



Are Perceived Quality and Destination Image Important for Revisiting Intentions?

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Abstract

Cultural and religious tourism represents a form of special interest tourism, wherein individuals are drawn to destinations and objects due to their connection to beliefs and the desire to visit the graves of ancestors or renowned religious figures. Typically, teenagers or individuals belonging to Generation Z exhibit minimal interest in cultural and religious tourism, unless prompted by educational obligations such as school assignments or research endeavors. Nevertheless, their involvement can contribute to repeat visits. However, the safety standards of traditional transportation methods, such as sampans or boats, used to access cultural and religious tourism destinations on Penyengat Island remain questionable. This study aims to ascertain and analyze the influence of perceived quality and destination image on revisiting intentions to these destinations. This study employs a quantitative approach using a survey method and adopts a purposive sampling technique. The research sample comprises 200 respondents, specifically tourists who have visited cultural and religious tourism destinations on the island (Penyengat Island). Data analysis is conducted using SPSS software tools. The findings reveal that both Perceived Quality and Cognitive Destination Image significantly influence revisiting intentions to cultural and religious tourism destinations on Penyengat Island. However, Affective Destination Image does not have a significant influence on these destinations and objects. The novelty in this study highlights the existence of cognitive and affective indicators, indicating that the insignificant influence of affective factors on destination image and repeat visits may be attributed to other contributing factors.

Keywords: Perceived Quality, Destination Image, Revisiting Intentions

1. INTRODUCTION

Tourism in Indonesia is highly popular among both local and foreign tourists, with cultural and religious tourism serving as a form of special interest tourism. Religious tourism holds dual significance, encompassing both the religious aspect of faith and its teachings, which align with the beliefs of its adherents, and the cultural aspect, which contributes to fulfilling collective consciousness and community identity (Haryanto, 2016; Gunjan Saxena et al., 2020). Religious tourism is a form of tourism intricately intertwined with the religious facets of humanity (Firsty & Suryasih, 2019).

According to the Central Statistics Agency (2023), Indonesia boasts abundant cultural diversity, with 1,340 ethnic groups dispersed across 37 provinces. Penyengat Island, situated near Tanjung Pinang, has emerged as a prominent cultural and religious tourism destination within the Riau Islands. Notable features of Penyengat Island include its rich history, archaeological remnants, ancestral graves, and the majestic Masjid Raya Sultan Riau (Grand Mosque of Sultan Riau), characterized by its distinct yellow hue visible from afar. These attributes significantly influence tourists' perceptions of destination quality and image, thereby fostering motivation for visits and repeat visits.

However, the significance of visiting tourists for cultural and religious tourism purposes has not yet been realized. This may be attributed to inadequate accessibility, transportation, and supporting facilities (Arie Sanyi, 2014). Such shortcomings contribute to perceptions of quality that shape the destination's image, influencing the likelihood of repeat visits. Additionally, the absence of a guest book or comprehensive data on tourist visits to cultural and religious tourism destinations on Penyengat Island renders the population of tourist data unknown.

Building upon the aforementioned problem background, the research problem is formulated as follows: "To what extent does tourists' perceived quality and destination image influence revisiting intentions to cultural and religious tourism destinations on Penyengat Island?" The objective is to ascertain the variable factors in tourists' perceptions of quality related to destination image that affect their revisiting intentions to these destinations. Tourist behavior, such as revisiting intentions, can be assessed through their perceptions of quality, thereby shaping the destination's image and influencing repeat visits (Hariyanto, 2017; Hariyanto & Alamsyah, 2019). This, in turn, influences the number of tourists visiting cultural and religious tourism destinations. Moreover, enhancing facilities and quality are crucial factors identified in research findings regarding the influence of perceived quality and destination image on tourists' revisiting intentions. When deciding on a destination to visit, tourists evaluate goals, perceptions, and the destination's image (Putri & Hariyanto, 2022).

Research Hypothesis

The Influence of Perceived Quality on Revisiting Intentions

The influence of perceived quality on revisiting intentions has been explored by several researchers (East, 2018; An et al., 2019; Rosdiana et al., 2020; Rahmayanti et al., 2022; Riva et al., 2022). Previous studies predominantly suggest that perceived quality significantly influences revisiting intentions. Research indicates a significant relationship between perceived quality and revisiting intentions. According to Rahmayanti et al., (2022), statistical results reveal that perceived service quality positively and significantly influences revisiting intentions, implying that higher service quality leads to increased tourist satisfaction.

H1: Perceived quality has a significant influence on revisiting intentions.

The Influence of Affective Destination Image on Revisiting Intentions

The influence of affective destination image on revisiting intentions has been explored by several researchers, including Hallmann et al., (2015), Destari (2017),

Chuchu (2019), Nurhayati et al., (2019), and Singh & Girma (2019). Previous studies predominantly suggest that affective destination image has a positive and significant influence on revisiting intentions. Research findings consistently exhibit a significant relationship between affective destination image and revisiting intentions. For instance, Nurhayati et al., (2019) found that affective destination image significantly influence tourists' revisiting intentions to the Puncak Darma Geopark Ciletuh in Sukabumi. Similarly, Destari (2017) found a significant influence of affective destination image on revisiting intentions in the case study of the Big Event JFC, while Hallmann et al., (2015) also found that affective destination image influences tourists' revisiting intentions to winter sports tourism destinations.

H2: Affective destination image has a significant influence on revisiting intentions.

The Influence of Cognitive Destination Image on Revisiting Intentions

The influence of cognitive destination image on revisiting intentions has been explored by several researchers, including Pratminingsih (2014), Hallmann et al., (2015), Aviolutasona (2017), Destari (2017), AB (2018), and Singh & Girma (2019). Previous studies predominantly suggest that cognitive destination image positively and significantly influences revisiting intentions. For example, AB (2018) found that cognitive destination image significantly influences tourists' revisiting intentions to South Sulawesi. Similarly, Vishnu & Sholahuddin (2023) found a significant influence of cognitive destination image on tourists' revisiting intentions to the Kedung Ombo Reservoir tourist destination.

H3: Cognitive destination image has a significant influence on revisiting intentions.

2. LIERATURE REVIEW

Recent research underscores that tourists' perceived quality significantly influences their intentions to revisit destinations. Studies on destination image, perceived quality, and revisit intentions highlight the critical interplay of service quality and destination image in thermal tourism, with similar dynamics in cultural and religious tourism. These factors are essential for maintaining visitor interest, as noted by scholars including An et al., (2019), Aruan & Engelica (2022), Rosdiana et al., (2020), Rahmayanti et al., (2022), Hallmann et al., (2015), AB (2018), Nurhayati et al., (2019), Nguyen Viet et al., (2020), and Stylidis et al., (2022).

2.1 Perceived Quality and Revisiting Intentions

Perceived quality reflects tourists' subjective assessments of a destination's services and attributes including transportation, infrastructure, and overall experience. High perceived quality often drives satisfaction and encourages repeat visits. An et al., (2019) demonstrated that service quality significantly enhances perceived value and satisfaction, positively influencing revisit intentions among Airbnb guests. Similarly, Rosdiana et al., (2020) found that perceived tourism quality directly affects tourists' decisions to return to destinations in Bandung, Indonesia. In cultural and religious tourism, the quality of traditional transportation, like sampans or boats, is vital, as safety issues can discourage repeat visits (2025). This is supported by Aruan and Engelica (2022), who showed that service quality in restaurants predicts revisit

intentions, a principle applicable to tourism contexts. Additionally, Rahmayanti et al., (2022) highlighted that service quality, combined with perceived price fairness, boosts satisfaction and revisit intentions in agrotourism settings. These findings underscore perceived quality as a key factor in fostering tourists' intentions to revisit destinations.

2.2 Destination Image and Revisiting Intentions

Destination image encompasses cognitive and affective dimensions that shape tourists' perceptions and attitudes toward a destination. Cognitive destination image involves the knowledge and beliefs about a destination's features, while affective destination image relates to emotional responses it evokes. Research consistently links destination image to revisit intentions. Hallmann et al., (2015) developed a image model for winter sports destinations, showing that a positive destination image strongly predicts revisit intentions. Likewise, AB (2018) and Nurhayati et al., (2019) confirmed that destination image increases revisit intentions for cultural destinations in South Sulawesi and Ciletuh Geopark, Indonesia, respectively. Zhang et al., (2018) linked perceived image and memorable experiences to revisit intentions, emphasizing cognitive image's role. Nguyen Viet et al., (2020) noted that destination image, alongside perceived risk and cultural contact, influences satisfaction and revisit intentions. However, affective destination image may not always significantly affect revisit intentions, as observed in Penyengat Island's case (2025). Martín-Santana et al., (2017) suggests that an image gap, where affective perceptions misalign with expectations, can impact revisit intentions. Stylidis et al., (2022) further argue that resident-tourist interactions shape destination image and loyalty, highlighting the complex nature of image formation.

2.3 Cognitive and Affective Indicators in Destination Image

The interplay between cognitive and affective indicators is essential for understanding destination image's effect on revisit intentions. Cognitive indicators, such as awareness of a destination's cultural or historical value, typically exert a stronger influence on revisit intentions than affective indicators, which involve emotional attachments. Dedeoğlu (2019) found that cognitive evaluations of destination country image significantly shape quality perceptions and loyalty. Pratminingsih (2014) noted that destination image, particularly cognitive elements like infrastructure and attractions, predicts revisit intentions in Bandung. In contrast, affective indicators may have limited impact in specific contexts, as evidenced by findings that affective destination image does not significantly influence revisit intentions to Penyengat Island (2025). This is consistent with Destari (2017), who found that cognitive destination image and unique tourism services outweigh emotional factors in driving revisit intentions. Chuchu (2019) also supports this, showing a strong correlation between perceived value, often rooted in cognitive assessments, and revisit intentions. These results suggest that cognitive destination image reliably drives revisit intentions, while affective factors may be influenced by variables like cultural familiarity or destination characteristics.

2.4 Cultural and Religious Tourism Context

Cultural and religious tourism, a niche form of special interest tourism, draws visitors through its ties to heritage, beliefs, and historical significance. Hariyanto (2016, 2017) examined cultural and religious tourism in Cirebon, emphasizing how local wisdom and rituals enhance destination appeal. Firsty and Suryasih (2019) highlighted the potential of religious sites like Muaro Jambi Temple to attract repeat visitors, provided destination image and quality are prioritized. However, this tourism type often struggles to engage younger demographics, such as Generation Z, unless driven by educational motives (2025). Putri and Hariyanto (2022) found that destination image and subjective norms influence visit intentions to beach tourism in Batam, a concept applicable to cultural and religious tourism. The quality and safety of transportation, such as boats to Penyengat Island, are critical, as substandard conditions can undermine perceived quality and revisit intentions (2025). Timur (2018) noted the interconnected roles of service quality and destination image in thermal tourism, a dynamic relevant to cultural and religious tourism contexts, where both factors are crucial for sustaining visitor interest.

Therefore, perceived quality, reflecting tourists' assessments of services, infrastructure, and experiences, along with destination image, which includes cognitive beliefs and affective emotions, significantly shapes satisfaction and revisit intentions across tourism contexts. High service quality and positive destination image boost perceived value and loyalty in destinations like Airbnb and winter sports sites. Cognitive factors, such as cultural or historical awareness, typically outweigh affective ones in driving revisit intentions, though affective impacts vary, as seen in Penyengat Island (2025). In cultural and religious tourism, heritage and rituals enhance appeal, but poor transportation quality can hinder repeat visits. Thus, how service quality, destination image, and resident-tourist interactions collectively foster visitor loyalty and revisit intentions.

3. RESEARCH METHODOLOGY

This study employs a quantitative approach, characterized by hypothesis testing through data collection via a questionnaire. Questionnaire measurements utilize a Likert scale. The research population comprises all domestic tourists who have visited or expressed an intention to visit Masjid Raya Sultan Riau, Penyengat Island. Non-probability sampling is employed, utilizing a purposive sampling technique. The research encompasses sample collection, testing, and analysis of test results, following the methodology outlined by Siyoto & Sodik (2015). A combinative research design, descriptive and causal in nature, is adopted (Ramdhan, 2021).

The independent variables in this study encompass perceived quality (X1) and destination image, which is further divided into affective destination image (X2) and cognitive destination image (X3). The dependent variable is revisiting intentions (Y).

4. RESEARCH RESULTS & DISCUSSION

4.1 Reliability Test Results

Reliability testing serves to assess the extent to which a measurement can be deemed trustworthy. A variable is considered reliable if its Cronbach's alpha value exceeds 0.6. The findings are presented in Table 1.

Table 1: Reliability Test

Variable	Cronbach's Alpha	Conclusion
Perceived Quality	0.830	Reliable
Affective Destination Image	0.734	Reliable
Cognitive Destination Image	0.790	Reliable
Revisiting Intentions	0.853	Reliable

Source: Primary data processed (2024)

Based on the findings, the Cronbach's alpha values for all four variables surpass the minimum threshold of 0.6. Therefore, it is concluded that all of these variables exhibit reliability.

4.2 Classic Assumption Test Results

Normality Test Results

Normality testing serves to assess the distribution of a variable distributed, whether it is normal or not in the model.

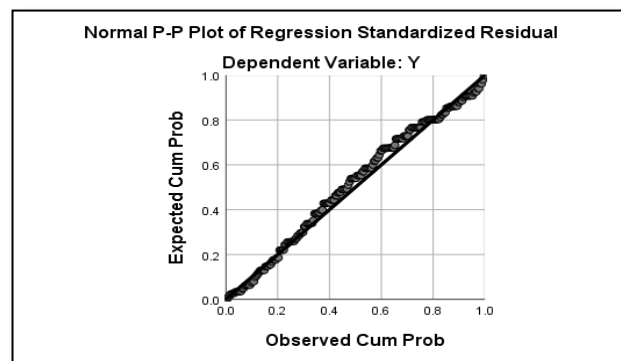


Figure 1: Normality Test, Source: Primary data processed (2024)

The p-plot graph depicted in Figure 1, exhibits dots dispersed around the diagonal line of the graph, indicating a distribution that aligns with the diagonal line. The findings presented in Figure 1 indicate that the model is suitable for use.

Multicollinearity Test

Table 2: Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Perceived Quality	0.774	1.292	There is no multicollinearity
Affective Destination Image	0.856	1.168	There is no multicollinearity
Cognitive Destination Image	0.783	1.278	There is no multicollinearity

Source: Primary data processed (2024)

Multicollinearity testing serves to assess correlations among independent variables. Multicollinearity is considered absent when the VIF value < 10 . According to the findings, all VIF values for the independent variables are < 10 , indicating the absence of multicollinearity.

Heteroscedasticity Test Results

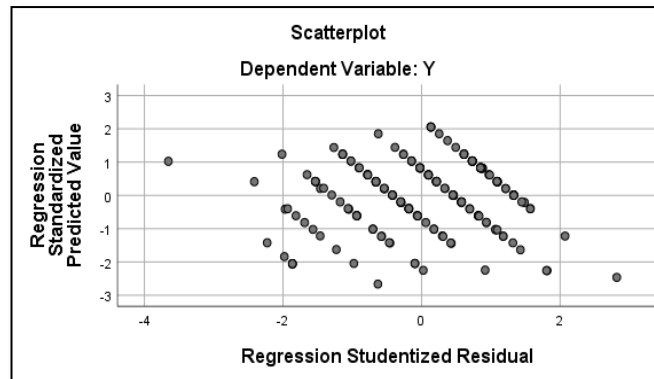


Figure 2: Heteroscedasticity Test, Source: Primary data processed (2024)

In Figure 2, it is evident that the heteroscedasticity test does not reveal a discernible pattern. The data points on the graph are densely scattered both below and above the zero line without forming a distinctive pattern. Consequently, the graph indicates the absence of heteroscedasticity in the findings.

Hypothesis Test Results

F Test Results

The F-test serves to assess whether a group of independent variables simultaneously has a significant influence on the dependent variable.

Table 3: F Test Results

Variable	Sum of Squares	df	Mean Square	F	Sig.
Regression	88.702	3	29.567	22.360	0.000b

Source: Primary data processed (2024)

Based on the findings presented in Table 3, it is evident that the significance value is 0.000, which is less than 0.05. The F count value obtained from the analysis (22.360) is greater than the F table value of 3.89. This indicates that the independent variables simultaneously have a significant influence on the dependent variable.

t Test Results

According to Ghozali, the t-test serves to assess the influence of each variable based on its partial significant influence on the dependent variable.

Table 4: t-Test Results

Variable	Unstandardized Coefficients		Standardized Coefficients B	t	Sig	Conclusion
	B	Std. Error				
Perceived Quality	0.137	0.056	0.171	2,434	0.016	Significant
Affective Destination Image	0.142	0.130	0.073	1,095	0.275	Not significant
Cognitive Destination Image	0.273	0.051	0.375	5,377	0,000	Significant

Source: Primary data processed (2024)

H1: Perceived quality has a significant influence on revisiting intentions to cultural and religious tourism destinations and objects on Penyengat Island

The findings presented in Table 4 exhibit that the influence of perceived quality on revisiting intentions has a significant value of $0.016 < 0.05$ and a t count of $2.434 > t$ table of 1.972. Based on this analysis, it can be concluded that perceived quality significantly influences revisiting intentions to cultural and religious tourism destinations and objects on Penyengat Island. These findings align with Rahmayanti et al., (2022), who found that perception of service quality has a positive and significant influence on revisiting intentions, signifying that higher service quality leads to increased tourist satisfaction.

H2: Affective destination image has a significant influence on revisiting intentions to cultural and religious tourism destinations and objects on Penyengat Island

The findings presented in Table 4 exhibit that the influence of affective destination image on revisiting intentions has an insignificant value of $0.275 > 0.05$ and a t count of $1.095 < t$ table of 1.972. Based on this analysis, it can be concluded that affective destination image does not have a significant influence on revisiting intentions to cultural and religious tourism destinations and objects on Penyengat Island. These findings contradict Nurhayati et al., (2019), who found that affective destination image significantly influence tourists' revisiting intentions to the Puncak Darma Geopark Ciletuh in Sukabumi. The natural and geographical differences, as well as the accessibility to cultural and religious tourist destinations and objects on Penyengat Island, may contribute to this discrepancy. Accessibility to cross the sea between islands, the use of traditional transportation, and the lack of life jackets may cause tourists to feel concerned, potentially diminishing the significance of affective destination image on revisiting intentions.

H3: Cognitive destination image has a significant influence on revisiting intentions to cultural and religious tourism destinations and objects on Penyengat Island

The findings presented in Table 4 exhibit that the influence of cognitive destination image on revisiting intentions has a significant value of $0.000 < 0.05$ and a t count of $5.377 > t$ table of 1.972. Based on this analysis, it can be concluded that cognitive destination image significantly influences revisiting intentions to cultural and religious tourism destinations and objects on Penyengat Island. These findings align

with AB (2018), who found that cognitive destination image has a positive and significant influence tourists' revisiting intentions to South Sulawesi.

Coefficient of determination Test Results

Table 5: Coefficient of determination Test Results

Variable (Dependent)	<i>R</i>	R Square	Adjusted <i>R</i> ²	Std. Error of the Estimate
Intention to Visit Again	0.505a	0.255	0.244	1,150

Source: Primary data processed (2024)

The findings in Table 5 reveal that the variable revisiting intentions is influenced by the variables perceived quality, affective destination image, and cognitive destination image by 25.5%, while the remaining 74.5% is attributed to other factors not included in the model, such as price, promotion (Riyanti et al., 2020), atmosphere, and customer satisfaction (Aruan & Engelica, 2022).

5. CONCLUSION

This study aims to ascertain whether perceived quality, affective destination image, and cognitive destination image significantly influence revisiting intentions to cultural and religious tourism destinations and objects on Penyengat Island. The findings in this study indicate that perceived quality and cognitive destination image has the most influence on revisiting intentions to cultural and religious tourism destinations and objects on Penyengat Island. Meanwhile, affective destination image does not consistently have a significant influence on revisiting intentions. This may be attributed to tourists' concerns about the use of traditional transportation and the lack of life jackets. One limitation of this study is the lack of available data on tourists who visit cultural and religious tourism destinations and objects on Penyengat Island.

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