



Destination Image and Brand Value To Improve Willingness to Revisit Through Tourist Happiness Among Tourists in Sade Tourist Village in Central Lombok, West Nusa Tenggara

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ABSTRACT

The present research examines how the image of a tourist destination is perceived. its brand value affect tourists' desire to return, with a focus on how their happiness during the visit plays a role in this process, specifically among tourists at The research was conducted at Sade cultural village, situated in the Central part of Lombok, West Nusa Tenggara. A quantitative research method was employed in this study.that looked at cause and effect. The study focused on individuals, specifically tourists who had visited Sade Tourism Village. The study used a purposive sampling method and included 255 participants in the sample. The collected data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach implemented in SmartPLS 4. The findings indicated that Both Destination Image and Brand Value exerted a positive and significant influence on Tourist Happiness. Tourist satisfaction further demonstrates a good and important impact on their desire to come back again. Tourist happiness was found to contribute to how destination image and brand value affect the desire to go back again. These results show that how happy tourists are do a key inside connecting how they see a location and how much they value its brand with their wish to visit again. Based on these results, the management of Sade Tourism Village should keep working on improve destination reputation and its brand worth to make tourists happier and encourage them to visit again.

INTRODUCTION

Willingness to revisit is a key indicator in measuring the success of a tourist destination. Tourists who desire to revisit demonstrate satisfaction and a positive experience during their visit. Furthermore, tourists who intend to revisit tend to recommend other travelers, thereby sustainably increasing the

number of visits. Therefore, tourist destination managers need to understand the elements influencing willingness to revisit. Revisit to increase tourist loyalty. Destination image is a perception of perception, beliefs, and impressions tourists have of a destination based on their experiences and the information they obtain. A positive destination image will leave a positive impression on tourists, increasing their satisfaction and emotional experience during their visit. Besides destination image, another important factor is brand value.

Brand value reflects the perceived value tourists attach to a destination based on its quality, uniqueness, and reputation compared to other destinations.

Destinations with strong brand value are more memorable to tourists and are more likely to be revisited.

While brand value image objective image has crucial role in increasing tourist loyalty, emotional factors are equally important. One emotional factor widely studied in tourism research is tourist happiness . Tourist happiness describes the feelings of joy, satisfaction, and memorable experiences experienced by tourists during a visit to a destination. Happy tourists tend to have positive memories of the destination, increasing the likelihood of returning. What has been described above has been assisted by several earlier studies by (Wei et al., 2024) showed that revisit intention is influenced by destination image.

Through emotional factors such as nostalgia and destination attachment. Other research conducted by (Jimenez-García et al., 2025a)[] showed that destination image and brand value are important factors influencing tourist happiness and revisit intention. These research the findings suggest that emotional factors have a significant influence on impact explaining tourist behavior, particularly in increasing loyalty to a tourist destination. One important factor influencing willingness to revisit is destination image .

Destination image refers to tourists' perceptions of a destination based on experiences and information obtained before and during a visit. Research (Ge & Chen, 2024)shows that destination image has a significant effect on tourist satisfaction and intention to revisit. The more positive a destination image is , the more likely tourists are to return in the future.

Willingness to revisit is a key indicator in assessing tourist loyalty to a destination. The phenomenon of repeat visits demonstrates that tourists not only seek new experiences but also tend to return to destinations that provide comfort and positive experiences. Surveys show that approximately one-third of tourists choose to revisit the same destination due to emotional attachment, comfort, and

enjoyable experiences. (<https://Nypost.Com/2025/09/22/Lifestyle/Heres>

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Why-Americans-Keep-Returning-to-the-Same-Vacation-New-Survey-Reveals/.) In addition, tourists who make repeat visits are considered to provide long-

term benefits for the sustainability of the destination because they create emotional connections and loyalty to the tourist destination.(Lu et al., 2022)

Several previous studies have shown that willingness to revisit is a crucial indicator in assessing a destination's success in maintaining tourist loyalty. However, in practice, many destinations are still unable to optimally encourage repeat visits. This presents a challenge for tourism sector development, particularly amidst increasing competition

between destinations at both the national and global levels. Data from international organizations indicates that tourism is a strategic sector contributing to economic growth and job creation. Therefore, understanding

tourist behavior, particularly related to revisit intentions, is crucial for supporting the sustainability of tourism

destinations.https://www.oecd.org/content/dam/oecd/en/publications/reports/2022/11/oecd-tourism-trends-and-policies-2022_71dc1773/a8dd3019-en.oecd_t

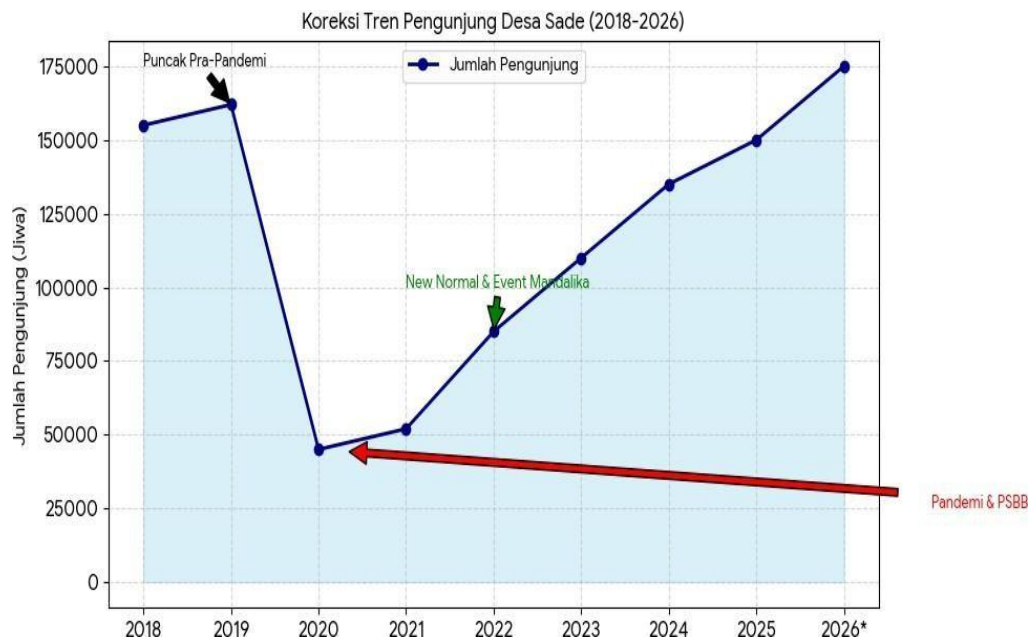
Furthermore, various studies have shown that tourists' decisions to revisit a destination are influenced by their travel experiences, satisfaction, and perceptions of the destination. Studies on tourist behavior in Indonesia show that destination image and travel experiences significantly influence revisit intention indicating that positive tourist perceptions are a crucial factor in increasing destination loyalty.(Rini et al., 2021). This phenomenon shows that

willingness to revisit is not only related to tourist satisfaction but is also influenced by how tourists assess the destination image and perceived brand value after visiting a tourist destination. Therefore, research on the factors influencing willingness to revisit , particularly through the tourist happiness

approach , is relevant to contribute to the development of sustainable tourism destination management strategies. However, research examining the influence of destination image and brand value on willingness to revisit through tourist happiness is still remains underexplored, particularly in cultural tourism destinations in Indonesia. Most previous research was conducted on destinations abroad, so further research is needed on cultural tourism destinations with distinct experiential characteristics.

One cultural tourism destination with significant potential is the Sade Tourism Village in Central Lombok, West Nusa Tenggara. Sade Tourism Village is a traditional Sasak village that still maintains local culture, such as traditional houses, weaving traditions, and a community lifestyle that upholds local wisdom. Tourist visit data shows that during the 2025/2026 Christmas and New Year holiday period, the number of visits increased significantly, reaching thousands of visitors per day, compared to around 200 visitors on normal days. This is also supported by statistical data on the development of the number of visitors to Sade Tourism Village from the past year, which indicates that Sade Tourism Village has a strong appeal as a cultural tourism destination.(SUARANTB.com, 2026)

Figure 1 Data on visitors to Sade tourist village 2018-2026



The number of tourists visiting Sade Tourism Village went up and down between 2018 and 2026. Before the COVID-19 pandemic, the number of tourists visiting was going up. In 2020, there was a big drop because of the rules that limited community events and movement during the pandemic. Between 2021 and 2026, the number of tourists visiting the area went up again as the tourism industry started to recover and there was more travel activity in Lombok.

METHODOLOGY

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), created by Ajzen in 1991, is a common theory used to understand and predict how individuals act across different situations, such as when making purchases or using technology. TPB says that how someone acts depends on the intentions they have, which are shaped by three key things: their attitude towards the action, what they think others expect of them, and the level of ease or difficulty they believe it is to carry out the action. In his article titled "The Theory of Planned Behavior: Frequently Asked Questions," Ajzen explains that TPB further develops the Theory of Reasoned Action by including a component about how people feel they can control their behavior, which helps the theory better predict what individuals will do. In addition, TPB also explains the possibility of adding other variables as predictors to improve the model's ability to explain behavioral intentions, depending on the research context used. This theory also emphasizes the possibility of a gap between intention and actual behavior (intention-behavior gap), which can be influenced by factors that influence individual control over the behavior. Therefore, TPB is widely used in research to analyze individual decision-making processes, including in explaining tourists' intentions to revisit (willingness to revisit) based on attitudes, perceptions, and external factors that influence them.(Ajzen, 2020).

Destination Image

Considering the views of these experts, it can be concluded that destination image represents the overall perception that tourists have of a destination formed through information, experience, and interactions between stimulus factors and personal factors, which include rational assessments of destination attributes, emotional responses during visits, and perceptions of the unique characteristics of destinations so that they influence tourist attitudes and behavior (Baloglu & McCleary, 1999; Echtner & Ritchie, 1991; Stylos & Bellou, 2019). To obtain a comprehensive picture of destination image, this study adopted three dimensions proposed by (Stylos & Bellou, 2019), namely the cognitive, affective, and unique image. These three dimensions are considered capable of representing tourist perceptions as a whole because they include cognitive aspects in the form of assessments of destination attributes, affective aspects in the form of emotional responses during visits, and unique aspects that show the distinctive characteristics of a destination compared to other destinations.

Brand value

Brand value can be defined as the value of a destination as a brand formed through tourists' perceptions, knowledge, and experiences of the brand, thus creating an appraisal of the destination's quality and excellence and influencing tourists' attitudes, decisions, and behavior, including encouraging happiness and the desire to revisit (Aaker, 1995; Keller, 2013; Mehrabian, 1974). To obtain a comprehensive picture of brand value, this study adopted three dimensions proposed by (Jimenez-García et al., 2025a), which includes brand awareness, perceived quality, and brand loyalty. These three dimensions are considered capable of representing the value of a destination as a brand because they include the level of tourist awareness of the destination brand, tourists' assessment of the quality offered, and tourists' commitment to continue choosing and revisiting the destination. Thus, these three dimensions together provide a comprehensive picture of the brand value perceived by tourists.

Tourist Happiness

Tourist happiness can be defined as the positive emotional state experienced by tourists as a result of evaluating their tourism experience, which fulfills their expectations, needs, and desires during their visit to a destination. This emotional state reflects the level of happiness experienced by tourists after receiving various stimuli from the destination and is a factor that has an impact on their attitudes and behavior, including their desire to revisit (Diener Ed, 1984; Mehrabian, 1974; Nawijn, 2011). To obtain a comprehensive picture of tourist happiness, this study adopted three dimensions proposed by (Jimenez-García et al., 2025a): restaurant services, accommodation services, and tourism services experience. These three dimensions are considered capable of representing the level of tourist happiness because they reflect their experience in enjoying restaurant services, accommodation quality, and the overall tourism service experience obtained during their stay at the destination. Thus, these three dimensions together provide a comprehensive picture of tourist happiness experienced by tourists.

Willingness to Revisit

Willingness to revisit can be defined as the desire or behavioral tendency of tourists to make a return visit to the destination in the future as a result of evaluating the tourism experience, satisfaction, and attachment formed during the visit. This desire reflects the behavioral response of tourists after receiving various stimuli and processing them into positive emotional experiences, thus encouraging the decision to revisit (Baker & Crompton, 2000; Mehrabian, 1974). To obtain a comprehensive picture of willingness to revisit, this study adopted three dimensions proposed by (Jimenez-García et al., 2025a): revisit intention, local attachment, and nostalgic emotion. These three dimensions are considered capable of representing tourists' desire to revisit because they include the willingness to revisit emotional attachment to the destination, and feelings of longing for previous positive experiences. Thus, these three dimensions together provide a comprehensive picture of tourists' willingness to revisit a destination.

RESEARCH RESULT

Research Data

The research data includes a description based on the answers given by the respondents, along with the steps taken to process and analyze those answers. The proposed research model will be analyzed through the Partial Least Squares (PLS) approach through the SmartPLS 4.0.9 software. This is another way to approach Structural Equation Modeling (SEM). helps deal with complex relationships between variables, especially when there are few data samples (30 to 100) and the data doesn't follow a specific distribution. (Kurniawan et al., 2023).

Variables destination image

The current study destination image variable was measured using 6 statement items, each with 5 answer choices ranging from STS (Strongly Disagree) to SS (Strongly Agree), and each choice was scored from 1 to 5. The following are the results of the respondents' answers regarding the destination image variable, including:

Table 1 Respondents' responses to the destination image variable

No	Indicator			Average	Information
1	Cognitive image	DI.1	3.55	3.55	Tall
		DI.2	3.65		
2	Affective image	DI.3	3.59	3.66	Tall
		DI.4	3.74		
3	Unique image	DI.5	3.68	3.64	Tall
		DI.6	3.61		
Destination image				3.61	Tall

Table 5.5 shows respondents' responses to the Destination Image variable. The indicator with the highest average value was Affective Image at 3.66, indicating that respondents had a very good emotional impression of the tourist destination. This was followed by the Unique Image indicator with an average value of 3.64 and Cognitive Image with an average value of 3.55, both of which are in the high category.

Overall, the Destination Image variable obtained an average value of 3.61, which is in the high category, indicating that respondents have a positive perception of the tourist destination image.

Brand Value Variable

In this study, the Brand value variable was measured with 6 (six) statement items with 5 (five) answer choices STS (Strongly Disagree) to SS (Strongly Agree) with a score of 1 to 5. The following are the results of respondents' answers for the brand value variable, including:

Table 2 Respondents' responses to the brand value variable

No	Indicator			Average	Information
1	Brand awareness	BV.1	4.00	4.04	Very high
		BV.2	4.09		
2	Perceived Quality	BV.3	3.72	3.82	Tall
		BV.4	3.93		
3	Brand Loyalty	BV.5	3.85	3.90	Tall
		BV.6	3.96		
Brand Value				3.92	Tall

Table 5.6 shows respondents' responses to the Brand Value variable . The indicator with the highest average value is Brand Awareness at 4.04, which is in the very rated as high. Additionally, the Brand Value indicator Loyalty scored an average of 3.90 and Perceived Quality scored 3.82, both of which are considered high. Overall, the Brand Value variable scored an average of 3.92, which is considered high, indicating that respondents have a favorable evaluation of the brand value of the tourist destination.

Tourist Happiness Variable

In this study, the Tourist Happiness variable was measured with 6 (six) statement items with 5 (five) answer choices STS (Strongly Disagree) to SS (Strongly Agree) with a score of 1 to 5. The following are the findings based on respondents' responses to the Tourist Happiness variable, including:

Table 3 Respondents' responses to the Tourist Happiness variable

No	Indicator			Average	Information
1	Restaurant services	TH.1	3.87	4.02	Very high
		TH.2	4.17		
2	Accommodation services	TH.3	3.83	3.90	Tall
		TH.4	3.98		
3	Tourism services experiences	TH.5	3.82	3.86	Tall
		TH.6	3.90		
Tourist happiness				3.92	Tall

Table 5.7 shows the respondents' responses to the Tourist variable. Happiness . The indicator with the highest average score was Restaurant Services, with a score of 4.02, which is considered very high. Furthermore, the Accommodation Services indicator received an average score of 3.90, and Tourism Service Experiences was 3.86, both of which are in the high category. Overall, the Tourist Happiness variable obtained an average score of 3.92, in the

high category, indicating that respondents felt a high level of happiness during their travels based on the service experiences they received.

Willingness to revisit variable

In this study, the willingness to revisit variable was measured with 6 (six) statement items with 5 (five) answer choices STS (Strongly Disagree) to SS (Strongly Agree) with a score of 1 to 5. The following are the results of respondents' answers for the willingness to revisit variable, including:

Table 4 Respondents' responses to the willingness to revisit variable

No	Indicator			Average	Information
1	Revisit intention	WR.1	3.95	3.97	Very high
		WR.2	4.00		
2	Local attachment	WR.3	3.77	3.86	Tall
		WR.4	3.96		
3	Nostalgic emotion	WR.5	4.17	4.17	Tall
		WR.6	4.17		
Willingness to revisit				4.00	Tall

Table 5.8 shows respondents' responses to the Willingness to Revisit variable. The indicator with the highest average value is Nostalgia Emotion at 4.17, which is categorized as high. Furthermore, the Revisit Intention indicator obtained an average value of 3.97, which is categorized as very high, while the Local Attachment indicator obtained an average value of 3.86, which is categorized as high. Overall, the Willingness to Revisit variable obtained an average value of 4.00, which is classified as high, suggesting that respondents have a strong desire to revisit the tourist destination in the future.

The Influence of Destination Image on Tourist Happiness

The study findings demonstrate that Destination Image has a positive and statistically significant influence on Tourist Happiness. The obtained results demonstrate that the better the image of Sade Tourism Village, the higher the level of happiness felt by tourists during their visit. This finding indicates that tourists who have a positive perception of Sade Tourism Village, both in terms of cultural attractions, unique traditions, and the destination environment, tend to have a pleasant and memorable tourist experience. The results of this study are consistent with the findings reported in previous studies (Jimenez-García et al., 2025a) that found that destination image has a positive effect on tourist happiness. This finding also supports research (Tang et al., 2022) that explains that a positive destination image can create a pleasant emotional experience for tourists. However, the outcomes of this study are inconsistent with entirely in line with research (Y. Chen & Li, 2018b) that shows that destination image is not considered the main factor that directly shapes tourist happiness, but rather its influence occurs through tourist satisfaction and life satisfaction. In other words, a good destination image does not necessarily directly increase tourist happiness if it is not accompanied by a satisfying tourist experience. These differences in results are thought to be due to the different characteristics related to the destination and the tourist experience. Sade Tourism Village is a cultural tourism destination that offers authentic experiences via direct engagement with the local

community, Sasak cultural traditions, and the unique destination environment. These conditions allow tourists to experience direct emotional benefits from positive perceptions of the destination, thereby increasing tourist happiness. Meanwhile, in the study (Y. Chen & Li, 2018b), tourist happiness was more influenced by the level of satisfaction and quality of the overall tourism experience than by the destination image alone. Thus, the findings of this study strengthen the argument that destination image in cultural tourism destinations not only functions as a factor in shaping tourist perceptions but can also be a source of tourist happiness through authentic and meaningful cultural experiences.

The Influence of Brand Value on Tourist Happiness

The analysis results demonstrate that brand value exerts a positive and significant effect on tourist happiness. These results indicate that the higher the brand value of Sade Tourism Village, the higher the level of happiness experienced by tourists. brand value can strengthen tourists' trust in a destination. When tourists perceive a destination as having a good reputation, adequate service quality, and a strong identity, they will have positive expectations about their travel experience. If these expectations are met, tourists will experience a happy visit. The results of this study align with research (Jimenez-García et al., 2025) that found brand value has a positive effect on tourist happiness. These findings also support research (Y. Chen & Li, 2018a) that (Zheng et al., 2023) explains that strong brand value can increase tourists' positive perceptions, thus creating a more satisfying and a satisfying travel experience.

The Influence of Tourist Happiness on Willingness to Revisit

The study revealed that Tourist Happiness exerts a positive effect on and significantly influences tourists' intention to revisit the destination, suggesting that happier tourism experiences encourage future revisit behavior. This evidence suggests that the higher the level of happiness felt by tourists during their visit to Sade Tourism Village, the higher their desire to revisit. The feeling of happiness that arises from a pleasant, memorable, and expected tourist experience can create an emotional attachment for tourists to the destination, thus encouraging the formation of an intention to return in the future. The findings of the present study agree with those reported by (Papadopoulou et al., 2023) which suggests that tourists' psychological well-being and positive travel experiences contribute significantly to strengthening destination loyalty while encouraging their willingness to revisit. This result is further reinforced by (Y. Chen & Li, 2018b) which explains that positive emotions that arise during a tourist experience can increase tourists' revisit intention. However, The findings obtained in this study are only partially consistent with the results reported by. (Pai et al., 2020) The current study indicates that travel experience satisfaction is a more dominant factor in influencing tourists' revisit intention, while tourist happiness is positioned more as a result of a satisfying tourist experience. In other words, Tourist satisfaction is widely recognized as a key factor. That directly encourages tourists to return to the destination.

This difference in findings indicates that factors influencing tourists' desire to revisit can differ in each tourist destination context. In the present study tourist Happiness was proven to be a factor that directly drives Willingness to Revisit, which indicates that the positive emotional experience felt by tourists in Sade Tourism Village plays a significant contribution to the development of desire to revisit.

The influence of brand value on willingness to revisit through tourist happiness

The findings indicate that Brand Value positively and significantly influences Willingness to Revisit, with Tourist Happiness serving as a mediating variable. These results indicate that strong brand value can increase tourist happiness, which then encourages the desire to revisit. In other words, tourist happiness acts through the mediating role of Tourist Happiness in the relationship between Brand Value and Willingness to Revisit.

Evidence from the present study corroborates the findings of (Jimenez-García et al., 2025) highlighting that Tourist Happiness serves as an intermediary linking Brand Value to Revisit Intention. These findings also support research (Chuenban et al., 2021) that explains that good brand value can increase tourist loyalty through positive experiences felt during a visit. Furthermore, these results also support research (Liu et al., 2023) that found that tourists' emotional experiences have a substantial influence on customer loyalty and revisit intention.

The influence of destination image on willingness to revisit through tourist Happiness

The study shows that Brand Value has a positive and important impact on the likelihood of tourists returning, and this happens through their happiness as a middle factor. This shows that having a strong brand image for a destination can make tourists happier, which then makes them more likely to want to visit again. The more tourists believe a destination is valuable, respected, and excellent, the more likely they are to enjoy their visit and want to go back again. This study's findings match those of (Jimenez-García et al., 2025a) who discovered that brand value affects tourist behavior by influencing tourist happiness, which acts as a mediator between brand value and tourist behavior. The results show that having a positive image of a destination can make tourists feel good, which makes them more likely to visit again. In addition, the study (Jo et al., 2022) also says that a strong brand value can make tourists feel more connected to a destination, which in turn helps create positive tourist behavior.

However, Unlike the findings of (Shi et al., 2022) the present study indicates that the relationship between destination brand equity and tourists' intention to return cannot be explained primarily by tourist satisfaction alone. This means that tourists might want to come back to a place because they had a good experience there.

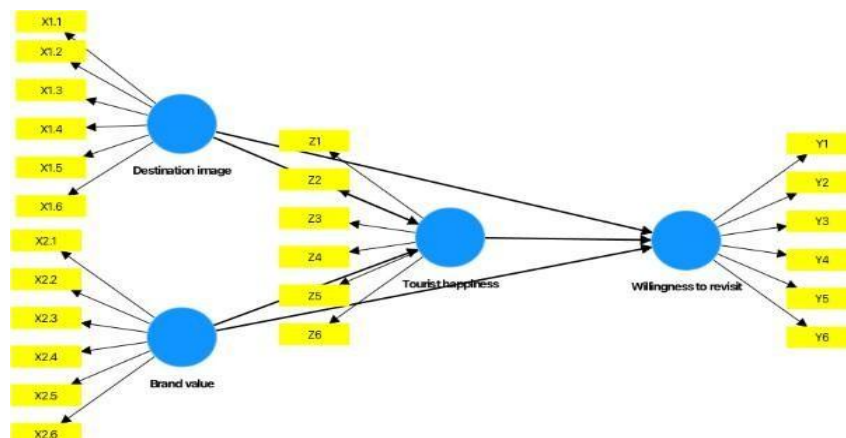
Meanwhile, this study shows that Tourist Happiness plays a big part in explaining how Brand Value affects the likelihood of someone wanting to visit

again. So, besides feeling satisfied, the emotional part of being happy as a tourist also plays a big role in making them want to come back again. These differences in the results suggest that the reasons why Brand Value affects Willingness to Revisit might be different in each tourist place. This could be because of the traits of the tourists and the kinds of experiences they have while visiting.

PLS analysis

This research employs the PLS-SEM technique, with SmartPLS 4 serving as the analytical tool, to examine how different research variables are connected. PLS-SEM has two main steps for checking the extent to which the model works: first, The evaluation process in PLS-SEM begins with the the measurement (outer) model was first evaluated, followed by the assessment of the structural (inner) model. The purpose of assessing the outer model is designed to determine the validity and reliability of the constructs used in the study. Meanwhile, the inner model is evaluated to look at how the hidden variables are connected and to check how well the model can explain the things being studied. The model showing the research variables is presented in Figure 5.1 below.

Figure 5. 1Latent model of research variables Convergent Validity (Outer Loading)



Source: Data processed using SmartPLS 4.0.9.

The assessment of convergent validity is based on the loading factor of each measurement indicator. A loading factor represents the degree to which an indicator corresponds to its latent construct. In PLS-SEM, loading factor values exceeding 0.70 indicate a sufficient level of convergent validity. However, based on the initial look at the loading factor matrix from Hair et al., a value around 0.3 is seen as meeting the minimum standard, Loading factor values close to 0.40 are generally considered acceptable, whereas values above 0.50 indicate satisfactory indicator performance. For this study, indicators were required to meet a minimum loading factor of 0.70. The loading factor values generated using SmartPLS 4.0.9 are presented in the following table.

Table 5. Results of the outer loading convergent validity test

Indicator	Destination image	Brand value	Willingness to revisit	Tourist happiness	Note
DI.1	0.832				Valid
DI.2	0.792				Valid
DI.3	0.808				Valid
DI.4	0.835				Valid
DI.5	0.851				Valid
DI.6	0.818				Valid
BV.1		0.799			Valid
BV.2		0.848			Valid
BV.3		0.793			Valid
BV.4		0.766			Valid
BV.5		0.765			Valid
BV.6		0.884			Valid
WR.1			0.728		Valid
WR.2			0.829		Valid
WR.3			0.772		Valid
WR.4			0.854		Valid
WR.5			0.830		Valid
WR.6			0.838		Valid
TH.1				0.841	Valid
TH.2				0.811	Valid
TH.3				0.723	Valid
TH.4				0.711	Valid
TH.5				0.713	Valid
TH.6				0.876	Valid

Table 5.9 illustrates that the convergent validity results confirm all indicators have loading factor values exceeding the recommended cut-off value of 0.70. These findings confirm that every indicator meets the required validity criteria. In the Destination Image construct, the loading factor values range from 0.792–0.851, with indicator X1.5 having the largest contribution in reflecting the construct. The Brand Value construct shows a loading factor value between 0.765–0.884, where indicator X2.6 is the strongest indicator. Furthermore, the Willingness to Revisit construct has a loading factor value between 0.728–0.854, with indicator Y4 providing the highest contribution. Meanwhile, the Tourist Happiness shows a factor loading value ranging from 0.711–0.876, with indicator Z6 as the most dominant indicator. Overall, all the signs are closely connected to the deeper ideas they are meant to show, so they can effectively show the ideas of Destination Image, Brand Value, Tourist Happiness, and Willingness to Revisit.

So the measurement model (outer model) exhibits satisfied the requirements for convergent validity, and all the indicators are good to use in the next step, which is analyzing the structural model (inner model).

Composite reliability (rho_a) and Composite reliability (rho_c)

Besides using Cronbach's Alpha, you can check how reliable a construct is by looking at the Composite Reliability value, which includes rho_A and rho_c. A construct is considered reliable when its rho_A and rho_c values are both higher than 0.70. The results from the Composite Reliability test in this study are shown in the table below.

Table 6 Composite reliability test results (rho_a and rho_c)

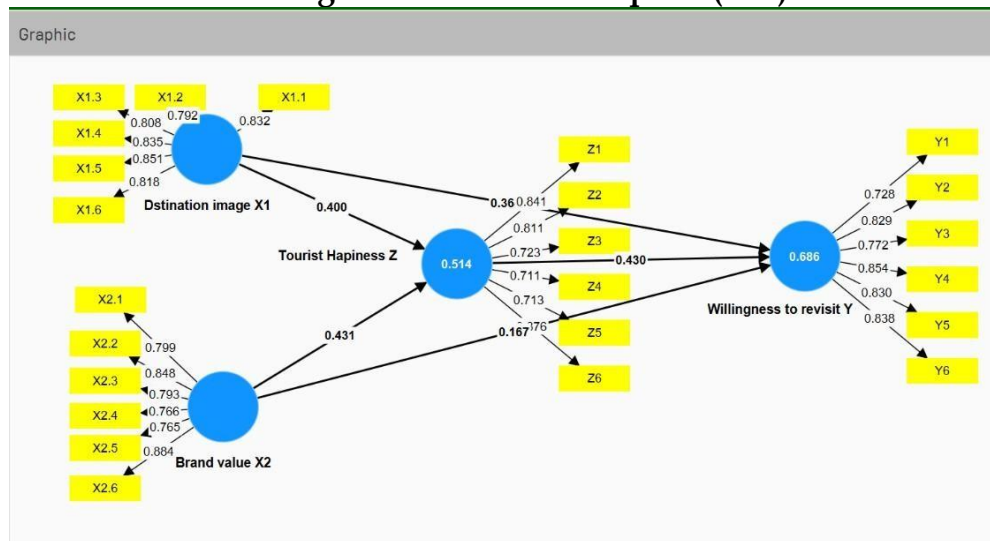
Variables	Composite reliability (rho_a)	Composite reliability (rho_c)	Information
Destination image	0.913	0.926	Reliable
Brand value	0.901	0.920	Reliable
Tourist Happiness	0.891	0.904	Reliable
Willingness to revisit	0.898	0.919	Reliable

Table 5.13 demonstrates that the Composite Reliability (rho_A) and Composite Reliability (rho_c) values for all constructs exceed the recommended cut-off value of 0.70. The findings indicate that the constructs possess adequate reliability. The results show that all constructs achieved high reliability. Destination Image recorded rho_A and rho_c values of 0.913 and 0.926, followed by Brand Value (0.901 and 0.920), Tourist Happiness (0.891 and 0.904), and Willingness to Revisit (0.898 and 0.919). These results show that all constructs achieve acceptable levels of reliability standards, meaning the research tool is consistent and can be used for more analysis.

Inner Model

The Inner Model, also called the Structural Model, is a step in SEM-PLS where we check how different hidden concepts relate to each other based on the theory behind the research. Inner model testing checks how well the model can explain and predict variables that are inside the system. Inner model evaluation is usually done using R-Square (R^2), Q-Square (Q^2), F-Square (F^2), and bootstrapping tests to check how important the connections between variables are in the research model.

Figure 5.2 2 Model R-Square (R²)



Data source from SmartPLS 4.0.9 test results

The R-Square test was used to see how well the outside factors can explain the inside variables in the research model. An increase in the The R-Square value represents the extent to which the independent variables explain the variation in the dependent variable. The results from the R-Square test in this study are shown in Table X below.

Table 7 R-Square value of the model

Variables	R-square	R-square adjusted	Information
Tourist happiness	0.514	0.510	Moderate
Willingness to revisit	0.686	0.683	Moderate

Looking at Table 5.15, the Tourist Happiness variable has an R-Square value of 0.514 and an Adjusted R-Square value of 0.510. These results show that Destination Image and Brand Value together explain 51.4% of the variation in Tourist Happiness, while the other 48.6% is due to factors not included in the research model. Things like how good the service is, the overall experience of visiting, the facilities available at the destination, the environment there, and how tourists interact with the local people can all affect how happy tourists are. Furthermore, the Willingness to Revisit variable has R-Square and Adjusted R-Square values of 0.686 and 0.683, respectively. These results show that Destination Image, Brand Value, and Tourist Happiness together explain 68.6% of the Willingness to Revisit. The remaining 31.4% is explained by other factors that are not included in the research model. Factors like tourist satisfaction, destination loyalty, perceived valuememorable visitor experiences, online recommendations, and service quality can also affect tourists' desire to visit again.

Referring to the criteria (Hair et al., 2012), an R-Square value of 0.514 is considered moderate, and a value of 0.686 falls into the strong category, which is towards the higher end of moderate or substantial. So, the research model works pretty well, especially concerning explaining why tourists might want to visit a place again. This shows that how people see a destination, the value of the brand, and how happy tourists are all play a big plays a key role in shaping tourists' willingness to revisit.

Q-Square (Q²)

The Predictive Relevance (Q²) test was done to check the predictive capability of the model for the endogenous constructs. A model is considered to be useful for making predictions when the Q² value is more than zero. The results from the Q² test can be found in Table.

Table 8Q-Square test results

Variables	SSO	SSE	Q ² (=1-SSE/SSO)	Information
Brand value	1530,000	1530,000	0,000	Exogenous Variables
Destination image	1530,000	1530,000	0,000	Exogenous Variables
Tourist happiness	1530,000	1072,728	0.299	Currently
Willingness to revisit	1530,000	860,394	0.438	Big

Based on Table 5.16, the Tourist Happiness variable has a Q² a value of 0.299, indicating a moderate degree of predictive capability. Meanwhile, the Willingness to Revisit variable has a Q² value of 0.438, which is categorized as high. These results indicate that the research model has good predictive ability for endogenous variables. Thus, the constructed structural model has predictive relevance and is suitable for hypothesis testing

CONCLUSIONS AND RECOMMENDATIONS

This study shows that how a destination is seen and its brand value play a big role in making tourists want to come back, and this happens through making tourists happy. These results also support applying the Theory of Planned Behavior to explain how tourists make decisions, especially when it comes to wanting to visit cultural tourism spots again.

SUGGESTION

Future studies should look into adding more factors that might affect how willing people are to visit again, for example, the degree of tourists' satisfaction, their loyalty to the destination, how much value they feel they get, their memorable experiences, what others say online (e-WOM), or the level of service quality provided. More studies could be done in different tourist places to compare the results and make the findings apply across a broader set of situations.

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