

The Influence of Destination Image on Visitor Satisfaction

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Abstract. This study aims to determine the effect of destination image on visitor satisfaction in tourist villages in Ciamis Regency and Pangandaran Regency. Data were collected through questionnaires and analyzed using a quantitative approach with the help of SPSS. The results showed that destination image had a positive and significant effect on visitor satisfaction, with the Social Setting and Environment dimension having the greatest effect, while Natural and Cultural Resources had the least effect. These findings contribute to the development of academic studies on tourism and provide practical input for managers and local governments in improving destination quality.

Keywords: Destination Image, Visitor Satisfaction, Tourist Village.

1 Introduction

The development of global tourist destinations today shows complex dynamics due to economic, social, technological and environmental factors. The tourism industry not only serves as a means of recreation, but has also become an important economic sector that contributes significantly to the Gross Domestic Product of many countries. Increased global mobility, advances in digital technology, and awareness of cultural diversity and sustainability issues are encouraging tourist destinations to adapt, offering more sustainable, unique and satisfying experiences for tourists.

Indonesia has also experienced rapid tourism growth, marked by intensive promotion, infrastructure improvements, government support, and increased interest from domestic and foreign tourists. In addition, the concept of sustainable tourism has begun to be widely applied through cultural preservation, environmental maintenance, and local community involvement. Innovative tourism products such as cultural festivals, culinary tours, and adventure activities also strengthen the appeal of destinations. However, challenges remain, particularly in relation to sustainable environmental management, service quality, and the impact of overtourism. Therefore, good tourism policies are needed to ensure sustainable industry growth and provide economic, social, and environmental benefits.

According to (Gunn, 1993), regional and local policies have an important function in supporting tourism activities, including improving the quality of growth, developing potential locations, public and private sector cooperation, and the relationship

between tourism attractions and business actors. Thus, the right policies can strengthen regional development and ensure sustainability of the tourism sector.

Development of tourism sector in Indonesia itself is showing considerable improvement at present. Based on data from the National Statistics Agency (2023), the following information is available regarding the development of foreign tourist visits:

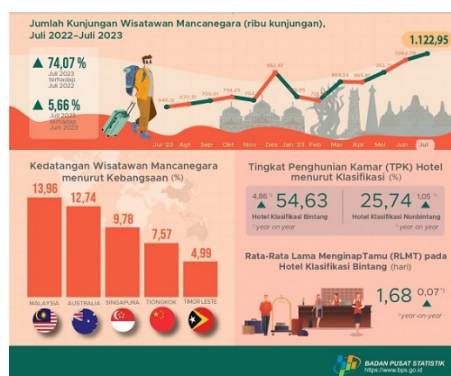


Fig. 1. Development of Foreign Tourist Visits in 2022-2023

Data from the (BPS) shows that the number of foreign tourists visiting Indonesia in the period July 2022–July 2023 reached 1.122 million, an increase of 74.07% compared to the previous period. The largest number of tourists came from Malaysia (13.96%), Australia (12.74%), Singapore (9.78%), China (7.57%), and Timor Leste (4.99%). This increase in visits has led to a rise in hotel occupancy rates, namely 54.63% for star-rated hotels and 25.74% for non-star-rated hotels. At the local level, the tourism sector contributes to increasing income, creating jobs, and accelerating development in various sectors. However, tourism growth also has social and environmental impacts that need to be considered. Modern tourists are now looking not only for natural beauty, but also for unique experiences, such as adventure, cultural and sustainable tourism. This requires each destination to have a strategy that is able to meet the evolving needs of tourists. One relevant concept is the tourist village, which offers a combination of natural beauty, cultural richness and the social life of the local community. Tourist villages are understood as community-based tourism development that combines attractions, accommodation, and supporting facilities into a single community life. The uniqueness of tourist villages lies in their integration with customs, social values, and local traditions, so that tourists not only enjoy tourist attractions but also gain an authentic life experience (Romeon & Sukmawati, 2021).

The development of tourism villages as alternative tourist destinations offers unique benefits for village growth. The uniqueness of tourism villages, the various tourism products offered to tourists, and the existence of tourism products all focus on local potential. Based on data from the website (<https://jabar.jadesta.com/>) in West Java, there are 341 tourism villages of various categories, including the following:

Table 1. Number of Tourism Villages in West Java

Category of Tourism Village	Number of Tourism Villages
Pioneering	264
Developing	59
Advanced	19
Independent	1
Total	341

Based on data, it shows that the potential for tourism villages in West Java has developed quite well, reaching a total of 341 tourism villages, and this number may increase as one of the alternative Tourist destinations in West Java. Meanwhile, in the East Priangan region, there are a number of advanced tourist villages, including Situ Lengkong Tourist Village in Panjalu Village, Panjalu District, Ciamis Regency; Santirah Tourist Village in Selasari Village, Pangandaran Regency; and Gua Bau Tourist Village in Kertayasa Village, Pangandaran Regency. The level of tourist visits to these tourism destinations will impact their sustainability, which can be seen from visitor satisfaction levels. The data obtained on the number of tourist visits to these three tourism destinations is presented in the following table:

Table 2. Number of Tourist Visits for the Period 2020-2023

Destination Name	Years			
	2020	2021	2022	2023
Situ Lengkong Tourism Village, Panjalu Village, Panjalu District, Ciamis Regency	120,119	138,500	260,794	165,400
Santirah Tourism Village, Selasari Village, Pangandaran Regency	6,139	3,014	3,687	7,390
Gua Bau Tourism Village, Kertayasa Village, Pangandaran Regency	5,321	4,235	5,524	6,054

The table above shows that the category of tourist villages is not always an attraction for visitors; it depends on the management of the tourist village. The tourist village of Situ Lengkong, located in the Panjalu sub-district of Ciamis regency, experienced a decline in visitors from 2020 to 2023, while the tourist villages of Santirah and Kertayasa actually experienced an increase. The empirical data above shows that tourist villages with advanced status are always attractive to visitors. Therefore, the researcher conducted a preliminary survey of 30 visitors who visited these tourist villages. The sample size was determined based on (Roscoe, 1975), who stated that a sample size of more than 30 and less than 500 is appropriate for most studies.

The following are the results of a survey on destination image among visitors to advanced tourist villages in the East Priangan region.

Table 3. Preliminary Survey Results on Visitor Destination Image in Advanced Tourism Villages in the East Priangan Region

No	Statement	Frequency										Total	Mean	
		SS		S		CS		TSi		STS				
		F	X	F	X	F	X	F	X	F	X	F	X	
1	Natural and cultural resources	14	70	6	24	8	24	1	2	1	1	30	121	4,03
2	Atmosphere	10	50	5	20	5	15	6	12	5	5	31	102	3,29
3	Leisure infrastructures	9	45	8	32	6	18	5	10	2	2	30	107	3,57
4	Promotion	13	65	5	20	5	15	4	8	1	1	28	109	3,89
Average total														3.70

Based on the survey results, the dimensions of Natural and cultural resources (4.03) and Promotion (3.89) received the highest ratings, indicating that tourists greatly appreciate the natural beauty, cultural richness, and marketing effectiveness of the destination. However, the Atmosphere dimension (3.29) received the lowest rating, indicating a need to improve the quality of the environment and comfort for visitors. Leisure Infrastructure (3.57) was rated quite good, but still needs improvement to meet visitor expectations. Overall, the total average of all dimensions was 3.70. To improve the image of the destination, improvements need to be made to the atmosphere and infrastructure, while conservation and promotion of natural and cultural resources must be continued and enhanced. Thus, this destination can better satisfy tourists and enhance their experience.

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resources must be continued and enhanced. Thus, this destination can better satisfy tourists and enhance their experience.

The results of the survey directly show the various problems faced by tourist villages. Although the development of tourist villages as alternative tourist destinations in Indonesia has great potential to support the local and national economy, its development still faces various problems. Differences in policy between the central and regional governments, as well as suboptimal management, can affect the attractiveness and number of tourist visits. Based on the data, several tourism villages in the East Priangan region show disparities in the number of tourist visits, as seen in the Situ Lengkon Tourism Village, which has experienced a decline in visits, while the Santirah Tourism Village and Gua Bau Tourism Village have experienced an increase. In addition, preliminary surveys indicate deficiencies in accessibility, communication, and atmosphere, which affect the image of the destination and tourists' interest in returning. Service quality aspects, such as assurance and reliability, also need improvement in order to increase visitor satisfaction and loyalty. Therefore, this study is important to explore the factors that influence the success of tourism village management, especially those in the advanced category, in order to increase competitiveness and sustainability as leading tourist destinations in Indonesia.

2 Literature Review

2.1 Management Theory

Management is a comprehensive and systematic process that involves planning, organizing, coordinating, directing, and supervising human and other resources within an organization to achieve predetermined objectives. Planning, as the initial stage of management, entails setting clear goals, defining strategies, and outlining the steps necessary to accomplish these objectives. This process allows organizations to anticipate challenges, allocate resources efficiently, and establish a framework that guides decision-making (Wijoyo, 2020). Organizing, on the other hand, focuses on structuring the organization, defining roles, and assigning tasks while ensuring that both human and material resources are effectively utilized. This stage ensures that the organization operates in a structured manner, enabling resources to be deployed optimally and responsibilities to be clearly delineated (Afandi, 2018).

Coordination plays a pivotal role in management as it ensures that various activities and departments within an organization work synergistically towards common goals. Effective coordination prevents duplication of efforts, minimizes conflicts, and fosters collaboration among team members, thereby creating a harmonious workflow that aligns with organizational objectives. Directing, another key function, involves guiding, motivating, and communicating with employees to ensure that their efforts contribute positively to achieving organizational goals. Through effective leadership and interpersonal communication, managers can inspire teams, clarify expectations, and resolve challenges that arise during task execution (Handoko, 2020).

Supervision, or controlling, completes the management cycle by monitoring performance, evaluating outcomes, and implementing corrective actions as necessary.

This process ensures that the organization remains on track toward its goals, identifies deviations from planned activities, and allows managers to make informed adjustments to improve efficiency and effectiveness. By integrating supervision into management, organizations can maintain quality standards, optimize resource utilization, and ensure that all functions operate cohesively (Supomo, 2018).

Management is more than a set of administrative tasks; it is also a discipline that seeks to understand human behavior, motivation, and interaction within organizational settings. Gulick (Handoko, 2020) defines management as a scientific field that systematically explores why and how humans work together to achieve goals while making collaborative systems more beneficial for society. This perspective emphasizes that successful management requires not only technical organizational skills but also an understanding of human dynamics, communication, motivation, and leadership. By acknowledging these human factors, management becomes a tool to improve both the efficiency of organizational processes and the quality of work life for employees.

Moreover, effective management maximizes the use of available resources while minimizing waste. Organizations that apply sound management practices can allocate human, financial, and technological resources optimally, achieving organizational goals efficiently. This involves strategic decision-making, problem-solving, and the ability to adapt to changing environments while ensuring that all organizational activities remain aligned with broader objectives (Griffin, 2016). Management is also instrumental in fostering collaboration, as it integrates individual efforts into collective achievements. By coordinating work, directing personnel, and monitoring outcomes, management creates a structured environment in which organizational objectives can be realized effectively (Handoko, 2020).

Key functions of management, including planning, organizing, staffing, directing, leading, and controlling, are interrelated and collectively contribute to organizational success. Planning sets the foundation by establishing objectives and strategies, organizing aligns resources and responsibilities, staffing ensures that the right people are in the right positions, directing motivates and guides employees, leadership inspires performance and commitment, and controlling monitors progress to ensure alignment with targets (Afandi, 2018). Each function is essential, as deficiencies in one area can reduce overall organizational effectiveness. Consequently, management must be approached holistically, considering both structural and human aspects to optimize performance and achieve sustainable results.

In conclusion, management is a multifaceted process that combines strategic planning, effective coordination, human motivation, and performance monitoring to achieve organizational objectives efficiently and effectively. It is both a science and an art, requiring analytical skills, interpersonal understanding, and the ability to align resources and activities toward common goals. By integrating these functions, organizations can optimize resource utilization, improve productivity, and create a positive and structured environment that fosters collaboration and continuous improvement. Effective management not only ensures organizational success but also enhances employee satisfaction, promotes innovation, and strengthens the organization's capacity to respond to dynamic challenges in its environment (Handoko, 2020).

2.2 Marketing Management Theory

Marketing management is a strategic and comprehensive process that encompasses the planning, implementation, and control of activities aimed at satisfying customer needs and desires while achieving organizational objectives efficiently and effectively (Assuri, 2018). This discipline involves the identification of target markets, careful analysis of consumer behavior, and the formulation of strategies related to product development, pricing, distribution, and promotion. The primary objective of marketing management is to create value for customers and build strong relationships that generate competitive advantage and sustainable profitability for the organization. In a dynamic business environment, effective marketing management enables companies to respond promptly to market changes, anticipate consumer demands, and maintain relevance in competitive markets.

According to (Assuri, 2018), marketing management can be seen as a set of activities designed to create, prepare, and execute company plans to achieve desired profit outcomes. These activities begin with a comprehensive understanding of the market, including consumer needs, preferences, and trends. Based on this understanding, companies develop products or services tailored to the market and implement strategies to communicate the value of these offerings to potential customers. Pricing, distribution efficiency, and promotional strategies play essential roles in enhancing customer awareness and interest. When executed effectively, marketing management not only optimizes profit potential but also strengthens a company's competitive position in the industry.

According to Panjaitan (2018) outlines the fundamental functions of marketing management as planning, implementation, and control. Marketing planning involves establishing goals, strategies, policies, and tactics prior to initiating any marketing activity. This stage requires careful analysis of the market environment, including target segmentation, resource allocation, and the selection of appropriate marketing mix elements. Implementation translates plans and strategies into tangible marketing actions, covering product development, pricing decisions, promotional campaigns, and distribution logistics. This stage demands coordinated efforts across all organizational functions to maximize resource utilization and operational efficiency. Finally, marketing control or evaluation ensures that all activities align with predetermined objectives. It involves monitoring performance, measuring outcomes against targets, identifying deviations, and implementing corrective actions where necessary. Through this cycle of planning, implementation, and control, marketing management maintains operational discipline while ensuring adaptability to changing market conditions.

According to Kotler and Keller (2021) emphasize that services are intangible acts performed by one entity for another and do not result in ownership of any tangible object. Services may or may not be linked to physical products, but they are increasingly central to competitive differentiation. Manufacturers, distributors, and retailers provide value-added services or superior customer service to distinguish themselves in the market. This perspective highlights that marketing management is both an art and a science: the art involves creativity in designing products or services that satisfy

market needs, while the science leverages market research and data analysis to make informed decisions. The ultimate goal is to create, deliver, and communicate superior customer value, thereby cultivating long-term relationships, ensuring satisfaction, and achieving sustainable competitive advantage.

According to Sudarsono (2020) defines marketing management as the comprehensive process of planning, executing, organizing, directing, and coordinating marketing operations within a company to achieve organizational goals efficiently and effectively. Analysis of the market and business environment is integral to the process, allowing companies to identify opportunities and anticipate potential threats. This analytical function informs strategy formulation, ensuring that marketing activities are aligned with both market conditions and organizational capabilities. Furthermore, (Sudarsono, 2020) differentiates the sales concept from the marketing concept, noting that the former focuses on the seller's needs to convert products into cash, whereas the latter prioritizes the buyer's needs, aiming to satisfy customer requirements through the entire product offering and related services. Marketing management thus emphasizes understanding consumer behavior, designing value propositions, and delivering offerings in ways that fulfill customer expectations while also supporting organizational objectives.

The distinction between sales-oriented and marketing-oriented approaches is critical to understanding the strategic scope of marketing management. Sales-oriented strategies prioritize short-term transactions, often attempting to persuade or coerce consumers to purchase existing products, regardless of whether they meet customer needs. In contrast, marketing-oriented strategies focus on identifying, understanding, and satisfying consumer needs and desires through targeted product design, pricing, promotion, and distribution. This approach seeks to build enduring relationships, enhance trust, and foster loyalty by consistently delivering value. Through segmentation, product customization, and personalized customer experiences, marketing management transforms transactions into long-term engagement, ensuring both customer satisfaction and sustainable business growth.

Overall, marketing management integrates planning, execution, and control within a framework that is both strategic and adaptive. It combines creative and analytical capabilities to design, deliver, and communicate value to target markets effectively. By balancing customer orientation with organizational objectives, marketing management enables companies to achieve profitability, maintain competitiveness, and foster lasting relationships with consumers. Its holistic approach ensures that every aspect of the marketing process from market analysis to strategy implementation and performance evaluation contributes to the creation of superior customer value, business sustainability, and long-term organizational success.

2.3 Service Marketing Theory

Service marketing is a strategic activity focused on the promotion, distribution, and sale of services to consumers, emphasizing intangible characteristics such as expertise, experience, and the added value offered (Wijoyo, 2020). Unlike physical products, services cannot be touched or tested before purchase, requiring a more personal,

interactive, and customer-experience-oriented approach. The success of service marketing depends heavily on a company's ability to build long-term relationships with customers, manage its reputation, and ensure consistent service quality. Service marketing strategies include identifying the right market segments, setting competitive prices, developing effective promotions, and managing the brand comprehensively. Moreover, customer testimonials and recommendations are crucial tools for building a positive image and customer loyalty. In a dynamic business environment, continuous adaptation and innovation are key to maintaining competitive advantage and sustainable growth for service providers (Wijoyo, 2020).

According to Kotler and Keller (2021) explain that a service is an act or performance offered by one party to another, which is intangible and does not result in ownership of anything. Services may or may not be related to physical products, but their role is vital in differentiating companies in a competitive market. For instance, manufacturers may provide after-sales services, warranties, or technical support, while retailers may offer personalized and enjoyable shopping experiences. Value-added services contribute to customer loyalty and strengthen the company's brand image. This emphasizes that services are not merely supplementary but a strategic element in creating sustainable value for both customers and the company.

Then Tjiptono (2017) adds that service marketing refers to any action offered by one party to another that is intangible. Due to the non-physical nature of services, communication and promotion strategies must demonstrate the benefits and quality of the service to customers. Furthermore, service quality is difficult to measure objectively, as it depends on individual experiences, interactions with service providers, and situational factors such as time and place. Therefore, service quality management is a critical aspect of service marketing strategies to ensure a consistently satisfying customer experience.

Furthermore Chakim (2023) states that service marketing management is a comprehensive approach employed by a company to achieve service quality in line with customer expectations, acting as a primary driver of business operations. This concept highlights the importance of keeping promises made to customers, which is reflected in the Service Triangle framework. The framework emphasizes three key elements: people, processes, and physical evidence. People refer to individuals within the organization responsible for delivering service promises; processes cover internal procedures and service workflows; while physical evidence includes all observable indicators of service quality. Maintaining consistency in these three elements enables companies to create positive experiences, enhance customer satisfaction, and build long-term loyalty (Chakim, 2023).

According to Umar (2018), service marketing is intangible and immaterial, occurring when consumers interact directly with the service provider. This direct interaction shapes consumer perceptions and experiences, making service quality and the provider's ability to deliver satisfying experiences crucial in influencing purchase decisions and customer loyalty. Unlike marketing physical goods, where consumers can evaluate products before buying, service marketing emphasizes personal interaction and comprehensive management of customer experiences.

The main characteristics of services include intangibility, inseparability, variability, and perishability. Intangibility implies that services cannot be seen or touched before purchase, so companies must provide physical evidence such as certifications, testimonials, or visual materials to help customers understand the value offered. Inseparability emphasizes that service production and consumption occur simultaneously, making interactions between providers and customers critical. Variability indicates that service quality can vary depending on the individuals involved, making quality management and staff training essential. Perishability refers to the fact that services cannot be stored, requiring careful management of capacity and time to maximize service utilization.

Market segmentation strategies are important tools for understanding diverse customer needs. By dividing the market into specific segments, companies can tailor service offerings to align with each group's preferences, increasing marketing effectiveness (Kotler & Keller, 2021). The service marketing process involves planning, organizing, executing, and monitoring, with the main objective of satisfying customer needs while achieving company profit. Marketing mix, service personalization, and quality management are integral elements in achieving these goals. Overall, service marketing is not merely about selling services but is a strategic process that emphasizes long-term customer relationships, adaptation to environmental changes, and continuous innovation. A comprehensive approach, from identifying market needs to managing customer experiences, allows companies to build loyalty, strengthen brand image, and achieve sustainable growth. Therefore, a thorough understanding of service marketing concepts, service characteristics, and appropriate management strategies is key to a company's success in facing modern competition.

2.4 Destination Image

Destination image refers to the perceptions or mental representations held by individuals or groups regarding a particular tourist destination (Rathee, 2023). These perceptions influence how people understand, experience, and evaluate a destination, thereby affecting their travel decisions. Destination image is shaped by multiple factors, including marketing promotions, personal experiences, online reviews, word-of-mouth, and media portrayals. It is considered one of the most crucial elements in tourism, as a positive destination image can attract more visitors, enhance competitiveness, and support sustainable tourism development. Governments and stakeholders often prioritize building a strong and favorable image to increase tourist arrivals and improve overall destination performance.

Destination image encompasses a wide range of perceptions, including natural beauty, cultural diversity, historical heritage, tourism facilities, and the overall experience offered to visitors. It serves as a cognitive framework that guides tourist expectations and decision-making. According to (Baber, 2022), "the destination image is proposed as a consequence of stimuli and acts as an organism. Destination image may mediate environmental stimuli and response behavior." This statement emphasizes that destination image is not static but develops as individuals interact with the destination, respond to environmental stimuli, and reflect on their experiences. Similarly,

(Afshardoost, 2022) defines destination image as “a subjective interpretation of a place held in a tourist’s mind, which affects the tourist’s behaviour during three stages including *priori*, *loco*, and *posteriori*,” highlighting the ongoing formation of perceptions before, during, and after the visit.

Positive visitor experiences, such as quality services, beautiful landscapes, engaging recreational activities, and meaningful cultural interactions, can strengthen a destination’s image. Conversely, negative experiences may damage it. (Wibowo & Sazali, 2016) explain that “destination image constitutes an individual’s cognitive, affective, and conative evaluations, shaped by knowledge, feelings, and perceptions of experiences, which influence satisfaction and travel decisions.” This underscores the importance of managing all aspects of the tourist experience, from natural and cultural attractions to facilities, safety, and overall visitor satisfaction.

Destination image can be analyzed through several dimensions, as proposed by (Hidayat et al., 2017), who identified three main components: cognitive, affective, and unique destination images. Cognitive image pertains to rational evaluations of quality experiences, tourism attractions, environment and infrastructure, entertainment/outdoor activities, and cultural traditions. Unique destination image reflects the natural environment, appealing features, and local attractions that distinguish the destination from others. Affective destination image captures emotional responses, including feelings of pleasure, excitement, and relaxation. Cognitive aspects emphasize tangible, rational, and functional attributes, while affective aspects highlight the emotional and experiential dimensions of the visitor’s perceptions.

(Stylidis et al., 2017) further categorize destination image into cognitive and affective dimensions. Cognitive image is formed through rational judgments about attractions, basic facilities, accessibility, and environmental quality. It relies on objective evaluations of what the destination offers. Affective image, on the other hand, is derived from emotional assessments, including feelings of enjoyment, safety, comfort, and overall satisfaction. Both dimensions interact to shape the holistic perception of a destination, influencing tourist preferences, travel intentions, and overall satisfaction.

Other factors influencing destination image include geography, climate, infrastructure, safety, culture, heritage, and social environment. Geographic knowledge, including location, topography, flora, and fauna, informs tourists’ cognitive perceptions. Climate and environmental conditions affect comfort and appeal, while the availability and quality of infrastructure such as transportation, accommodation, and public services contribute to positive impressions. Safety and security are essential for creating a reliable and welcoming image, as destinations perceived as safe are more likely to attract tourists. Cultural heritage, local traditions, and community involvement further enhance the richness and uniqueness of a destination, providing both cognitive and affective value to visitors.

According to (Wang, 2023), destination image can be conceptualized across four dimensions: natural and cultural resources, atmosphere, leisure infrastructures, and social setting/environment. Natural and cultural resources include diverse landscapes and cultural attractions that appeal to tourists. Atmosphere encompasses the ambience, cleanliness, and recreational opportunities that create a pleasant visitor experience. Leisure infrastructures cover tourism-related facilities, such as health services,

food and beverage options, and local souvenirs. Social setting and environment include family-friendly spaces, outdoor learning environments, and areas for leisure activities. Collectively, these factors shape tourists' perceptions and contribute to a multidimensional and dynamic understanding of destination image.

Measuring and managing destination image is crucial for tourism stakeholders, as it guides strategic decision-making, marketing initiatives, and infrastructure investments. Positive destination image can attract visitors, stimulate local economies, encourage sustainable development, and increase investor interest. Conversely, negative perceptions can hinder tourism growth and require proactive management efforts. Strategies to build and maintain destination image include branding, quality service provision, sustainability practices, diverse tourism offerings, safety assurance, effective marketing communications, online reputation management, and active community involvement. By addressing these dimensions, destinations can strengthen their appeal, enhance visitor satisfaction, and maintain long-term competitiveness in the global tourism market.

2.5 Consumer Satisfaction Theory

Visitor satisfaction is one of the most critical constructs in tourism and service management, reflecting the overall assessment of visitors' experiences with a destination, product, or service. It is defined as the degree of contentment or fulfillment that visitors feel after consuming a product or service, which encompasses their perception of how well the experience meets or exceeds prior expectations (Baran & Galka, 2017). Satisfaction is a multidimensional concept, integrating cognitive, emotional, and behavioral aspects of visitor evaluation. It is essential because it influences repeat visitation, word-of-mouth recommendations, loyalty, and the overall reputation of the destination or service provider. Organizations and tourism operators that successfully manage visitor satisfaction can foster long-term relationships with their customers, leading to sustainable competitive advantage and improved financial performance.

The process of achieving visitor satisfaction begins with understanding visitor expectations. Expectations are shaped by a combination of past experiences, word-of-mouth, promotional communications, and the perceived reputation of the destination or service provider. When actual experiences align with or surpass these expectations, visitors are likely to feel satisfied. Conversely, if experiences fall short of expectations, dissatisfaction arises, potentially leading to negative perceptions and decreased likelihood of revisitation (Tjiptono, 2017). This evaluation process is both cognitive and emotional, as visitors assess the tangible elements of the experience such as quality of accommodation, food, or attractions alongside intangible factors like perceived value, service responsiveness, and emotional gratification.

(Baran & Galka, 2017) explain satisfaction as the consumer's response to the perceived discrepancy between prior expectations and the actual performance of the product or service. This indicates that visitor satisfaction is inherently comparative, involving a subjective assessment of how experiences measure against anticipated standards. For instance, in the context of tourism, a visitor may expect clean facilities, friendly staff, and engaging cultural activities; their perception of satisfaction will

depend on whether these expectations are met or exceeded. Therefore, visitor satisfaction is not merely about evaluating isolated elements but rather the holistic experience that combines multiple touchpoints across the visitor journey.

Visitor satisfaction can also be understood through the lens of affective responses, which capture the emotional reactions of visitors to their experiences. According to (Tjiptono, 2017), satisfaction is an emotional response resulting from the evaluation of a consumption experience. Positive emotions such as joy, excitement, and relaxation contribute to higher satisfaction, while negative emotions like frustration or disappointment reduce satisfaction levels. Emotional engagement is particularly significant in tourism, where experiential and memorable encounters often define visitor perceptions. Destinations that successfully elicit positive emotional responses from visitors are more likely to be recommended to others and to foster repeat visits, thereby enhancing long-term success.

Several factors influence visitor satisfaction, ranging from tangible product attributes to service quality and organizational performance. (A. F. Dutka, 1994) categorizes these factors into product-related, service-related, and purchase-related attributes. Product-related attributes include the value-for-price relationship, product quality, functional benefits, distinctive features, design, reliability, and variety. For instance, a tourism destination that provides unique local experiences, high-quality accommodations, and well-maintained attractions can positively impact cognitive evaluations of satisfaction. Service-related attributes, including guarantees, communication, complaint handling, and problem resolution, reflect the responsiveness and professionalism of service providers, directly affecting visitor perceptions of care and attention. Meanwhile, purchase-related attributes, such as employee courtesy, communication skills, ease of access, company reputation, and competence, shape the overall interaction experience and influence satisfaction levels.

(Tjiptono, 2017) highlights three specific indicators of consumer satisfaction, which are equally applicable to visitor satisfaction: the suitability of expectations, the intention to revisit, and the willingness to recommend. Suitability of expectations measures the extent to which actual experiences align with prior expectations, reflecting both cognitive and emotional assessments. The intention to revisit captures visitors' likelihood of returning to the same destination, which serves as a proxy for loyalty and long-term engagement. The willingness to recommend reflects the advocacy potential of satisfied visitors, whose positive word-of-mouth can influence broader market perceptions and attract new visitors. These indicators collectively provide a robust framework for assessing visitor satisfaction from both psychological and behavioral perspectives.

(Kotler & Keller, 2021) further emphasize that satisfaction arises from comparing perceived performance with expectations. If the perceived performance of a product, service, or destination falls below expectations, visitors experience dissatisfaction. Conversely, when performance meets or exceeds expectations, satisfaction is achieved. This principle underscores the importance of managing visitor expectations through accurate marketing, quality service delivery, and consistent experiences. In tourism, managing these factors involves coordinating various elements such as ac-

commodations, attractions, customer service, safety measures, and ancillary services to create a seamless and enjoyable experience.

Visitor satisfaction is closely associated with loyalty and long-term business sustainability. Satisfied visitors are more likely to become repeat customers, purchase additional services, and share positive experiences with others, creating a multiplier effect on revenue and reputation. In contrast, dissatisfaction can result in lost revenue, negative reviews, and diminished brand credibility. Therefore, measuring and managing visitor satisfaction is not only an operational necessity but also a strategic priority for destinations seeking to enhance competitiveness and achieve sustainable growth (Kotler & Keller, 2021). Monitoring satisfaction provides actionable insights into areas needing improvement, enabling targeted interventions that optimize visitor experiences.

In practice, the measurement of visitor satisfaction involves a combination of quantitative and qualitative methods. Surveys, feedback forms, interviews, and online reviews are commonly used to capture visitor perceptions. Key dimensions assessed include perceived service quality, experience value, emotional engagement, and fulfillment of expectations. (A. Dutka, 1994) attributes provide a comprehensive guide to structuring satisfaction measurement, encompassing product features, service performance, and organizational interactions. By systematically evaluating these factors, tourism managers can identify strengths and weaknesses, tailor services to meet visitor needs, and implement continuous improvement programs that enhance overall satisfaction levels.

Additionally, visitor satisfaction is affected by broader contextual and environmental factors. Economic conditions, social influences, and cultural expectations can shape perceptions and influence satisfaction outcomes. For example, destinations that offer culturally authentic experiences, safe environments, and diverse recreational opportunities are more likely to generate positive visitor evaluations. Environmental quality, cleanliness, accessibility, and infrastructure reliability also play significant roles in shaping overall satisfaction. Therefore, visitor satisfaction should be viewed as a complex and dynamic construct, shaped by a combination of personal expectations, experiential realities, and contextual influences.

Finally, visitor satisfaction serves as a key performance indicator for tourism destinations and service providers. High satisfaction levels correlate with increased visitation, positive reviews, brand advocacy, and competitive advantage. It provides a strategic tool for evaluating service quality, identifying areas for improvement, and enhancing destination attractiveness. By understanding the multidimensional nature of satisfaction encompassing cognitive, emotional, and behavioral components tourism stakeholders can design experiences that not only meet expectations but also delight visitors, ensuring both immediate enjoyment and long-term loyalty (Baran & Galka, 2017).

2.6 Hypothesis

The Influence of Destination Image on Visitor Satisfaction.

Destination image is one of the important factors that influence visitor satisfaction in the context of tourism. Destination image is shaped by perceptions and images that are embedded in the minds of tourists, whether through promotion, personal experience, or information from other parties. A positive image, for example, related to natural beauty, cultural diversity, comfortable facilities, and friendly people, can increase tourists' expectations before their visit, enhance their experience during their visit, and create a positive impression after their visit ends. Therefore, destination image management is an important aspect in increasing visitor satisfaction and building long-term loyalty.

Destination image is one of the crucial factors influencing visitor satisfaction in the context of tourism. The concept of destination image refers to the perceptions, evaluations, and mental representations that visitors have regarding a particular tourist destination, which can be formed through various channels, including destination promotions, experiences shared by others, media reviews, and direct interactions with the physical and social environment of the destination (Rathee, 2023 ; Baber, 2022). Destination image not only reflects the physical and cultural attractions of a place but also encompasses the quality of services, local hospitality, safety, and overall experiences perceived by visitors. In other words, destination image shapes visitor expectations before their visit and serves as a key determinant of their perceptions during and after the tourism experience.

Destinations with a positive image for example, regarding natural beauty, cultural diversity, unique attractions, or adequate tourism facilities tend to have a positive influence on visitor satisfaction. This is because visitors approach the destination with high expectations and positive perceptions, which are then reinforced by enjoyable experiences during their visit. Conversely, a negative image can reduce visitor satisfaction if their expectations are unmet or if the experiences encountered do not match the imagined destination (Afshardoost, 2022). Therefore, destination image management is a strategic step that not only aims to attract new tourists but also enhances visitor experiences and loyalty to the destination.

Several empirical studies have demonstrated a significant relationship between destination image and visitor satisfaction. According to (Caroline, 2021) stated that a positive destination image can increase tourist satisfaction, which in turn influences behavioral intentions, namely the likelihood of returning to the destination or recommending it to others. Research by (Arif & Hasibuan, 2023) emphasized that the affective and unique aspects of destination image play a crucial role in influencing tourist satisfaction as well as post-visit behaviors, indicating that emotional quality and destination uniqueness have a tangible impact on visitor experiences. Additionally, (Magdalena & Djunaid, 2024) found that both destination image and tourism facility image simultaneously have a significant effect on visitor satisfaction, suggesting that improvements in image and facilities directly enhance overall satisfaction. Findings by (Sitanggang, 2020) further support this, asserting that destinations with a positive

image tend to enhance visitor satisfaction while influencing positive behavioral intentions, including willingness to revisit or recommend the destination to others.

Beyond direct effects, destination image also has a long-term impact on emotional connections and visitor loyalty. Destinations with a strong and positive image can create satisfying experiences, foster favorable perceptions, and encourage repeat visits. This process involves cognitive evaluations of facility and attraction quality as well as affective experiences that evoke positive emotions such as pleasure, relaxation, and emotional fulfillment (Stylidis et al., 2017). In other words, destination image acts as a mediator between visitor expectations and actual experiences, where positive perceptions increase the likelihood of high satisfaction and recommendation behaviors.

The conclusion drawn from these studies indicates that destination image is a significant variable in enhancing visitor satisfaction. Specific aspects of destination image, particularly those related to affective responses, uniqueness, and facility quality, directly influence visitor experiences and perceptions. Therefore, destination management should focus on strengthening the image through marketing strategies, improving service quality, preserving unique attractions, and managing adequate facilities. A positive destination image leads visitors to feel satisfied, increases the likelihood of repeat visits, and encourages recommendations to others, thereby creating a cycle of loyalty and a favorable reputation for the tourism destination.

Based on the theoretical review and empirical findings presented above, the hypothesis formulated in this study is as follows:

H1: Destination image has a positive and significant effect on visitor satisfaction.

2.7 Conceptual Framework

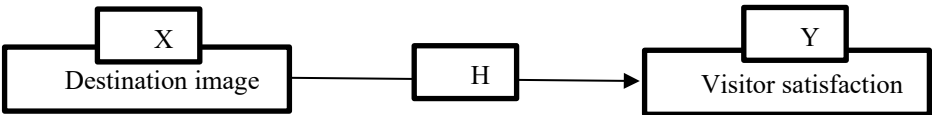


Fig. 2. The conceptual framework of this study describes the relationship between destination image and visitor satisfaction.

3 Method

Research methods are systematic procedures, techniques, and processes used by researchers to collect, analyze, and interpret information in a structured manner. (Creswell., 2014) explains that research methods are plans and procedures that include steps ranging from broad assumptions to detailed methods in data collection, analysis, and interpretation.

This study uses a quantitative approach. According to (Creswell., 2014), quantitative research aims to test theories by looking at the relationship between certain varia-

bles. Therefore, quantitative methods were chosen to test the effect of destination image (X) on visitor satisfaction (Y) empirically and measurably.

Variable operationalization is the process of converting abstract or theoretical concepts into variables that can be measured or observed in concrete terms. Variable operationalization helps researchers bridge the gap between theoretical concepts and empirical reality, enabling research to be conducted in a systematic and measurable manner.

Table 5. Operational Definition of Variables

Variable	Dimension	Indicator	Measurement	Scale
Destination Image (Wang, 2023)	1. Natural and Cultural Resources	1) Quality and Diversity of Natural Resources	- Number of Visitors to Natural/Cultural Sites	Ordinal
		2) Cultural Richness and Historical Heritage	- Index of Natural and Cultural Resource Sustainability	Ordinal
	2. Atmosphere	3) Uniqueness and Comfort of Atmosphere	- Atmosphere Satisfaction Survey	Ordinal
		4) Compatibility of Environmental Design with Destination Character	- Frequency of Positive Reviews about Atmosphere	Ordinal
	3. Leisure Infrastructures	5) Quality of Recreational Facilities	- Frequency of Facility Use	Ordinal
		6) Accessibility of Facilities	- Recreational Facility Satisfaction Survey	Ordinal
	4. Social Setting and Environment	7) Friendliness and Openness of Local Community	- Frequency of Local Community Involvement	Ordinal
		8) Safety and Social Order Conditions	- Assessment of Visitors' Perceived Safety during Visit	Ordinal
Visitor Satisfaction (Tjiptono, 2017)	1. Expectation Conformity	1) Extent to Which Tourism Experience Matches Expectations	- Level of Conformity between Pre-Trip Expectations and Actual Experience	Ordinal
		2) Facilities and Services Match Expectations	- Level of Comfort and Accessibility of Public Facilities	Ordinal
	2. Revisit Intention	3) Likelihood of Returning to the Destination in the Near Future	- Perception of Added Value from Repeat Visits	Ordinal
	3. Willingness	4) Likelihood of Recom-	- Tendency to Rec-	Ordinal

to Recommend	mending the Destination to Friends or Family	ommend the Desti- nation to Others
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Data collection in this study was conducted through a closed questionnaire distributed to selected respondents. The questionnaire was designed in accordance with the principles of questionnaire writing, covering content, purpose, language, form, and sequence of questions. Respondents only needed to mark the answers that corresponded to their circumstances.

The population in this study consists of all visitors to three destinations: Situ Lengkong Tourism Village (Panjalu, Ciamis), Santirah Tourism Village (Selasari, Pangandaran), and Gua Bau Tourism Village (Kertayasa, Pangandaran). The total population recorded from 2020 to 2023 amounted to 181,544 individuals, which served as the basis for determining the research population.

The sampling technique employed was probability sampling using the proportionate stratified random sampling method. According to Sugiyono (2022), this technique is appropriate when the population is not homogeneous and is proportionally stratified. Since the population size exceeds 100 individuals, the sample size was determined using Slovin's formula.

$$n = \frac{N}{1 + \frac{N \cdot e^2}{181.544}}$$

$$n = \frac{N}{1 + (181.544 \times 0,05^2)}$$

$$n = 399 \text{ Responden} = 400 \text{ Responden}$$

According to (Sugiyono, 2022), 'Instrument testing is conducted to test whether the measuring instruments used are valid and reliable.' Therefore, in this study, a questionnaire test was conducted to ensure the validity and reliability of the instruments. The use of valid and reliable instruments is expected to produce accurate research data. The sequence of instrument testing is as follows:

1. Data Validity Test
2. Data Reliability Test
3. Normality Test

Hypothesis testing in this study used individual parameter tests (t-tests). The t-test aims to determine the extent to which the independent variable (destination image) affects the dependent variable (visitor satisfaction) by assuming that other variables remain constant. The t-test formula is as follows (Mishra, 2019):

$$t = \frac{\rho X_1}{S_e(X_1)}$$

Criteria for determining significance:

If $t_{count} > t_{table}$ or $t_{count} < -t_{table}$, then the null hypothesis is rejected and the alternative hypothesis is accepted

4 Results And Discussion

In this study, primary data was collected through the distribution of questionnaires to determine the characteristics of respondents, which are then presented in the following table:

Table 6. Respondent Characteristics

No	Characteristics	Frequency	Percentage
1	Male	232	58,00%
	Female	168	42,00%
Total		400	100,00%
2	21 - 30th	29	7,25%
	31 - 40th	163	40,75%
	41 - 50th	157	39,25%
	More than 50th	51	12,75%
Total		400	100,00%
3	Associate Degree	162	40,50%
	Bachelor's Degree	203	50,75%
	Master's Degree	31	7,75%
	Doctoral Degree	4	1,00%
Total		400	100,00%

Based on the research results, the characteristics of the respondents show that the majority of visitors are male, namely 232 people (58.00%) compared to 168 women (42.00%). In terms of age, most respondents were in the middle productive age range, namely 31–40 years old, numbering 163 people (40.75%) and 41–50 years old, numbering 157 people (39.25%), while respondents aged over 50 numbered 51 (12.75%) and those aged 21–30 numbered 29 (7.25%). In terms of education level, the majority of respondents were highly educated, with 203 respondents (50.75%) holding a bachelor's degree/Diploma-4 and 162 respondents (40.50%) holding a Diploma-3, while 31 respondents (7.75%) held a master's degree and only 4 respondents (1.00%) held a doctoral degree. These findings indicate that visitors to the tourist villages in this study were mostly of productive age with a high educational background, which could potentially influence their perceptions and satisfaction with tourism.

The validity test in this study aims to assess the extent to which the instruments used are truly capable of measuring the variables in question. According to (Singarimbun & Effendi, 1995), validity tests are conducted to determine the accuracy of a measuring instrument in performing its function. Instruments with high validity are capable of producing accurate data, in line with the concepts being measured, and have a low margin of error, meaning that the data obtained can be trusted. Thus, the higher the validity of an instrument, the better the quality of the research data. In this

study, the validity test was conducted using SPSS 27 software, and the test results for each variable indicator are presented as follows.

Table 7. Destination Image Validity Test Results

Variable	Question Item	calculated-r	critical-r	Description
Destination Image	Item 1	0,597	0,300	Valid
	Item 2	0,749	0,300	Valid
	Item 3	0,746	0,300	Valid
	Item 4	0,711	0,300	Valid
	Item 5	0,662	0,300	Valid
	Item 6	0,638	0,300	Valid
	Item 7	0,634	0,300	Valid
	Item 8	0,711	0,300	Valid
	Item 9	0,627	0,300	Valid
	Item 10	0,645	0,300	Valid
	Item 11	0,610	0,300	Valid
	Item 12	0,508	0,300	Valid
	Item 13	0,650	0,300	Valid
	Item 14	0,647	0,300	Valid
	Item 15	0,631	0,300	Valid

Based on Table 6, the questionnaire on Destination Image, consisting of 15 indicators with 5 dimensions, was declared valid because the calculated-r value was greater than the critical-r value of 0.300.

Based on theoretical studies related to visitor satisfaction, this research identified four key dimensions that represent the core aspects influencing how visitors evaluate their tourism experiences. These dimensions were then carefully operationalized into 16 measurable statement items that served as indicators in the questionnaire instrument. Each statement was designed to capture specific aspects of visitor satisfaction, ranging from tangible facilities to intangible experiential factors, ensuring that the instrument could comprehensively measure the construct under study. The questionnaire was subsequently distributed to 400 respondents who were directly involved as visitors of tourist villages, with the expectation that they would provide honest and reflective answers based on their actual experiences during their visits.

The application of this validity test provided strong assurance that the instrument developed in this study was not only theoretically grounded but also empirically sound. This step also helped to eliminate potential weaknesses in the measurement process and to increase confidence in the accuracy of the subsequent analysis. The results of the validity test, which indicate the extent to which each of the 16 items contributes to the reliability of the overall instrument, are systematically presented in the following table as the basis for further data analysis and hypothesis testing.

Table 8. Visitor Satisfaction Validity Test Results

Variable	Question Item	calculated-r	critical-r	Description
Visitor Satisfaction	Item 1	0,464	0,300	Valid
	Item 2	0,595	0,300	Valid
	Item 3	0,610	0,300	Valid
	Item 4	0,645	0,300	Valid
	Item 5	0,749	0,300	Valid
	Item 6	0,698	0,300	Valid
	Item 7	0,736	0,300	Valid
	Item 8	0,705	0,300	Valid
	Item 9	0,699	0,300	Valid
	Item 10	0,686	0,300	Valid
	Item 11	0,644	0,300	Valid
	Item 12	0,634	0,300	Valid
	Item 13	0,611	0,300	Valid
	Item 14	0,623	0,300	Valid
	Item 15	0,588	0,300	Valid
	Item 16	0,318	0,300	Valid

Based on Table 7, the Visitor Satisfaction questionnaire, which consists of 16 indicators with 4 dimensions, is declared valid because the calculated-r value is greater than the critical-r value, which is 0.300.

After conducting a validity test on the items in this research questionnaire, the next step is to conduct a reliability test. The reliability test aims to determine the extent to which the research instrument can provide consistent and reliable results when used repeatedly under relatively similar conditions. According to (Singarimbun & Effendi, 1995), reliability is an index that shows the level of consistency of a measuring instrument in measuring the same phenomenon. Thus, a reliable instrument will produce stable and consistent data even when used on different respondents but in similar situations. In this study, reliability testing was conducted using SPSS 27 software to ensure that the questionnaire used had an adequate level of reliability.

Table 9. Variable Reliability Testing

Variable	calculated-r	table-r	Description
Destination Image	0,902	0,700	Reliabel
Visitor Satisfaction	0,897	0,700	Reliabel

Based on the reliability test results, the reliability coefficient of the research instrument exceeded 0.700. This finding indicates that all variables in the study were reliable and met the reliability criteria. Thus, the instrument is capable of producing consistent and reliable results. Considering that the previous validity test results also showed that all items in the questionnaire were valid, it can be concluded that the research instrument (questionnaire) used is appropriate, valid, and reliable as a measuring tool in this study.

The normality test in this study was conducted to ascertain whether the data used was normally distributed. Normality was tested by comparing the distribution of the research data against a normal distribution with the same mean and standard deviation. The test used the One-Sample Kolmogorov-Smirnov method with the help of SPSS 27.0 for Windows software. The test criterion was that if the significance value was ≥ 0.05 , the data could be declared normally distributed. The calculation results showed that the Destination Image and Visitor Satisfaction variables had significance values of 0.065 and 0.133, respectively, which were greater than 0.05. Thus, it can be concluded that both variables are normally distributed, so the data is suitable for further analysis (Sudjana, 2000).

Table 10. Data Normality Test Results

		One-Sample Kolmogorov-Smirnov Test				
		Relationship Marketing	Citra Destinasi	Kualitas Layanan	Kepuasan Konsumen	Revisit Intention
N		400	400	400	400	400
Normal Parameters ^{a,b}	Mean	51.5050	48.6775	50.4350	53.2775	53.3225
	Std. Deviation	8.56202	7.93858	9.30550	9.06261	8.04115
Most Extreme Differences	Absolute	.093	.139	.082	.079	.084
	Positive	.093	.139	.070	.052	.068
	Negative	-.066	-.120	-.082	-.079	-.084
Test Statistic		.093	.139	.082	.079	.084
Asymp. Sig. (2-tailed) ^c		.092	.065	.117	.133	.103

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the normality test results presented in Table 9, the model shows that it meets the normality assumption, where the Asymp. Sig (2-tailed) probability value obtained for the Destination Image variable is 0.065 and for the Visitor Satisfaction variable is 0.133, both of which are greater than the specified significance level (0.05). Therefore, it can be concluded that the data on both variables are normally distributed and suitable for further processing.

Table 11. Results of Partial Image Testing of Destinations on Visitor Satisfaction

Structural	Path coefficient	t-count	t-table	Conclusion
γ_2	0,3732	54,586	19,660	H ₀ rejected, there is a significant influence of Destination Image on Visitor Satisfaction

For the coefficient of the X path to Y = 0.3732, a t-value of 5.4586 is obtained. By taking a significance level of $\alpha = 5\%$, the critical value from the t-table with df = 400 is $t_{0.05.400} = 1.9660$. Since the calculated t-value (5.4586) is greater than the critical t-table value (1.9660), the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. This result statistically confirms that Destination Image has a significant positive effect on Visitor Satisfaction. The path coefficient of 0.3732 indi-

cates that every one-unit increase in Destination Image will lead to an increase of 0.3732 units in Visitor Satisfaction.

This finding reinforces the theoretical assumption that visitors' perceptions of a destination play a vital role in shaping their satisfaction. A stronger and more positive image of the destination not only improves their immediate experience but also increases the likelihood of achieving higher satisfaction levels. Practically, this means that enhancing elements such as the natural and cultural resources, atmosphere, leisure infrastructure, and social setting of a tourist village will directly contribute to higher visitor satisfaction.

4.1 The Partial Influence of Destination Image on Visitor Satisfaction

Based on the data processing results, the Destination Image variable is in the fairly good category when viewed from its average value and standard deviation. This indicates that the destination image in the tourist villages of Ciamis Regency and Pangandaran Regency still needs to be improved in order to provide a more optimal experience for visitors. The dimension with the highest score is Social Setting and Environment. This finding is understandable because the social environment aspect is indeed a top priority in the development of tourist villages, especially by the local tourism office. Thus, efforts to improve this dimension need to be focused through concrete steps, including: (1) increasing the friendliness and openness of the local community, and (2) strengthening security and social order so that tourists feel more comfortable when visiting.

Based on the results of data processing, the Destination Image variable in the tourist villages of Ciamis Regency and Pangandaran Regency can be categorized as fairly good when viewed from its average value and standard deviation. This finding shows that although the image of tourist villages is already perceived positively, there are still several aspects that need improvement in order to provide a more optimal experience for visitors. A destination image that is not fully strong may limit the ability of tourist villages to compete with other destinations, especially in attracting repeat visits and strengthening tourist loyalty. Therefore, improvements in this variable are essential not only for short-term satisfaction but also for ensuring long-term sustainability of rural tourism.

The dimension that gained the highest score is social setting and environment. This finding reflects the central role of the social environment in shaping visitors' perceptions. In the context of tourist villages, the friendliness, openness, and hospitality of the local community are often considered as unique selling points compared to urban or modern tourism. Likewise, the security and social order of the area provide a sense of comfort and trust for visitors, which in turn increases satisfaction levels. It is understandable that this dimension has become a main priority for local tourism offices in both regencies, as the development of a safe and welcoming atmosphere is a fundamental prerequisite for sustainable tourism growth. Concrete steps to strengthen this dimension can be taken through programs that empower local communities, hospitality training, and collaborative security systems involving both local residents and formal authorities.

On the other hand, the lowest score was found in the natural and cultural resources dimension. This suggests that the variety and uniqueness of tourist attractions in these villages are still relatively limited, resulting in an experience that may feel less diverse and less memorable for visitors. The lack of development in natural resources and cultural heritage indicates that the full potential of these villages has not yet been maximized. For this reason, increasing both the quantity and quality of natural attractions as well as enhancing cultural wealth and historical heritage is urgently needed. Efforts may include the revitalization of traditional arts, conservation of historical sites, and the creation of integrated tour packages that combine natural landscapes with cultural experiences. Such improvements will not only diversify the tourism offerings but also strengthen the authenticity of the destination, which is a key driver of satisfaction in rural tourism.

Further verification analysis reveals that Destination Image has a significant influence on Visitor Satisfaction, with a total effect of 29.53%. This statistical evidence confirms that the way a destination is perceived by visitors plays a dominant role in shaping their satisfaction levels. The relatively large contribution of variable underlines that building and maintaining a strong image is just as important as developing physical facilities. Several aspects that contribute to this influence include: (1) the adequacy of natural and cultural resources that are already available, (2) the conducive atmosphere that creates comfort, (3) the gradual improvement of recreational infrastructures, (4) the intensification of promotional activities which help attract tourists, and (5) the relatively supportive social setting and environment. All these aspects, when integrated, reinforce a positive perception that leads to higher satisfaction among visitors.

To further increase the influence of destination image on visitor satisfaction, several strategic actions need to be prioritized. First, tourist village managers and related stakeholders should continuously improve every dimension and indicator of destination image, ensuring that weaknesses in certain areas are addressed without neglecting the strengths already achieved. Second, capacity building through education and training for managers is crucial to professionalize tourism management, improve service quality, and strengthen destination branding. Third, creating systematic channels for collecting and utilizing tourist feedback will help managers to adapt quickly to visitor needs and expectations, making the image of the destination more dynamic and responsive.

The results of this study are in line with the findings of several previous studies that show the influence of destination image on visitor satisfaction. For example, research by (Quynh et al., 2021) emphasized the role of emotional experiences and destination image in ecotourism satisfaction, (Rayaes & Dael,)found a positive relationship between destination image, satisfaction, and tourist loyalty, and (Roig, 2021) proved that online destination image significantly affects tourist satisfaction and loyalty in Barcelona.

5 Conclusion

Based on the research results, it can be concluded that Destination Image has a significant effect on Visitor Satisfaction in tourist villages in Ciamis Regency and Pangandaran Regency, with a total effect of 29.53 per cent. In general, the destination image is in the fairly good category, although it still needs improvement in several dimensions. The dimension with the greatest influence is Social Setting and Environment, which emphasizes the importance of the friendliness of the local community and security conditions in increasing tourist satisfaction. Conversely, the dimension with the lowest score is Natural and Cultural Resources, which reflects the limited diversity of village tourist attractions so that the tourist appeal is not yet fully optimal.

This study has several limitations. First, the variables used only cover destination image as an independent variable and visitor satisfaction as a dependent variable, so it does not consider other factors that may also affect satisfaction, such as service quality, price, and accessibility. Second, the research data was only obtained from three tourist villages within a certain period, so the generalization of the research results is still limited. Third, the use of closed questionnaires allows for respondent perception bias that does not fully reflect the actual conditions in the field.

In terms of contribution, this study provides an academic contribution by strengthening the theory about the relationship between destination image and visitor satisfaction, particularly in the context of tourist villages in Indonesia. The results of this study can be used as a reference for future researchers in developing more comprehensive models related to destination marketing, tourist loyalty, and tourism sustainability. Meanwhile, the practical contribution to the tourism sector is as input for tourist village managers, local governments, and other related parties in formulating destination development strategies. Focusing on improving social and cultural aspects as well as natural attractions will be key to building a sustainable positive image, increasing satisfaction, and encouraging repeat visits by tourists.

Given these limitations, future research should develop research variables by adding other factors such as service quality, promotion, price, and tourist loyalty to make the model more comprehensive. In addition, expanding the research object to more tourist villages in other regions could improve the generalization of the research results. Future research is also recommended to use mixed methods involving in-depth interviews or field observations to explore qualitative data that enriches quantitative research results. Furthermore, measuring the long-term relationship between destination image, visitor satisfaction, and repeat visit intentions will provide a more comprehensive picture of the impact of destination image on tourism sustainability.

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