0.221	-1.398**	-0.625	-1.978*	0.526	0.758	0.813
TS	Tourists' Satisfaction	0.046	0.295**	-0.009	-0.029**	0.601	0.792	0.817
DT	Destination Trust	-0.005	-0.031**	-0.139	-0.440**	0.640	0.798	0.841
RI	Revisit Intention	-0.185	-1.172**	-0.489	-1.545**	0.537	0.612	0.687

Note: *, **, *** significant at level 10%, 5% and 1%

3. Results

3.1 Demography Profile of Respondent's

Respondents in this study were domestic and foreign tourists who traveled to Aceh that were 430 tourists. From the respondents, 176 (40.9%) were male and 252 (59.1%) were female. For the age of the tourist, 102 (23.9%) were 18-29 years old, 111 (26.1%) were 30-39 years old, 116 (27.3%) were 40-49 years old, 70 (16.1%) 50-59 years old and 31 (6.6%) were above 60 years old. For the educations, 93 (21.5%) high school educated, 59 (13.2) diploma, 209 (49.7%) bachelor and 69 (15.6%) master/doctor. For the job, 92 (21.4%) work in the government sector, 54 (12.6%) were student, 11 (2.6%) in military sector, 92 (21.4%) were employee, 80 (18.6%) were entrepreneur and 101 (23.5%). And the last are for the type of the tourist, 319 (75.4%) were domestic tourist and 111 (24.6%) were foreign tourist.

Table 2. The result of normality, validity and reliability testing

Description	Frequency	Percentage
Gender		
Male	172	40.9%
Female	248	59.1%
Age		
18-29 years old	98	23.3%
30-39 years old	107	25.5%
40-49 years old	112	26.7%
50-59 years old	76	18.1%
> 60 years old	27	6.4%
Education		
High School	91	21.7%
Diploma	56	13.3%
Bachelor	206	49.1%
Master/Doctor	67	15.9%
Job		
Government Sector	91	21.7%
Student	53	12.6%
Military	11	2.6%
Employee	90	21.5%
Entrepreneur	77	18.3%
Other	98	23.3%
Types / Origin of Travelers		
Domestic	314	74.8%
Foreign	106	25.2%

3.2 Structural Equation Model and Hypotheses Testing

After fulfilling the loading factor and multidimensionality test on each latent variable by using Confirmatory Factor Analysis (CFA) and fulfilling the assumptions of normality, outlier, multicollinearity, validity and reliability, next, we will test the structural equation model. After building the structural model, it will be evaluated to test the suitability

of the structural model to see whether the model is acceptable or needs to be modified. After evaluation, the model is considered as the last model of the structural model (see Figure 3). The value of Goodness of Fit obtained by the structural model in this study is almost the same as the measurement model that is $\chi^2 = 1305.056$, $DF = 676$, $p = 0.000$, $CMIN/DF = 1.931$, $RMSEA = 0.069$, $GFI = 0.910$, $AGFI = 0.825$, $NFI = 0.931$, $CFI = 0.950$, $TLI = 0.916$, $PNFI = 0.820$ and $PGFI = 0.797$. After analyzing full structural model (refer Figure 3), the results show that all variables have a direct and indirect significant effect with t_{value} greater than $t_{table} = 1,970$ ($n=430$) accepted for indirect effect of destination image on revisit intention through tourists' satisfaction. First, the direct effects of destination image toward service quality ($\beta = 0.530$; $t_{value} = 6.309$), tourist satisfaction ($\beta = 0.429$; $t_{value} = 4.988$), destination trust ($\beta = 0.252$; $t_{value} = 2.769$), and revisit intention ($\beta = 0.242$; $t_{value} = 2.782$) are positive and significant. Second, the indirect effects of destination image on revisit intention through service quality ($\beta = 0.171$; $z_{value} = 3.083$) and Destination trust ($\beta = 0.061$; $z_{value} = 2.350$), both mediated the effect partially. Third, the indirect effects of destination image on revisit intention through tourists' satisfaction ($\beta = 0.054$; $z_{value} = 1.877$) were not significant and has no mediating effect. The results of these indirect effects indicate that, the influence of destination image on revisit intention can affect directly and can also be through service quality and destination trust, therefore it is said to have a partial effect.

Figure 3. The results of full structural equation model

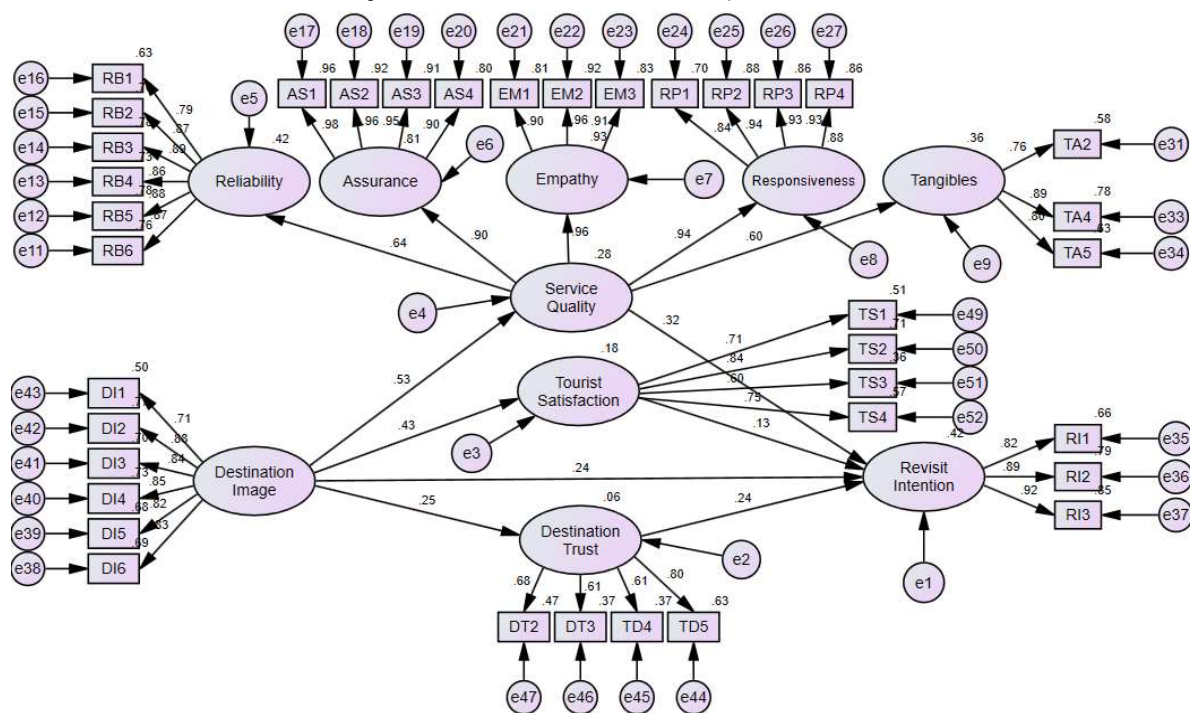


Table 3. The result of full structural equation model (total effect and direct effect)

Path	Total Effect	Direct Effect	S.E	Ind. Effect	Sobel Test	S.E (Ind)	CR	P
Service Quality ← Destination Image	-	0.530	0.084	-	-	-	6.309	0.000
Tourists' Satisfaction ← Destination Image	-	0.429	0.086	-	-	-	4.988	0.000
Destination Trust ← Destination Image	-	0.252	0.091	-	-	-	2.769	0.010
Revisit Intention ← Destination Image	0.528	0.242	0.087	-	-	-	2.782	0.009
Revisit Intention ← Destination Trust	-	0.241	0.051	-	-	-	4.848	0.000
Revisit Intention ← Service Quality	-	0.322	0.090	-	-	-	3.578	0.000
Revisit Intention ← Tourists' Satisfaction	-	0.126	0.061	-	-	-	2.066	0.041
Revisit Intention ← Service Quality ← Destination Image	-	-	-	0.171	3.083	0.055	-	0.002
Revisit Intention ← Tourists' Satisfaction ← Destination Image	-	-	-	0.054	1.877	0.028	-	0.060
Revisit Intention ← Destination Trust ← Destination Image	-	-	-	0.061	2.350	0.026	-	0.019

However, the variable tourist satisfaction in this study did not play a role in providing influence between destination image and revisit intention, tourist satisfaction only affects the revisit intention variable directly.

After conducting a full analysis and obtaining the results, we also analyze the data by separating data by gender. After separating the data between male and female, then, we analyzed the data using the multiple group moderation analysis method. The goal is that we want to compare how effects are produced between male and female based on predetermined variables. The result as seen in Figure 4, Figure 5, Table 4 and Table 5 as follows:

Figure 4. The results of structural equation model for male

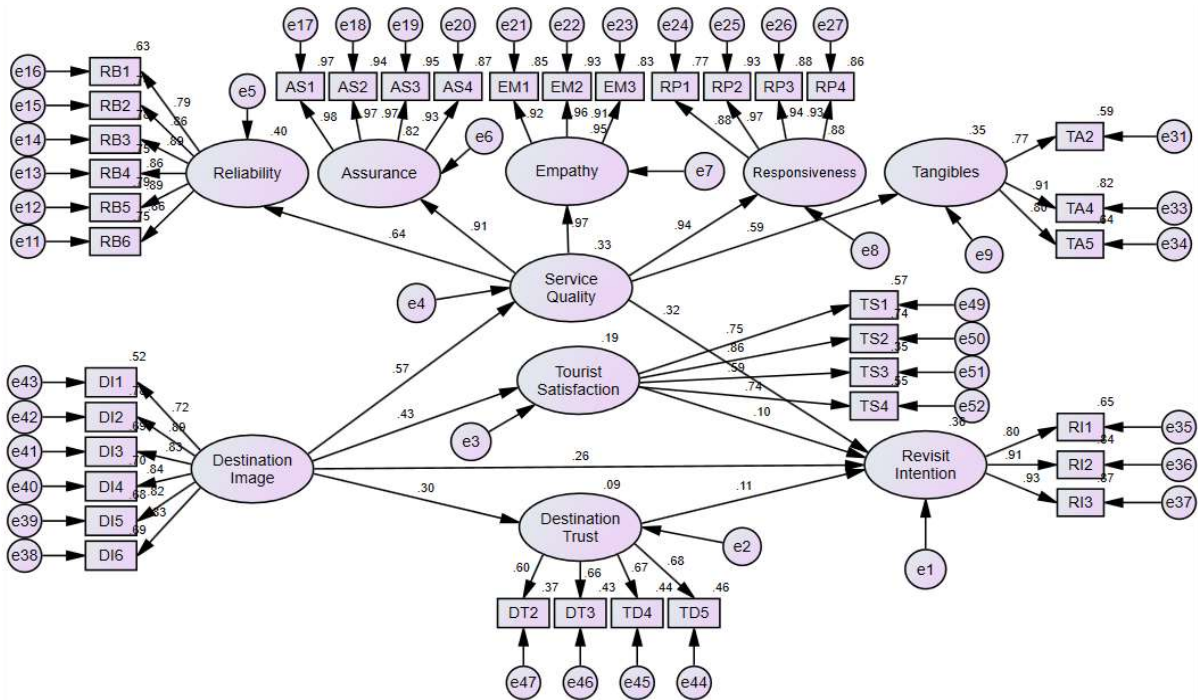
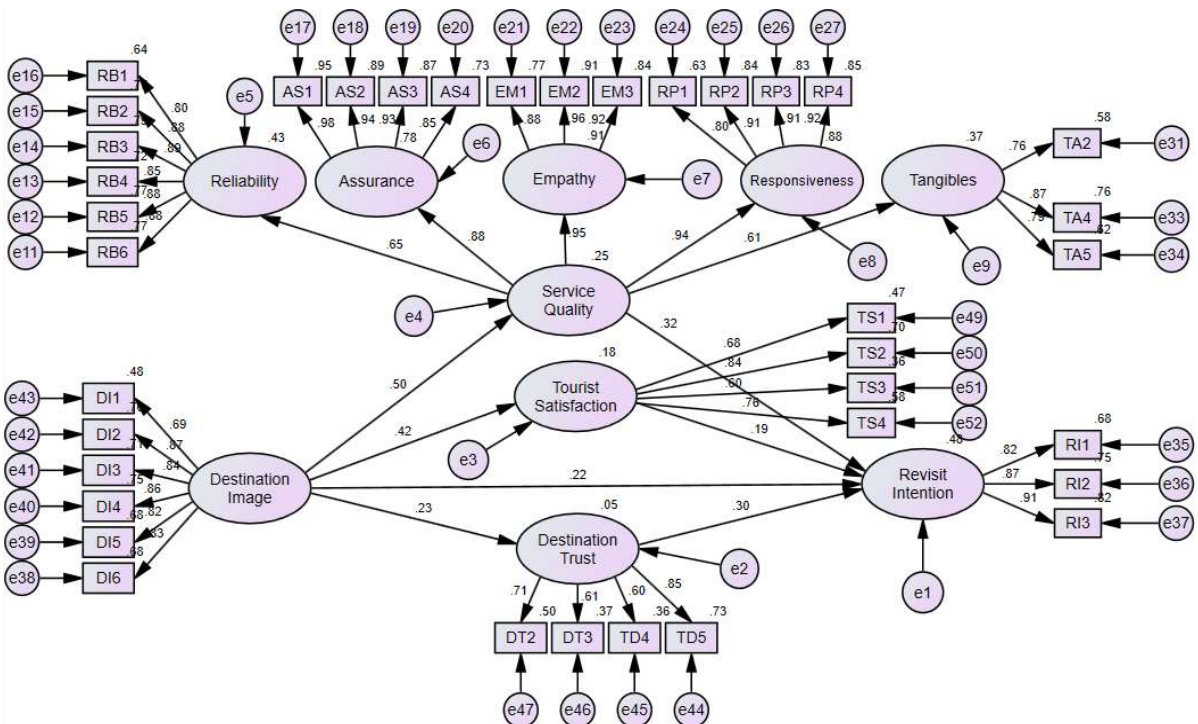


Figure 5. The results of structural equation model for female



Based on the results of data analysis, we found a direct effect for each variable, both male and female have a positive and significant effect, except for the effect of destination trust and tourists' satisfaction variables to revisit intention in male.

Table 4. The result of multiple group moderation analysis (direct effect for male and female)

Path	Male					Female				
	Total Effect	Direct Effect	S.E	CR	P	Total Effect	Direct Effect	S.E	CR	P
Service Quality ← Destination Image	-	0.570	0.112	5.089	0.000	-	0.498	0.128	3.891	0.000
Tourists' Satisfaction ← Destination Image	-	0.430	0.098	4.388	0.000	-	0.421	0.123	3.423	0.000
Destination Trust ← Destination Image	-	0.304	0.118	2.576	0.011	-	0.229	0.088	2.602	0.009
Revisit Intention ← Destination Image	0.523	0.262	0.083	3.157	0.001	0.532	0.224	0.084	2.667	0.008
Revisit Intention ← Destination Trust	-	0.112	0.089	1.436	0.151	-	0.302	0.064	4.744	0.000
Revisit Intention ← Service Quality	-	0.325	0.124	2.621	0.007	-	0.317	0.068	4.662	0.000
Revisit Intention ← Tourists' Satisfaction	-	0.097	0.062	1.323	0.186	-	0.193	0.060	3.138	0.002

Henceforth, we will analyze the effect indirectly, both for male and female, but due to the influence of destination trust and tourists' satisfaction variables on revisit intention is not significant in male, an indirect effect analysis cannot be done.

Table 5. The result of indirect effect for male and female

Path	Male				Female			
	Ind. Effect	Sobel Test	S.E	P	Ind. Effect	Sobel Test	S.E	P
Revisit Intention ← Service Quality ← Destination Image	0.185	2.295	0.081	0.021	0.158	3.021	0.052	0.003
Revisit Intention ← Tourists' Satisfaction ← Destination Image	-	-	-	-	0.081	2.292	0.035	0.022
Revisit Intention ← Destination Trust ← Destination Image	-	-	-	-	0.069	2.240	0.031	0.025

From the analysis of indirect effects, service quality has a role in mediating the effect of destination image on revisit intention partially in male. On the other hand, service quality, tourists' satisfaction and destination trust variables have a role in partially mediating the influence of destination image on revisit intention for female.

Table 6. The result of indirect effect for male and female

Path	Category		
	Full	Male	Female
Service Quality ← Destination Image	Accepted	Accepted	Accepted
Tourists' Satisfaction ← Destination Image	Accepted	Accepted	Accepted
Destination Trust ← Destination Image	Accepted	Accepted	Accepted
Revisit Intention ← Destination Image	Accepted	Accepted	Accepted
Revisit Intention ← Destination Trust	Accepted	Rejected	Accepted
Revisit Intention ← Service Quality	Accepted	Accepted	Accepted
Revisit Intention ← Tourists' Satisfaction	Accepted	Rejected	Accepted
Revisit Intention ← Service Quality ← Destination Image	Accepted	Accepted	Accepted
Revisit Intention ← Tourists' Satisfaction ← Destination Image	Rejected	Rejected	Accepted
Revisit Intention ← Destination Trust ← Destination Image	Accepted	Rejected	Accepted

5. Discussion

From the results of the analysis that has been done, it appears that each variable has a significant and positive direct effect, especially the image of the destination on service quality, tourist satisfaction, destination trust and intention to return. These results are in line with several previous studies (Abubakar *et al.* 2017; Chen & Phou 2013; Loi *et al.* 2017; Stylos *et al.* 2017). In the world of tourism, destination image is a variable that plays an important role in fostering tourists' intention to return to their destination. Many of the tourists are people who want a tour that suits their expectations, so that every tourist intends to visit again if their desires and expectations are achieved when making a tour.

Overall, service quality, tourist satisfaction and tourist trust in destinations determine their intention to return to the destination. These results are in line with the research of Abubakar *et al.* (2017), Allameh *et al.* (2015) and Loi *et al.* (2017) and have implications that the quality of service provided by destinations is a part that has a strong influence in redefining whether or not tourists in the future. Because every service provided satisfies tourists, they feel comfortable when they are in every place they visit, so service quality is the most important factor. Satisfaction is also a determining factor for returning tourists or revisiting intention. As with trust, giving tourists confidence in the destination is not an easy matter, but if tourists already believe and believe that the destination, they are visiting can satisfy their travel desires, it will automatically be remembered for them to re-visit the destination.

In addition, the destination's image found indirectly affect tourist return through service quality and destination trust, but not for tourist satisfaction. This result implies that, a good or bad destination image is also related to the quality of the services provided, a good destination image can be certain of the quality provided is certainly good too and vice versa and makes tourists eager to re-visit the place when they will later visit the destination. Similar to the trust given to destinations by tourists, a good destination image will certainly foster tourists' trust in the destination. It is surprising that we found in the satisfaction of tourists. This result is not something new, Oliver (1999) and Bigne, Sanchez & Sanchez (2001) find similar results but in a direct relationship and argue that satisfaction may not be enough to explain repurchase intentions. Tourists who are satisfied to feel that their visit to the destination they visit is in accordance with the image that has developed in the eyes of the community and has fulfilled their expectations.

For the Gender, the results we get for male and female are different. The results showed that the influence between tourists' satisfaction and destination trust on revisit intention was not significant for male. These results indicate that, some men who have been satisfied to visit a destination, does not mean he will make that place as his first choice back in the future as a vacation spot, rather they are eager to try to visit other competitors' destinations to fulfill their holiday desires and findings this is in line with research conducted by Oliver (1999) and Bigne *et al.* (2001). Likewise, the same results we found in trust, men do not always make a destination they believe to be their first choice for vacationers in the future, instead they are eager to try other competitor's destinations that they have never visited and have not fully trusted with that place, and these results are in line with research conducted by Loureiro & González (2008) and Su, Hsu & Swanson (2017). Unlike the case with female, the results we found on female were significant and positive between variables. This finding concludes for us that woman will easily feel comfortable with the destination they are visiting if the destination meets or exceeds their expectations. These women will easily recommend these tourist attractions as their first choice for them to visit in the future.

Conclusion

Destination image is a focus in this study, because it's one of the determinant factors of tourist to visit the destinations, image that has been created previously can be a determinant of the choice of tourists to visit and revisit destinations. Through the service quality, satisfaction and trust given by the destination, destination image can determine the intention of tourists to revisit. In line with the results, most local and foreign tourists visiting Aceh want to enjoy the beauty of the natural surroundings compared to Islamic travel, this is an important point where Islamic tourism in Aceh must continue to be improved. There are a small number of tourists who complain that access to historical and religious places in Aceh is quite difficult and the availability of transportation to these destinations is difficult to find. However, most tourists feel satisfied to visit Aceh because of the nature that is still awake, sharia cultural customs and hospitality of residents around the destination.

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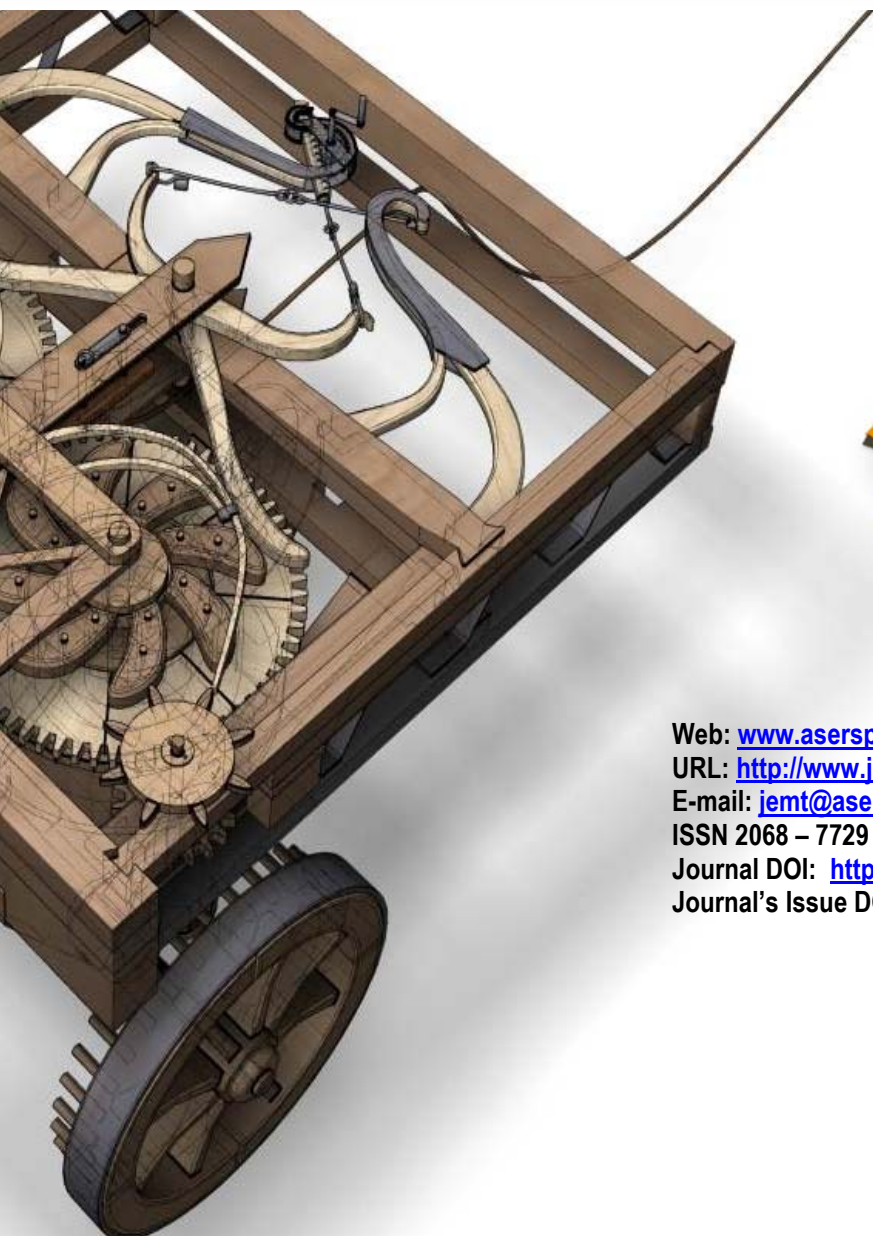
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