

The Mediation Role of City Brand Love in the Relationship Between the Influence of Destination Image and Experiential Value of Visitation on Revisit Intention and its Implications on CSR Practices

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Abstract—Aims of this research is to knowing the Mediation Role of City Brand Love in The Relationship Between The Influence of Destination Image and Experiential Value of Visitation on Revisit Intention and its Implications on CSR Practices. By adopting qualitative and quantitative approaches, focusing sample are independent and collective tourists who visit Labuan Bajo city more than once and for long time. Researcher uses purposive and convenience sampling techniques with a sample size of 200 respondents. The data collection technique uses a questionnaire and is tested with Smart PLS. This research show that (1) The coefficient number of the indirect relationship between DI and RI with the mediating role of CBL is 0.175, with the coefficient number of the direct influence of DI on RI being 0.168, it can be concluded that the magnitude of the indirect effect is greater that the direct effect. Its meaning that the CBL mediation role adds DI's influence on RI.(2) The path coefficient value of the indirect relationship between EVOV and RI with CBL mediation is 0.315, with the coefficient value of the direct influence of DI on RI being 0.164, it can be concluded that the magnitude of indirect effect is greater than the value of the direct effect. Its meaning that CBL ac mediator can improve the value of influence of EVOV toward RI.

Index Terms—Destination image, Experiential value of visitation, city brand love & revisit intention.

I. INTRODUCTION

The development of tourism has become a crucial factor in the economic growth of a country. Tourists from various parts of the world contribute significantly to the revenue of local governments, create job opportunities, and stimulate related sectors such as hospitality, food and beverage, transportation, and the creative industry. It is essential for cities or regions to strengthen their city brand love to compete with other tourist destinations. A strong and positive city brand love can attract tourists, motivate them to visit, spend time, and money in the city. Furthermore, a strong city brand love can influence tourists' attachment to a city, feelings of warmth and happiness, strong associations of a city with its characteristics, and positive feelings as well as a desire to recommend the city. In the global competition of the tourism industry, building the image of a city will impact tourists' affection for that city.

Other tourist destinations often possess unique natural and cultural attractions, so regions or cities with tourist destinations must work hard to differentiate their destinations and attract tourists. Increasing city brand love can enhance the competitiveness of tourist destination regions or cities, attract more visitors, and create positive economic impacts. In this context, CSR practices focusing on sustainability, environmental conservation, and the welfare of local communities can be effective strategies (Kumar and Lata, 2022). By building the image of Labuan Bajo city well and with the central government's designation of Labuan Bajo city as a premium flagship destination, stakeholders' support for CSR practices in the development of Labuan Bajo City can be leveraged. By adopting CSR practices integrated with the tourism sector, local governments can demonstrate their commitment to social responsibility towards the environment. This can strengthen tourists' positive perceptions of tourist destinations, enhance city brand love, and encourage their revisit intention.

Labuan Bajo city is a coastal city located on the western tip of Flores Island, serving as the entry point to the surrounding islands, influencing the physical conditions in Labuan Bajo city. The Labuan Bajo city area, surrounded by clusters of small islands with its marine waters and beach views, plus the attraction of Komodo, has become a world-renowned tourist destination. As we know, Komodo was a finalist in the New7 Wonder of Nature contest. This certainly elevates Labuan Bajo city's popularity and attracts global attention. Through programs and policies, the Indonesian government is committed to developing Labuan Bajo city as a flagship tourist destination. Through the official website of the Secretary Cabinet of the Republic of Indonesia, the President of the Republic of Indonesia provides guidance on Labuan Bajo's super-priority tourist destination, including: area arrangement, infrastructure improvement, human resources and SME preparation, waste management, tourism security, water availability, and integrated promotion (Setkab, 2022; Lata & Kumar, 2022).

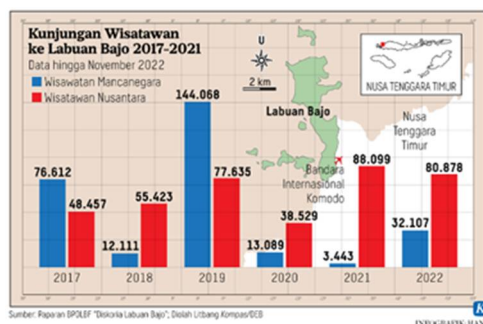


Figure 1. Total tourist visit

The data in the image above reflects the number of tourists visiting Labuan Bajo tourism spots has increased from 2017 to 2022. The increase in tourist numbers may indicate that Labuan Bajo has successfully attracted tourists. This is due to the strong brand image built through CSR practices adopted by Labuan Bajo and other supporting factors. There are three reasons explaining why we chose Labuan Bajo. First, most studies on destination image are conducted in developed countries or Western destinations such as the United States, however, the destination image research especially in the context of Labuan Bajo has not received much attention to research. Second, recent destination image studies show something interesting that there is a recognizable research gap related to destination image research in developing country. Third, many researchers argue that examination of destination image, experiential value of visitation, city brand love, and intention to revisit in one study is still lacking, and they recommend the need to investigate previous research findings in different destinations through a more comprehensive research model. This research has two gaps 1) that in the meta-analysis study by Zhang et al. (2014), it was found that destination image directly influences intention to revisit, while several other studies state that destination image indirectly influences tourists' intention to revisit (Prayag and Ryan, 2012). Meanwhile, on the other hand, according to Stylidis et al. (2017) that the overall destination image has a direct influence on the intention to recommend the destination. The next research gap (2) according to Shahijan, Milad Kalantari; Rezaei, Sajad; Amin, Muslim (2018) shows that service comfort and experience significantly influence perceptions of overall ship satisfaction and intention to revisit. However, on the one hand, there are research results that the value of experience does not have a significant effect on interest in visiting. To achieve this goal, this study attempts to address these issues by testing the mediating role of city brand love in the relationship between destination image and experiential value of visitation in Labuan Bajo City and its impact on tourists' intention to revisit in the future through a comprehensive research model that incorporates all dimensions of destination image as presented in picture 1.

II. LITERATURE REVIEW

A. Corporate Social Responsibility (CSR) Theory

Corporate Social Responsibility (CSR) theory is a corporation ethically emphasizing the responsibility to interact with the community or the surrounding environment and generate profit. CSR is also a specific concept of responsibility to maximize profit while playing a role in promoting community welfare. As a specific theory on how companies interact with the local community and the wider world, CSR (Corporate Social Responsibility) has four obligations:

- i. Responsibility to generate profit: It is mandated by simple economic principles that this obligation is a business version of human survival instinct. Companies that do not make a profit in the modern economic and market system will inevitably suffer significant losses, eventually leading to bankruptcy (Kumar and Lata, 2022).
- ii. Legal responsibility to comply with regulations: Supporters of CSR (Corporate Social Responsibility) argue that this obligation should be understood as a proactive duty. This means that laws are not boundaries that companies can bypass if the penalties are low, but responsible organizations accept regulations as a social good and adhere to them ethically and fairly.
- iii. Ethical responsibility to do what is right even if not required by law: This obligation depends on companies being coherent and viewing business itself as a citizen within the societal environment with obligations typically required by citizenship.
- iv. Philanthropic responsibility to contribute to community projects even if the projects are independent of a specific business.

B. Destination Image

Destination image is an abstract concept with comprehensive, relative, diverse, and dynamic characteristics as a combination of beliefs, ideas, and impressions about a destination. Destination image is an important factor in influencing stakeholder investment or CSR practices. Investors and tourists always look for something attractive in a region or city. In the eyes of investors, they will analyze the attractiveness of investing in a city or region that is environmentally friendly and supports business, thus creating jobs, increasing the number of productive jobs, increasing income, and encouraging investment to enhance the welfare and economic growth of the community. From the tourists' perspective, they will seek attractive tourist destinations, complete and fulfilled facilities, and easy accessibility in a city or destination region. There are three components of destination image, including:

- i. Cognitive Image: What do tourists think about the attributes and characteristics of destinations, including the environment, public services, infrastructure and other tourist attractions.
- ii. Image: Refers to tourists' cognition of a destination based on attitudes and personality values.
- iii. Conative Image: It is the intention or likelihood of tourists to visit a destination equivalent to the tendency to travel in general.

The formation of destination image from the perspective of existing factors highlights the influence of destination-oriented information and receiver characteristics. Factors influencing the formation of destination image validate the assumption that destination image is the result of mutual interaction between tourists and existing tourist destinations. The fact that a beautiful destination not always a key factor in forming an image. Optimal promotional and publicity efforts can shape an image. This illustrates how important destination marketing is in managing tourists' perceived attitudes towards tourist locations. This development process can be defined through events or experiences when visiting a destination and then a tourist will develop this image based on actual experiences and interactions between tourists and local residents. There are three important driving processes becomes an antecedent in forming a destination image: based on scheme, based on data, and based on experience. (Zuo Wang, Piyachat Udomwong, Jing Fu, Pintusorn Onpium, 2023)

C. Experiential Value of Visitation

It is an experience of tourism that is remembered and evaluated positively after the visitation event occurs and selectively built from tourism experiences based on individual experiences. Experiential value of visitation is defined as significant events accumulated in a tourist's memory that can be recalled and predicted to be capable of reliving that experience. Experiential value of visitation can be seen from critical, interesting, and unique moments about what tourists do, how they feel, and what they think when they are at a destination. Memory plays a crucial role in understanding an individual's actions in remembering relevant and memorable tourism experiences and having positive value for themselves. Experiential value of visitation is consumer assessment in

terms of service efficiency, service excellence, aesthetics, and pleasure. Views on the experiential value of visitation can be seen based on relationships that encompass both direct use and consumer appreciation of goods or services used. As a concept that encompasses everything, experiential value of visitation is used in everyday conversations to describe everything from job-related achievements to other experiences.

One of the earliest conceptualizations of experience focuses on its hedonic nature and captures sensory, emotional, and fantasy consumption aspects. Lemon and Verhoef (2016) further frame experience as an individual's cognitive, emotional, behavioral, sensory, and social response to the offer of a product or service throughout the entire purchasing or usage journey. Experiential value of visitation is often considered significantly different from everyday experiences because it relates to tourist activities that have their own contributions to a person's personality. Experiential value of visitation is very important because it has a certain allure and intrinsic rewards manifested in storytelling moments. Experiential value of visitation is a mental journey that can provide memories for tourists after doing something special, or learning something new, or simply enjoying themselves.

There are four dimensions of experiential value of visitation that can be distinguished based on their form and level:

- i. Education: A tourist's educational experience will affect their understanding of the events experienced at a particular tourist destination. This happens because they actively participate through thought interactions or body movements that will impact knowledge and skills enhancement.
- ii. Entertainment: Entertainment experiences occur when a tourist passively observes events or cues at a destination such as listening to music and reading books to gain pleasure.
- iii. Aesthetics: In aesthetic experiences, a tourist prefers to be in a destination with a natural environment to enjoy the existing environmental atmosphere.
- iv. Escape from Reality: Generally, tourism is a way for an individual or group to escape from the routines of life to gain different and impressive experiences and is considered extraordinary.

D. City Brand Love

Destination brand love is an emotional attachment that creates a deep interest in a tourist location, resulting in unlimited obsessive feelings when visiting the place, but memories, experiences, and love for the location continue to stick wherever the visitor is. The relationship between a beloved brand and consumers will form a solid foundation, leading consumers to express positive opinions and constructive criticism to other potential consumers. The components of city brand love in building perceived and expressed loyalty towards consumption objects such as tendencies to think, feel, and behave in certain ways towards a brand. City brand love is defined as the emotional, passionate attachment and happiness of tourists in a particular city or destination area. City brand love can be interpreted as perceptions of the resources possessed by a city or destination area, the ability of the city or area to manage and utilize resources, and to gain advantages over other cities. The strength of City brand love can be seen from: (a) Environmental quality; (b) Physical infrastructure; (c) Demographics; (d) Unemployment; (e) Business world; (f) Complete educational infrastructure; (g) Community services; (h) Social services; (i) Health services. There are nine things that make a region or city categorized as attractive, namely, the level of security, the provision of tourism, cultural quality, environmental quality, social service quality, health service quality, education structure quality, job quality or employment opportunities, internationalization level. Indicators of city Brand Love include: (a). Motivation for visiting a place; (b) Feelings when visiting a place; (c) Association of a visited place with warm positive feelings; (d) Willingness and desire to visit again; (e) Perception that a place represents one's characteristic expression; (f) Associating meaningful people in life with a place; (g) Positive expectations for the well-being of a place; (h) Recommending WOM to others; (i) Resilience against negative experiences of a place; (j) Attachment / dependence on feeling bad if unable to visit the place again; (k) Desire to create memories in that place.

E. Revisit Intention

Revisit intention refers to an individual's desire to make a return visit or repeat visit to the same destination at a certain time. Revisit intention acts as a form of tourist loyalty to a destination, which is an indicator of the success of developing a tourist destination. In general, tourists have the same goal as a commitment to the visited tourist destination. Satisfaction and confidence are the main points in reviewing tourists' interest in a visited tourist destination. Tourists have strong confidence in the destination they choose, so they are eager to revisit and eventually become loyal tourists with a great assumption of the positive impact on their chosen tourist destination. Revisit intention is synonymous with the natural desire of tourists driven by their experiences and

intentions to determine whether they will revisit. This is influenced by their opinions about well-managed tourist attractions such as the utilization of existing facilities, environmental preservation, and the ease of tourists' needs. Additionally, revisit intention is also a key factor in attracting tourists' motivation. In increasing tourists' interest in visiting a destination, a destination must implement marketing strategies to enhance the destination's image. This is because the destination image is the impact of every process experienced by tourists after touring or visiting a place or city. This leads tourists to compare every tourist attraction, and satisfaction or dissatisfaction will arise. Satisfied tourists will develop a supportive attitude towards the tourist attraction, one of which is by promoting the tourist attraction or making a return visit within a certain period. Conversely, if they are dissatisfied, they will develop an unsupportive attitude towards the tourist attraction, allowing them not to visit or tourists who have visited will not revisit.

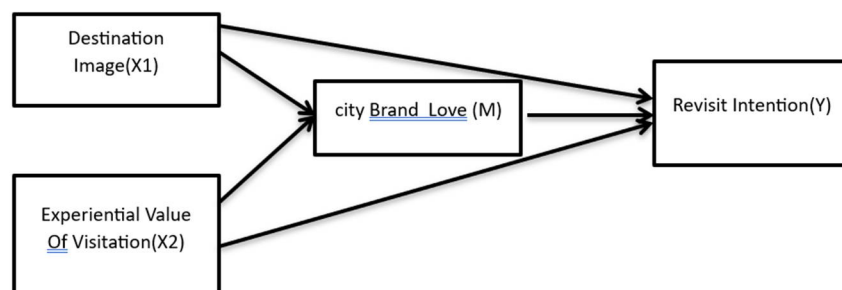


Figure 2. Research model

The influence of destination image on intention to revisit has been studied by several previous researchers (Byon and Zhang, 2010; Styliadis et al., 2017). Added in the meta-analysis study by Zhang et al. (2014), it was found that destination image directly influences tourist behavioral intentions, while some other studies state that destination image indirectly affects tourists' intentions to revisit (Prayag and Ryan, 2012). In terms of impacting the behavior of recommending a destination or tourist city according to Styliadis et al. (2017), the overall destination image has a direct influence on the intention to recommend that destination. Conversely, Prayag and Ryan (2012) argue that destination image has an indirect influence through place attachment on tourists' intentions to revisit. However, other researchers state that destination image has a direct positive influence on intentions to revisit and willingness to recommend to others, but it also has a direct positive influence on intentions to revisit and willingness to recommend to others. There is a positive influence between affective destination image on revisit intention (Liu, X., Li, J., and Kim, W. G. (2015)).

H1: The destination image is suspected to have a positive and significant influence on revisit intention.

The empirical findings of previous research according to Shahijan, Milad Kalantari; Rezaei, Sajad; Amin, Muslim (2018) indicate that service comfort and experience significantly influence overall ship satisfaction perception and intention to revisit, while overall cruise value perception affects overall cruiser satisfaction but does not influence cruiser revisit intentions. Han Chen & Imran Rahman (2017) state that although there has been much research on tourist locations, exploration of tourist experiences, especially in a tourist city, remains limited. To attract repeat visits, it is essential to ensuring that tourists are highly satisfied on their visit (Prayag and Ryan, 2012). Based on previous research, there are several factors to make tourists revisit a destination. The meaning of remembered experiences needs to be researched more deeply to understand tourists' behavioral intentions (Lehto, O'Leary, & Morrison, 2004; Kim, Ritchie, & McCormick, 2010). This underlines the importance of tourism experiences and their influence on revisit intention. This underscores the importance of tourist experiences and their influence on revisit intentions.

H2: Experiential value of visitation is expected to influence revisit intention.

Research on destination image continues to evolve in Indonesia, yet there is still a lack of studies on the role of city brand love in mediating the relationship between destination image and revisit intention. There is also a research gap arising from discrepancies in findings regarding the influence of destination image on revisit intention, indicating a need for reevaluation. For instance, some studies show a positive influence of affective destination image on revisit intention (Liu, X., Li, J., and Kim, W. G., 2015), while others suggest that destination image indirectly affects revisit intention (Prayag and Ryan, 2012). In previous studies, there was a

direct and indirect relationship between destination image and revisit intention (e.g., Assaker and Hallak, 2013; Chew and Jahari, 2014; Kani et al., 2017).

H3: City brand love is hypothesized to mediate the relationship between destination image and revisit intention.

Han Chen and Imran Rahman (2017) expound on the research by Kim and Ritchie (2014), regarding Taiwanese tourists, indicating that the value of tourism experience has a positive influence on the intention to revisit. Furthermore, Kim (2017) found that memorable tourist experiences are a stronger predictor of intention to revisit and word-of-mouth promotion. Thus, memorable tourist experiences are expected to have a positive impact on tourists' intention to revisit and intention to recommend. Previous studies have explained antecedent factors influencing revisit intention, one of which is brand love for a place. City Brand love, known as the concept of Destination Brand love, is an emotional attachment that evokes deep interest in a tourist location, creating an unlimited obsession when visiting the place, but memories, experiences, and love for the location continue to linger wherever the visitor may be (paraphrased from the understanding of destination brand love). The measurement of this concept. According to Carroll and Ahuvia (2006), the concept of Brand love can be defined as the level of emotional attachment and strong affection of consumers towards the brand, and consumer satisfaction with the brand. Brand Love also includes various aspects: a strong desire for the brand, connection/bond with the brand, positive evaluation of the brand, positive emotions in response to the brand, and declaration of love for the brand. Certainly, the influence of the experiential value of visitation on revisit intention can be reinforced by city brand love. The assumption is that tourists' experiences visiting a place through positive feelings, associations of a place with themselves, motivation, perceptions can encourage these tourists to be interested in revisiting.

H4: City brand love is assumed to mediate the relationship between the influence of experiential value of visitation on revisit intention.

III. RESEARCH METHOD

This research uses a quantitative method approach to examine the relationship between variables, then to examine the implications for CSR, qualitative techniques are used. This different approach needs to be taken because previous tourism marketing research has been widely criticized because it only relies on cross-sectional methods (Chaulagain et al., 2019). Mixed methods are believed to provide new perspectives and insights into tourism marketing phenomena compared to testing general theoretical propositions. The qualitative study contributes to the development of the conceptual framework of CSR and its relationship with a city's image. A qualitative study was conducted on the process of developing a CSR conceptual framework and its relationship with the image of a city. The qualitative approach contributes to the compilation of secondary reference data regarding the image of the city of Labuan Bajo, designated by the central government as a superior and premium tourist area and has an impact on the trust and support capacity of stakeholders in providing CSR funds and activating various CSR programs for Labuan Bajo. Lastly, according to the author, the qualitative method will provide better descriptions of quantitative research findings and facilitate the development of empirical and managerial implications (Lata & Mittal, 2023).

A. Measurement

The mediating role of city brand love in the relationship between destination image and experiential value of visitation on revisit intention is tested using SmartPLS, and the questionnaire instrument is tested using a survey questionnaire to validate the cross-scale multidimensional city brand love, destination image, experiential value of visitation, and revisit intention, compiled with a qualitative approach to understand the correlation between destination image and CSR. The construction of CSR dimensions is viewed based on stakeholder-based proposals by Pérez and Bosque (2013). Sixteen statements are associated with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). First, destination image (X1) is evaluated with four measurement indicators including infrastructure, attractiveness, enjoyment, and value for money. For example, infrastructure indicators represent the availability of adequate infrastructure, having an information system network, and accommodation facilities. Attractiveness indicators represent the completeness of shopping facilities in the city, good weather, and natural beauty. Value for money indicators represent accommodation prices, many affordable places to visit. Enjoyment represents many new tourist destinations, exciting tourist destinations, enjoyable tourist destinations.

Second, experiential value of visitation (X2) is evaluated with six measurement indicators including service quality, time, conformity, efficiency, pleasure, and escape. For example, service quality represents adequate city

facilities, fast responsiveness from service providers, empathy, and friendly attitudes from local residents. Time represents the meaning of an unforgettable lifetime experience, differences from previous experiences. Conformity represents comfort and bonding with Labuan Bajo city. Efficiency represents getting a package experience through a single visit, many affordable tour packages to the city. Pleasure represents following, savoring, and enjoying tourism to Labuan Bajo city. Escape represents breaking away from routines, being able to relieve burdens when in the city.

Third, city brand love (Z) is evaluated with ten questions related to feelings of happiness when visiting, hoping that Labuan Bajo city could be cooler than it is now, any negative feelings during the visit do not deter plans to return, wanting to always make memories in the city.

Fourth, revisit intention (Y) is evaluated with level of satisfaction, perceived value, and past experience. Level of satisfaction is related to plans to visit again, satisfaction with the visit, and the city exceeding expectations. Perceived value is related to loyalty to the city, visits to the city have meaning, and considering the visit as the most important moment in life. Past experience represents feelings of getting the best experience, no visit to the city in the past as great as to Labuan Bajo.

B. Sample

To reduce the possibility of bias in similar research (Min et al., 2016), this research only focuses on independent or personal tourists and collective tourists, both local and foreign tourists who visited Labuan Bajo more than twice and were involved in visits with a duration of more than one week. The respondents' criteria were developed for the following reason: the experiential value of a visit and love for a place can be built if tourists stay in a city long enough. Meanwhile, key informants in the focus discussion group process include CEOs of companies that have carried out CSR, the Labuan Bajo regional government, and journalists.

C. Data Collection

In order to make the data more representative, the questionnaires were mainly distributed to selected hotels, namely the best-selling hotels based on online sites. Purposive sampling and convenience sampling techniques were used in this research. The respondent category is domestic and foreign tourists in Labuan Bajo. Then, we checked whether the tourist had lived in Labuan Bajo for more than a week and had made tourist visits at least 2 times. We will conduct an interview while waiting for the check-in or check-out process at the hotel. Respondents who meet the requirements are those whose current purpose of staying at the hotel is for the purpose of vacation. If during the screening process it turns out that the respondent's destination is outside the purpose of tourism, then they are not a respondent for this study. The sample size for distributing the questionnaire was 200 respondents. The second stage of data collection was a focus group discussion process carried out to gain an understanding of the company's background in carrying out CSR, to explore information about whether the image of the city of Labuan Bajo as a superior and premium tourist area was the reason for the company to carry out CSR or not. The FGD was conducted for 2 hours and involved 8 key informants.

IV. RESULT

A. Outer Loading Test

The size of factor loadings is an important factor to consider when evaluating construct validity. A larger loading indicates that the indicator is closely related to its related construct. The estimated standard loading should be at least 0.5, and preferably 0.7, Cross Loading of each indicator between indicators and The constructs are presented in Table 1 below

TABLE I. CROSS LOADING

	DI (X1)	EVOV (X2)	CBL (M)	RI (Y)
X1.1	0,723			
X1.2	0,660			
X1.3	0,678			
X1.4	0,642			
X1.5	0,654			
X1.6	0,753			

X1.7	0,818	
X1.8	0,749	
X1.9	0,727	
X1.10	0,658	
X1.11	0,683	
X1.12	0,721	
X1.13	0,689	
X1.14	0,683	
X1.15	0,729	
X1.16	0,659	
X1.17	0,675	
X2.1		0,759
X2.2		0,792
X2.3		0,702
X2.4		0,742
X2.5		0,720
X2.6		0,679
X2.7		0,734
X2.8		0,635
X2.9		0,752
X2.10		0,701
X2.11		0,706
X2.12		0,745
X2.13		0,658
X2.14		0,713
X2.15		0,667
X2.16		0,759
X2.17		0,665
M1		0,754
M2		0,746
M3		0,782
M4		0,689
M5		0,700
M6		0,706
M7		0,710
M8		0,725
M9		0,709
M10		0,757
Y1.1		0,773
Y1.2		0,559
Y2.1		0,647

Y2.2	0,744
Y3.1	0,766
Y3.2	0,743
Y4.1	0,720
Y4.2	0,676

i. Discriminant Validity: Discriminant validity value is shown by the AVE (Average Variance Extracted) value for each construct. The AVE value is presented in Table 2, where based on statistical formulas each construct must be greater than 0.5, so it can be concluded that the model has sufficient discriminant validity. The average variance extracted (AVE) score indicates convergent validity. AVE is the mean of the squared loadings of all indicators associated with a particular construct. A practical rule for acceptable AVE is a minimum of 0.50. This level indicates that, on average, the construct explains at least fifty percent of its indicator variance. The convergent validity assessment based on AVE statistics in this study shows that all constructs have AVE values greater than 0.5. Therefore, convergent validity is established. Table 2 shows the AVE values for each construct.

TABLE II. CONVERGENT VALIDITY VALUE

Variable	Ave Value
DI (X1)	0.501057
EVOV (X2)	0.508801
CBL(Z)	0.502709
RI (Y)	0.515358

In Table 2, it is shown that the AVE (Average Variance Extracted) values of each variable are greater than 0.5, thus it can be concluded that the variables used in this study are valid.

ii. Composite Reliability: The reliability and validity of the above variables are tested. Combined reliability levels between 0.70 and 0.95 are considered “satisfactory to good” (Hair et al., 2017). Reliability above 0.95 seems unreasonable. The results of alpha reliability and composite Cronbach are presented in Table 3 below. Both reliability indicators have reliability statistics exceeding the required threshold. The recommended alpha and composite Cronbach reliability values are 0.7 (J F Hair et al., 2022).

TABLE III. CONSTRUCT RELIABILITY ANALYSIS

	Cronbach Alpha	Composite reliability	
DI (X1)	0.927195	0.936694	Reliable
EVOV (X2)	0.903200	0.919096	Reliable
CBL(Z)	0.909660	0.923608	Reliable
RI (Y)	0.908890	0.923020	Reliable

A. Inner Model

i. Inner Model: The results of the R-square value for the dependent construct obtained from PLS processing can be seen that the R-square for the city brand love (Z) variable is 0.543, indicating that the destination image (X1) and experiential value of visitation (X2) variables contribute to the city brand variable Love (Z) was 54.3%, while the remaining 45.7% was the contribution of other variables not studied. The R-square on the revisit intention (Y) variable is 0.595, indicating that the destination image (X1), experiential value of visitation (X2) and city brand love variables contribute to revisit intention (Y) by 59.5%, while the rest is 40.5% is a contribution from other variables not studied

TABLE IV. R SQUARE VALUE

Variable	R Square
RI (Y)	0.595327
EVOV (X2)	
CBL(Z)	0.543225
DI (X1)	

The Q-Square test for predictive relevance measures how well the observed values are produced by the model and also its parameter estimates. The Q^2 range value is $0 < Q^2 < 1$. The resulting Q^2 value is closer to 1, meaning the model is getting better. Formula to obtain value Q^2 is

$$Q^2 = 1 - (1 - R_1^2) (1 - R_2^2) \dots (1 - R_p^2)$$

Based on this formula, the Q2 value is generated in the research is:

$$\begin{aligned} Q^2 &= 1 - (1 - 0,543) (1 - 0,595) \\ &= 1 - 0,185 \\ &= 0,815 \end{aligned}$$

Q-Square value is 0.815 indicates that this research model is good, because Q-Square value is close to one.

V. DISCUSSION

Respondents consisted of 53.5 percent males. More than 71 percent of respondents were middle-aged. The highest percentage of respondents were married (48.8 percent) and held bachelor's degrees (60 percent). Regarding respondents' income, most (53.2 percent) had a monthly personal income equal to or less than 5,000,000. The majority of respondents (63.4 percent) also visited labuan bajo city 2-3 times. Lastly, concerning the nationality groups of respondents, the sample distribution was fairly consistent with official statistics, where the majority were domestic tourists (72.9 percent), followed by European tourists (17.2 percent), and then Asian tourists (17.2 percent).

A. Exploratory Factor Analysis Results

i. Structural Equation Modeling: Discriminant validity is the evaluation of distinguishing one construct from another. The underlying principle is to assess to what extent indicators of a construct uniquely represent that construct compared to how much the construct correlates with all other constructs in the model. The recommended discriminant validity method for PLS-SEM is the heterotrait-monotrait ratio of correlations (HTMT) developed by Henseler et al (2015). HTMT is a measure of the actual correlation between two constructs. High HTMT values indicate issues with discriminant validity. Henseler et al. (2015) suggest a threshold of 0.90 if the path model includes conceptually similar constructs (e.g., loyalty, cognitive satisfaction, and affective satisfaction). Nevertheless, a more conservative threshold value of 0.85 is recommended. Additionally, the Fornell and Larcker criteria are a method for assessing discriminant validity, crucial in statistical analysis, especially in structural equation modeling. Introduced by Claes Fornell and David F. Larcker in 1981, this criterion ensures that each construct in a model is distinct and measures a unique concept. It compares the square root of the Average Variance Extracted (AVE) of each construct with the correlation of that construct with other constructs. Discriminant validity is established when the square root of AVE is greater than the correlation, indicating that the construct is more closely related to its own indicators than to other constructs, thus confirming its specificity and validity.

Table V. Fornell and Larcker Analysis

	DI (X1)	EVOV (X2)	CBL(Z)	RI(Y)
DI (X1)	0.503			
EVOV (X2)	0.2894	0.495		
CBL(Z)	0.291	0.295	0.458	
RI (Y)	0.214	0.371	0.263	0.387

ii. Direct Effect Testing Results: Bootstrapping method was used to calculate the t-values and p-values of path coefficients. Additionally, bias-corrected and accelerated confidence intervals were investigated. Since "0" is not within this confidence interval, it is considered significant. Significance and size of structural path coefficients are evaluated. To obtain significance levels, 10,000 subsamples were used to run the bootstrapping option. Table 6 displays the coefficients, t-values, and significance levels (p-values). All hypothesized path coefficients that were statistically significant are shown.

Table VI. Direct Effect Testing Results

Hypothesis	Path	B	T-Value	P Values	Ket
H1	DI → RI	0,168	1,798	0.183	not significant
H2	EVOV → RI	0,164	1,764	0.173	not significant

The first hypothesis tests whether Destination Image (DI) significantly and positively influences Revisit Intention. The results show that the relationship between Destination Image and Revisit Intention is positively

but not significantly. This proves that Destination Image does not have a significant positive impact on Revisit Intention.

The second hypothesis tests whether Experiential Value of Visitation (EVOV) positively influences Revisit Intention. The results indicate that the beta coefficient of Experiential Value of Visitation on Revisit Intention is 0.164 and the t-statistic is 1.764. This test result shows that the t-statistic is not significant because it is less than 1.96 (t-table), thus the second hypothesis is not accepted.

iii. Indirect Effect Testing Results

Based on the table, the value of the indirect path coefficient of the relationship between DI and RI with the mediation role of CBL and the indirect effect relationship between EVOV and RI with the mediation role of CBL is examined. The value of the indirect path coefficient of the relationship between DI and RI with the mediation role of CBL is 0.175. If this value is compared with the direct path coefficient value on the relationship between DI and RI of 0.168, it can be concluded that the indirect effect is greater than the direct effect, meaning that with the presence of the mediation variable CBL, it is able to increase the value of the relationship between DI and RI.

TABLE VII. INDIRECT EFFECT TESTING RESULTS

Var Eksogen	Var Mediasi	Var Endogen	Path Coefficient indirect Effect
DI (X1)	CBL	RI	0.175
EVOV (X2)	CBL	RI	0.317

The value of the indirect path coefficient of the relationship between EVOV and RI with the mediation role of CBL is 0.315. If this value is compared with the direct path coefficient value on the relationship between DI and RI of 0.164, it can be concluded that the indirect effect is greater than the direct effect, meaning that with the presence of the mediation variable CBL, it is able to increase the value of the relationship between EVOV and RI.

VI. CONCLUSION AND MANAGERIAL IMPLICATIONS

This research has contributes to the novelty of destination image research in two ways: by examining the nature of destination image in the context of a city's destination that is a priority super destination of Indonesia and by investigating the mediating role of city brand love on integration of relationships between variables between destination image and experiential value of visitation on tourists' revisit intention. Empirical results support the argument that destination image has no significant influence on tourists' intention behavior in the future. The results of this study confirm the insignificant influence of experiential value of visitation on intention to visit again, so it does not support the second hypothesis. In other words, tourists are willing to recommend the city of Labuan Bajo to other people based on their experience, but they have no intention of visiting Labuan Bajo again. This surprising result is inconsistent with previous research which states that destination image has a positive and direct impact on revisit intention (Chew and Jahari, 2014; Chaulagain et al.,2019; Kock et al.,2016). This may be because word-of-mouth recommendations are easier than making another trip to the same destination (Phillips et al., 2013).

In addition, the results confirm the insignificant influence of experiential value of visitation on intention to visit again. These results are consistent with previous research which states that the experiential value of visitation does not always lead to good behavioral intentions in the future. Dissatisfied tourists may continue to visit the same destination if they do not expect better things in other tourist destinations (Bigne' et al., 2001), or because tourists lack a tendency to look for new things (Assaker and Hallak, 2013). Finally, the results of this study show a positive indirect impact of experiential value on intention to revisit through the mediating role of city brand love. In conclusion, the results of this study reveal many practical implications. The Labuan Bajo City Government and various stakeholders must integrate these strengths into their marketing and promotional campaigns, to differentiate themselves from other destinations. They should also allocate more resources to public infrastructure and tourism to overcome their weaknesses and provide services that meet tourists' expectations.

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