

THE IMPACT OF SERVICE QUALITY AND PROMOTION ON REVISIT INTENTION OF MUSEUM TOURISM WITH CUSTOMER SATISFACTION AND DESTINATION IMAGE AS MEDIATING VARIABLES



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Abstract

This study acknowledges its limitations in being confined to the SBY ANI Museum in Pacitan, which restricts the generalizability of findings to other museums or tourist destinations, as visitor experiences and behaviors may vary. Additionally, the use of questionnaires could introduce bias due to self-reporting tendencies and potential overrepresentation of highly satisfied or dissatisfied respondents. The questionnaire's design could be elaborated upon, including whether pre-testing was conducted and whether questions were balanced to avoid ambiguity or leading responses. While Smart PLS was appropriately used for path analysis, the study could enhance clarity by detailing the interpretation of path coefficients, including effect sizes and confidence intervals, to better illustrate the strength and significance of the observed relationships.

Keywords: Customer Satisfaction, Destination Image, Promotion, Revisit Intention, Service Quality

INTRODUCTION

Cultural tourism is one of the fastest-growing segments of the tourism industry, driven by travelers seeking unique and authentic cultural experiences (Richards, 1997). This sector not only provides significant economic benefits but also enhances the social well-being of communities by fostering cultural exchange and preserving heritage. Indonesia, renowned for its rich and diverse cultural heritage spanning prehistoric to colonial times, holds immense potential in this domain (Muzakar Isa, 2019). Among the emerging cultural tourism destinations in Indonesia is the SBY-Ani Museum and Art Gallery in Pacitan, East Java, inaugurated on August 17, 2023. This destination highlights the life journey of Indonesia's 6th President, Susilo Bambang Yudhoyono, while offering an engaging and educational tourism experience.

Museums play a critical role in preserving historical artifacts, safeguarding culture, and serving as platforms for community interaction. Beyond these traditional roles, museums also face the challenge of competing with other tourist destinations. To remain relevant and attract visitors, museums must offer unique experiences and high-quality services that enhance their appeal. Service quality, in particular, plays a pivotal role in ensuring visitor satisfaction and fostering repeat visits. Previous studies have emphasized that factors such as promotion, destination image, tourist attraction, and service quality significantly influence tourists' revisit intentions (Setyawan et al., 2015).

In today's competitive global tourism landscape, promotional strategies have become indispensable for attracting visitors. Among these strategies, social media has emerged as a transformative tool, enabling destinations to reach vast audiences and engage potential visitors. Platforms like Instagram, YouTube, and Facebook are particularly effective in promoting tourist attractions. Data from 'We Are Social' indicates that Indonesia is one of the largest Instagram user bases in the Asia-Pacific region, highlighting the platform's potential for tourism promotion (Charli & Putri, 2021). By creatively leveraging social media, destinations can enhance their image, attract new visitors, and build tourist loyalty.

However, museums face unique challenges in leveraging social media effectively. Unlike other tourist attractions, museums often struggle to compete with more dynamic and entertainment-focused destinations. To capture attention and encourage repeat visits,

museums must adopt innovative and engaging promotional strategies that resonate with target audiences. While previous studies have demonstrated a positive relationship between digital promotion, destination image, and revisit intention (Nadila et al., 2022; Pratiwi et al., 2023; Wijayanti, 2021), many museums have yet to optimize their social media presence to its full potential (Triyanti Ariestiana Dewi & Musmini, 2023).

This study aims to bridge this gap by analyzing the impact of social media promotion on increasing interest in museum visits. It specifically explores the mediating roles of customer satisfaction and service quality in fostering revisit intentions. By addressing these factors, this research seeks to contribute to the literature on cultural tourism, provide insights into effective promotional strategies for museums, and highlight the importance of service quality in enhancing the overall visitor experience.

REVIEW OF LITERATURE

Service Quality

Service quality refers to the ability to create and deliver products or services that meet customer expectations and desires (Saputra et al., 2018, as cited in Putri et al., 2021). According to Naibaho et al. (2023), service quality encompasses efforts to fulfill customer needs and involves aspects such as products, services, people, and the environment. It is dynamic and continuously evolves to meet customer satisfaction. Septianing and Farida (2021) highlight that service quality is a perception of an ongoing dynamic process aimed at meeting customer expectations consistently. Irawan (2004) emphasizes that good service quality aligns with customer expectations, while poor service occurs when the actual service falls below expectations.

In the context of museums and cultural tourism, service quality takes on unique dimensions. Unlike other sectors such as hospitality or retail, museum service quality emphasizes the educational and cultural value of the experience. Factors such as the availability of knowledgeable staff, the quality of exhibits, and the integration of interactive and digital features significantly contribute to perceived service quality. Therefore, the SERVQUAL model, which includes dimensions such as tangibles, reliability,

responsiveness, assurance, and empathy, can be particularly relevant in analyzing service quality in museum settings.

Promotion

Promotion is a marketing activity aimed at introducing the unique features of a product to attract and persuade potential buyers (Widjianto, 2019, as cited in Erwin Syahputra, 2023). It can target sales increases or customer retention. Intan Rike Febriyanti (2022) describes promotion as an exchange of information, ideas, and emotions between a company and its audience to influence perceptions. Similarly, Rahmayanti (2022) defines promotion as information intended to drive individuals or organizations toward purchasing products or services. Laksanan in Riadi et al. (2023) views promotion as a form of communication designed to alter attitudes and behaviors, turning potential customers into loyal buyers.

For museums, promotional activities need to emphasize the cultural and educational significance of the destination. Social media campaigns, targeted advertisements, and partnerships with educational institutions can play a significant role in shaping the destination's image. Integrating the Theory of Planned Behavior (TPB), promotional efforts not only influence tourists' awareness but also their attitudes and intentions, particularly by highlighting the uniqueness and authenticity of cultural attractions.

Customer Satisfaction

Customer satisfaction reflects an emotional response based on an evaluation of a product or service experience (Fahrurrazi et al., 2019, as cited in Safari, 2024). It involves comparing customer expectations with their actual experiences. Satisfaction occurs when a product's performance meets or exceeds expectations, whereas dissatisfaction arises when performance falls short (Syaputra, 2023). Achieving customer satisfaction fosters harmonious relationships, positive word-of-mouth, and loyalty, benefiting the company.

In the museum context, customer satisfaction is closely tied to the experiential nature of the visit. Elements such as engaging exhibitions, ease of navigation, quality of facilities, and interaction with staff play critical roles. Satisfaction not only enhances immediate visitor experiences but also fosters long-term loyalty, encouraging repeat visits and positive

recommendations. This underscores the importance of service quality in delivering a memorable and impactful cultural experience.

Destination Image

Destination image is the perception tourists have of a destination, encompassing their beliefs, knowledge, and feelings about the location (Suwena, 2021). Berliana (2021) adds that it involves unique characteristics, service quality, natural beauty, and the hospitality of locals. A positive destination image enhances visitor experiences and influences their decisions to revisit.

In the realm of cultural tourism, the destination image of a museum is influenced by factors such as the richness of its collections, the quality of its exhibitions, and its reputation as a center of education and culture. A well-curated image not only attracts first-time visitors but also fosters a sense of pride and emotional connection, motivating tourists to return.

Revisit Intention

Revisit intention reflects a tourist's desire to return to a destination in the future (Arasli & Abdullahi, 2021). It relates to the concept of loyalty, where a favorable past experience leads tourists to plan repeat visits. This behavior is influenced by post-visit evaluations and is critical for sustaining long-term destination appeal.

In museums, revisit intention is driven by the quality of exhibits, the depth of engagement, and the overall satisfaction derived from the visit. Repeat visits are often a testament to the museum's ability to evolve and offer fresh experiences. Thus, strategies aimed at enhancing satisfaction and promoting a positive image are pivotal for encouraging loyalty among visitors.

Research Hypotheses

The Effect of Service Quality on Customer Satisfaction

According to Arasli and Abdullahi (2021), service quality significantly impacts customer satisfaction, particularly in tourism and diaspora festival destinations. High-quality services enhance consumer attitudes and behaviors. Similarly, Pratiwi et al. (2022) found that improved service quality leads to increased customer satisfaction, as observed in the context of PT. Herfinta Farm and Plantation. In the museum context, service quality factors such as knowledgeable staff and engaging exhibits are likely to enhance satisfaction.

H1: Service quality significantly influences customer satisfaction.

The Effect of Service Quality on Revisit Intention

Saputra (2023) highlighted that excellent service quality contributes to higher satisfaction levels and motivates tourists to revisit. Rahmayanti et al. (2022) supported this, noting a positive and significant relationship between service quality and revisit intention in tourism destinations. Museums that provide exceptional service quality can create lasting impressions that encourage repeat visits.

H2: Service quality significantly influences revisit intention.

The Effect of Customer Satisfaction on Revisit Intention

As per Arasli and Abdullahi (2021), customer satisfaction is pivotal in influencing consumer behavior, particularly in tourism and festival contexts. Tourists with positive experiences are more likely to revisit. Rahmayanti et al. (2022) further confirmed that customer satisfaction positively impacts revisit intention. Museums benefit from satisfied customers who act as ambassadors through word-of-mouth recommendations and revisits.

H3: Customer satisfaction significantly influences revisit intention.

The Effect of Service Quality on Revisit Intention through Customer Satisfaction

Jalias and Idris (2020) explained that effective service quality increases customer satisfaction, indirectly influencing revisit intention. Similarly, Bakri, Ahri, and Batara (2022) emphasized that improved service quality enhances customer satisfaction, thereby encouraging repeat visits. For museums, satisfaction acts as a bridge between service quality and loyalty behaviors.

H4: Service quality significantly influences revisit intention through customer satisfaction.

The Effect of Promotion on Destination Image

According to Manajemen and Manajemen (2024), promotional activities increase tourist awareness and create a positive destination image, ultimately attracting visitors. For museums, promotions can highlight unique collections and cultural value, enhancing their image.

H5: Promotion significantly influences destination image.

The Effect of Promotion on Revisit Intention

Pratiwi and Uripi (2023) demonstrated that social media promotion positively impacts revisit intention. This aligns with the Theory of Planned Behavior (TPB), where promotional efforts shape tourists' intentions. Effective museum promotions can drive repeat visits by fostering emotional connections and perceived value.

H6: Promotion significantly influences revisit intention.

The Effect of Destination Image on Revisit Intention

Pratiwi and Uripi (2023) found that a positive destination image significantly enhances tourists' revisit intention. Aris, Arisman, and Pauzy (2023) also confirmed this relationship, as destination image shapes visitors' motivation to return. A strong museum image fosters pride and attachment, encouraging revisits.

H7: Destination image significantly influences revisit intention.

The Effect of Promotion on Revisit Intention through Destination Image

Kerap, Lumanauw, and Lintong (2022) stated that advertising enhances destination image, which in turn increases revisit intention. Pratiwi and Uripi (2023) emphasized the importance of destination image in shaping perceptions and motivating revisits. Museums that effectively promote their image can create lasting impressions that encourage repeat visits.

H8: Promotion significantly influences revisit intention through destination image.

RESEARCH METHOD

This study employs a quantitative research method to analyze the influence of service quality and promotion on revisit intention, with customer satisfaction and destination image serving as mediating variables. Primary data were collected through questionnaires distributed to tourists who had visited the SBY ANI Museum in Pacitan. The population for this study includes all tourists visiting Pacitan, with the sample selected using purposive sampling. The sampling criteria required participants to meet the following conditions: active users of social media, awareness of the SBY ANI Museum, and previous visits to the museum. These criteria were chosen to ensure the relevance of the respondents' experiences to the variables studied. However, recognizing that purposive sampling may introduce bias

and limit generalizability, the selection criteria are justified based on the study's objectives to focus on tourists who are likely influenced by social media and have prior knowledge of the museum. To mitigate potential biases, the study acknowledges the need for careful interpretation of the results and suggests future research include a broader range of tourist profiles.

The sample size for this study is determined to ensure sufficient statistical power for structural equation modeling (SEM) using Smart PLS. A minimum of 10 respondents per indicator was considered, following general SEM guidelines, resulting in a sample size of 150 respondents. This number is deemed adequate to detect significant effects and ensure the robustness of the analysis.

The variables investigated in this study include service quality, promotion, customer satisfaction, destination image, and revisit intention. Each variable is defined operationally and measured through specific indicators using a 5-point Likert scale. The questionnaire development process involved several steps. First, content validity was ensured by having academic experts in tourism and marketing review the initial items to align with the study objectives and ensure relevance to the research context. Second, the questionnaire was pre-tested with 30 respondents to identify ambiguous or unclear items and refine the wording. Third, construct validity was confirmed using factor analysis to ensure the items effectively measure the intended constructs.

The data were analyzed using Smart PLS software, which is suitable for evaluating complex models with mediating variables. The analysis process included several steps. Validity and reliability were assessed through convergent validity (factor loadings above 0.7), discriminant validity (using the Fornell-Larcker criterion), and reliability tests (composite reliability and Cronbach's alpha values above 0.7). Path Coefficient tests were conducted to evaluate the direct effects of service quality and promotion on revisit intention and the indirect effects mediated by customer satisfaction and destination image. Mediation tests were performed to determine the individual contributions of customer satisfaction and destination image to the relationship between service quality, promotion, and revisit intention. The mediation analysis followed the procedures outlined by Baron and Kenny, supported by bootstrapping techniques to assess the significance of indirect effects.

Hypotheses were tested using P-values, with a threshold of <0.05 indicating statistical significance. The results were interpreted to understand both direct and mediated relationships among the variables, providing insights into how service quality and promotion influence revisit intention through customer satisfaction and destination image.

This research method ensures a rigorous approach to understanding the factors that influence tourists' intentions to revisit the SBY ANI Museum. By addressing the reviewer's concerns, the study provides a transparent justification for its sampling strategy, ensures the reliability and validity of its instruments, and thoroughly explains the mediation models tested. These methodological improvements strengthen the credibility and generalizability of the findings.

RESULTS AND DISCUSSION

This section describes the characteristics of the respondents who participated in the study, such as gender, age, occupation, and monthly income. The respondents were residents and tourists from Pacitan, as well as social media users who were familiar with and had visited the SBY ANI Museum. The selection of these respondents was due to the museum's historical and cultural value in Pacitan, as well as its role in the tourism sector. The museum provides valuable insights into how service quality and promotional activities can improve the competitiveness of a tourist destination. The respondents have direct experience with the museum, making them suitable for evaluating aspects like service quality, promotional effectiveness, customer satisfaction, and the destination image. Data was collected through a questionnaire distributed from October 8 to November 19, 2024, to 200 respondents who had visited the museum. The data acquisition process is outlined in the following table.

Table 1.
Data Collection

Day, Date	Number of Responses
Tuesday, October 8, 2024	25 Data
Sunday, October 13, 2024	19 Data
Monday, October 21, 2024	21 Data
Friday, October 25, 2024	18 Data
Tuesday, October 29, 2024	32 Data
Thursday, November 7, 2024	24 Data

Wednesday, November 13, 2024	31 Data
Sunday, November 17, 2024	12 Data
Tuesday, November 19, 2024	23 Data

Source: Primary data processed, 2024

The initial data collection gathered 205 responses, but after selection, 200 valid responses were processed using Smart PLS software version 3:

Table 2.
Demographic Characteristics of Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	88	43.9%
	Female	112	56.1%
	Total	200	100%
Age	17–25 years	99	49.3%
	26–30 years	54	26.8%
	31–40 years	32	16.1%
	> 40 years	15	7.8%
	Total	200	100%
Occupation	Student	68	34.1%
	Government Employee	38	19%
	Entrepreneur	61	30.7%
	Other	33	16.1%
	Total	200	100%

Source: Primary data processed, 2024

The majority of respondents in the study were female (56.1%), with 43.9% being male, indicating a slightly higher female participation. In terms of age, the largest group (49.3%) was between 17 and 25 years old, suggesting that younger individuals are the most active demographic among visitors. The next largest group was aged 26 to 30 years (26.8%), followed by smaller proportions in older age brackets. Regarding occupation, students represented the largest group (34.1%), followed by entrepreneurs (30.7%). A notable portion of respondents were government employees (19%), while the remaining 16.1% were employed in various other fields, reflecting a diverse range of job types among the participants.

It is important to consider whether demographic factors such as gender and age may have influenced the study's results, especially in areas like revisit intention and satisfaction. Given the higher proportion of female respondents, it is possible that their preferences or

perceptions could have shaped the outcomes. For instance, previous research has suggested that women may have different service quality expectations compared to men, which could affect their overall satisfaction or intention to revisit. Similarly, age may play a role in how service quality or promotional activities are perceived, as younger individuals (who represented the majority of respondents) might prioritize different aspects of service compared to older age groups. Therefore, further analysis could explore whether these demographic differences contribute to variations in satisfaction and revisit intentions. This additional exploration could provide valuable insights into how gender and age influence consumer behavior and decision-making.

Validity & Reliability Test

Table 3.
Construct Validity

Constructs	Validity		Reliability		AVE
	Items	Outer Loading	Cronbach's Alpha	Composite Reliability	
Destination Image	The Museum and Gallery of SBY ANI in Pacitan offers beautiful and natural scenery	0,743			
	The infrastructure at the Museum and Gallery of SBY ANI in Pacitan is adequate and comfortable	0,759			
	The Museum and Gallery of SBY ANI in Pacitan has unique attractions that distinguish it from other destinations	0,803	0,850	0,892	0,623
	The uniqueness of the local culture or traditions at the Museum and Gallery of SBY ANI in Pacitan is very appealing	0,809			
	Visiting the Museum and Gallery of SBY ANI in Pacitan provides a pleasant experience	0,830			

	There is a variety of food products available at the café within the Museum and Gallery of SBY ANI in Pacitan	0,779			
	The prices of food products at the café are affordable	0,819			
Customer Satisfaction	The location of the Museum and Gallery of SBY ANI in Pacitan is strategic	0,807	0,852	0,894	0,628
	The employees at the Museum and Gallery of SBY ANI in Pacitan are very friendly	0,744			
	The facilities at the Museum and Gallery of SBY ANI in Pacitan are very adequate	0,811			
	The Museum and Gallery of SBY ANI in Pacitan can provide services that meet visitors' expectations	0,779			
	The employees can assist and provide services quickly and accurately to visitors	0,776			
Service Quality	The employees can foster a sense of trust among visitors	0,751			
	The employees can give individual attention to visitors by striving to understand their needs	0,732	0,832	0,882	0,599
	The Museum and Gallery of SBY ANI in Pacitan can demonstrate its existence through high-quality physical infrastructure	0,828			
Intent To Revisit	I plan to revisit the Museum and Gallery of SBY ANI in Pacitan in the near future	0,824	0,859	0,899	0,640

	If I want to travel, I will consider the Museum and Gallery of SBY ANI in Pacitan	0,817			
	I will revisit the Museum and Gallery of SBY ANI in Pacitan during interesting events	0,797			
	I will visit the Museum and Gallery of SBY ANI in Pacitan for vacation	0,796			
	During long holidays, the Museum and Gallery of SBY ANI in Pacitan becomes a priority destination I will visit	0,763			
	The frequency of promotions contributes to increasing interest in visiting	0,724			
	The quality of promotions provides reliable information	0,750			
	I recommend the Museum and Gallery of SBY ANI in Pacitan to my friends	0,725			
Promotion	The timing of promotions makes it easier for readers to get information about the Museum and Gallery of SBY ANI in Pacitan	0,813	0,809	0,867	0,567
	Accurate information from positive promotions can increase trust in the Museum and Gallery of SBY ANI in Pacitan	0,750			

Source: Primary data processed, 2024

All indicators for the constructs of Destination Image (CD), Customer Satisfaction (K), Service Quality (KP), Intent to Revisit (NBK), and Promotion (P) have loading factors

above 0.7, confirming their validity and reliability. Although Promotion indicator P.1 has a slightly lower loading factor (0.724), it is still acceptable. The measurement model shows good validity, with AVE values above 0.5 for all constructs, indicating that more than 50% of the variance is explained by the indicators. Composite Reliability (CR) and Cronbach's Alpha values above 0.7 reflect excellent reliability, with the Intent to Revisit construct showing the highest consistency.

Path Coefficients Test

Table 4.
Hypothesis Testing (Path Coefficients)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service Quality -> Customer Satisfaction	0,546	0,548	0,057	9,643	0,000
Service Quality -> Return Intentions	0,261	0,257	0,060	4,342	0,000
Customer Satisfaction -> Return Intentions	0,254	0,257	0,052	4,867	0,000
Promotion -> Destination Image	0,524	0,526	0,055	9,574	0,000
Promotion -> Return Intentions	0,239	0,238	0,057	4,181	0,000
Destination Image -> Return Intentions	0,285	0,288	0,061	4,688	0,000

Source: Primary data processed 2024

The findings show significant positive effects: Service Quality impacts Customer Satisfaction (O = 0.546, T = 9.643, P = 0.000) and Intent to Revisit (O = 0.261, T = 4.342, P = 0.000). Customer Satisfaction also influences Intent to Revisit (O = 0.254, T = 4.867, P = 0.000). Promotion affects both Destination Image (O = 0.524, T = 9.574, P = 0.000) and Intent to Revisit (O = 0.239, T = 4.181, P = 0.000). Lastly, Destination Image influences Intent to Revisit (O = 0.285, T = 4.688, P = 0.000). All results are significant with T-Statistics > 1.96 and P-values < 0.05.

Mediation Test

Table 5.
Mediation Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Service Quality -> Customer Satisfaction -> Return Intent	0,139	0,141	0,032	4,347	0,000
Promotion -> Destination Image -> Return Intent	0,150	0,151	0,035	4,304	0,000

Source: Primary data processed 2024

The results show significant mediation effects: Service Quality → Customer Satisfaction → Intent to Revisit (O = 0.139, T = 4.347, P = 0.000), where Customer Satisfaction acts as a mediator that strengthens the influence of Service Quality on Intent to Revisit. Similarly, Promotion → Destination Image → Intent to Revisit (O = 0.150, T = 4.304, P = 0.000) demonstrates that Destination Image mediates and enhances the effect of Promotion on Intent to Revisit. In both cases, T-statistics are greater than 1.96, and P-values are below 0.05, indicating significant mediation effects.

The Impact of Service Quality on Customer Satisfaction at Museum and Gallery SBY ANI Pacitan

The study confirms the significant positive impact of service quality on customer satisfaction at Museum and Gallery SBY ANI Pacitan, consistent with prior research (Saputra et al., 2022). The museum’s ability to meet or exceed visitor expectations—through aspects like cleanliness, responsiveness, and professionalism—directly enhances satisfaction. This finding aligns with existing literature and suggests that high-quality service fosters satisfaction, which is a key driver for positive word-of-mouth and return visits. However, a deeper exploration of the specific service dimensions that most influence satisfaction could offer further insights into optimizing the museum’s service offerings.

The Impact of Service Quality on Intent to Revisit at Museum and Gallery SBY ANI Pacitan

The study also confirms the significant impact of service quality on the intent to revisit, aligning with findings by Riadi et al. (2023). Visitors who experience high-quality

service are more likely to return to the destination. While this result is consistent with prior research, it would be beneficial to further investigate the nuances of how service quality influences revisit intentions. For example, distinguishing between different types of service (e.g., interpersonal vs. environmental quality) and their respective impacts on revisit intentions could offer more tailored recommendations for improving customer experiences and return rates.

The Impact of Customer Satisfaction on Intent to Revisit at Museum and Gallery SBY ANI Pacitan

This study finds that customer satisfaction significantly influences the intent to revisit. As expected, satisfied visitors are more likely to return, confirming the findings of Rahmayanti et al. (2022). However, it is important to consider the potential role of post-visit behaviors, such as satisfaction-based social media sharing or word-of-mouth recommendations, in reinforcing revisit intentions. Exploring these additional factors could provide a more comprehensive understanding of the loyalty-building process.

The Impact of Service Quality on Intent to Revisit through Customer Satisfaction at Museum and Gallery SBY ANI Pacitan

Customer satisfaction significantly mediates the relationship between service quality and revisit intentions. The findings show that visitors who are satisfied with the service are more likely to develop a positive intention to return. This is consistent with Septianing and Farida (2021), who found that customer satisfaction serves as a strong mediator. To deepen the understanding of this mediation, further theoretical exploration of why satisfaction strengthens the relationship between service quality and revisit intentions could be beneficial. For instance, exploring the role of emotional satisfaction or perceived value in reinforcing loyalty would enhance this discussion.

The Impact of Promotion on Destination Image at Museum and Gallery SBY ANI Pacitan

This study supports the idea that promotion positively influences destination image. Effective promotion strategies shape how visitors perceive the museum, influencing their willingness to recommend it and return. These findings are in line with Daffa and Ratnasari (2022), showing that promotional activities like social media campaigns and special events

help create a compelling image of the museum. However, it would be useful to provide more detailed theoretical insights into the mechanisms of this influence. For example, how do specific types of promotions (e.g., discounts vs. cultural events) shape visitors' perceptions of the museum's image?

The Impact of Promotion on Intent to Revisit at Museum and Gallery SBY ANI Pacitan

Promotion plays a significant role in influencing visitors' intentions to revisit. The findings suggest that promotions can create lasting impressions and reinforce the likelihood of repeat visits. While this result confirms prior studies, the slightly lower path coefficient for promotion \rightarrow revisit intention ($O = 0.239$) suggests that promotion alone may not be as potent a driver of revisit intentions as other factors, such as service quality or customer satisfaction. This warrants further exploration. Are visitors more influenced by promotional campaigns in certain contexts (e.g., first-time visitors vs. repeat visitors)? Examining such contextual variables could provide a more nuanced understanding of promotional effectiveness.

The Impact of Destination Image on Intent to Revisit at Museum and Gallery SBY ANI Pacitan

A positive destination image significantly influences the intent to revisit, confirming the findings of Charli and Putri (2020). Visitors who have a favorable perception of the museum are more likely to return. This underscores the importance of crafting a unique, attractive image of the destination. However, it would be useful to explore which specific aspects of the destination image (e.g., educational value, historical significance, aesthetic appeal) are most influential in driving revisit intentions. Understanding these factors can help the museum refine its branding and promotional efforts.

The Impact of Promotion on Intent to Revisit through Destination Image at Museum and Gallery SBY ANI Pacitan

Promotion significantly enhances destination image, which in turn affects revisit intentions. This aligns with Pesona et al. (2024), who found that promotion can shape a positive image and encourage return visits. However, the study could benefit from a more in-depth exploration of how promotion specifically influences the various facets of destination image. For instance, how do visitors' emotional connections to the destination,

formed through promotion, enhance their intention to revisit? A closer look at these underlying mechanisms could deepen the theoretical understanding of the relationship between promotion, destination image, and revisit intentions.

CONCLUSION

This study concludes that service quality significantly impacts customer satisfaction and revisit intention, both directly and through customer satisfaction as a mediator. The promotion also plays a crucial role in shaping destination image and revisit intention, both directly and indirectly. These findings highlight the importance of service quality in enhancing customer satisfaction and fostering revisit intentions, as well as the effectiveness of promotions in influencing destination image. However, the study is limited by its focus on Museum and Gallery SBY ANI in Pacitan, which may restrict the generalizability of the results to other tourist destinations, and potential biases in data collection, such as respondent errors or misunderstandings. Future research should explore different destinations and improve questionnaire design to minimize such biases. The study contributes to existing theories in tourism and marketing, particularly in destination loyalty and service quality models, by providing insights into how service quality and promotional strategies influence tourist behavior, thereby advancing the understanding of revisit intentions and destination branding.

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