THE INFLUENCE OF DESTINATION IMAGE AND CUSTOMER SATISFACTION ON REVISIT INTENTION OF STUDENTS IN ENGLISH VILLAGE

MUHAMMAD DIAN RUHAMAK
Kadiri University, Universitas Negeri Jember
Rajamangala University of Technology Krungthep - Thailand

TUBAGUS AHMAD DAROJAT
Kadiri University, Universitas Negeri Jember
Rajamangala University of Technology Krungthep - Thailand

MARLON RAEL ASTILLERO
Kadiri University, Universitas Negeri Jember
Rajamangala University of Technology Krungthep - Thailand

PAMADYA VITASMORO
Kadiri University, Universitas Negeri Jember
Rajamangala University of Technology Krungthep - Thailand

TEGUH PRAMONO
Kadiri University, Universitas Negeri Jember
Rajamangala University of Technology Krungthep - Thailand

ABSTRACT
Based on the background description, the purpose of this study is to analyze the influence of Destination Image and Customer Satisfaction on Revisit Intention of English Village students in the city of Pare Kediri. Where the population in this study were students who took courses in the English village as many as 86 respondents. Data collection methods using questionnaires and interviews. In analyzing the data, the validity and reliability of the instrument were used, hypothesis testing for F and T and the coefficient of determination. From the test results, all questionnaire items are valid and reliable. Destination image and Customer Satisfaction have a significant effect on Revisit Intention either partially or simultaneously. The more destinations that can be visited and give a feeling of satisfaction to consumers, the more they will feel a feeling or encouragement in consumers, the stronger their desire to come back to visit.

KEYWORD: Destination Image, Customer Satisfaction, Revisit Intention

PRELIMINARY

English is an important requirement in facing competition in both the business world and the world of education. So that since starting education in elementary school, students has been introduced to English. However, sometimes the time allocated to learn English in schools is still lacking, so there is a need to look for alternative educational providers to increase English language skills. One of the favorite destinations to increase English proficiency is English Village which was first established by Mr. Kalend Osen (al-jum'ah, 2018).

English Village is located in the city of Pare, northeast of Kediri district and directly adjacent to Jombang district.Pare received the title as educational tourism because more than one hundred course institutions were established in that location. Various methods are used to obtain information, ranging from viewing social

networks, text, images and videos on the website used by each institution in marketing their products. Some consumers have visited the village directly in England to find out how the learning methods are being applied by the course institution so that consumers can make the right choice.

Interest in visiting English villages is influenced by several factors that are taken into consideration, including the Destination Image, which is a combination of product variations, attractions, and attributes that are added to the impression of the selection process based on various information (Whang et al., 2016). A person's perceptions of products, objects, behaviors and events that are driven by beliefs, feelings and a set of goals that have ideas and expectations for a particular place or journey (Stylos et al., 2016). Experiences were shared by people who have studied in English villages through stories, websites and social media, The information quickly spread and accessed so easily which indirectly helps market the institution to be better known to consumers.

Good reviews are based on the feeling of satisfaction felt by consumers where the more satisfied consumers are, the better the reviews are given (Samsudin & Worang, 2016), while dissatisfied consumers will give the worse reviews. Satisfaction will provide personal experiences for consumers that will affect their interest or will they return in the future or not.

English Village is located between Pelem and Tulungrejo Villages, Pare District, Kediri Regency, East Java Province. English Village is a favorite tour destination because more than one hundred institutions are established in that location. In addition there are also other attractions that are located around the location, including the Surowono and Tegowangi temples, the Surowono baths, the Simpang lima gumul monument and so on that can attract consumers to visit.

Consumers must be clever in choosing the right institution, the programs offered by the institution must be varied which can create an impression for consumers so that it will have an impact on Revisit Intention.

The formulation of the problem in this study is how the Destination Image and Customer Satisfaction influence the revisit intention of English Village students in Kediri Regency. From the formulation of the problem, the purpose of this study is to analyze the effect of Destination Image and Customer Satisfaction on Revisit Intention of students in English Village in Kediri Regency.

The choice of English Village was chosen as the object of research because the development of tourist villages is currently attracting visitors in various places throughout Indonesia so that the local government maximizes the potential that exists in the region by forming a tourism icon that becomes an attraction for local and foreign tourists.

LITERATURE REVIEW

Research conducted by Destari (2017) obtained results that: (1) The uniqueness of tourism services has a significant effect on the destination image, (2) the destination image has a significant effect on intention to revise, and (3) the uniqueness of tourism services has a significant effect on intention to revise.

The research conducted by Stylos et al. (2016) likewise produces these findings that verify the role of destination image, holistic image, and personal normative in predicting the intention of tourists to visit again, as well as supporting partial and full mediation. In practical terms, this research highlights factors that influence a tourist's propensity to choose tourist destinations, which can serve as a basis for adjusting effective destination positioning.

Research conducted in 2019 by Andrian & Trinanda found that (1) service quality has a positive and significant effect on satisfaction (2) service quality has a positive and significant effect on word of mouth (3) satisfaction has a positive and significant effect on word of mouth (4) word of mouth has a positive and significant effect on revisit intention. The conclusion is this analysis highlights the positive effects of taking part in service quality, satisfaction and word of mouth on revisit intention.

Based on the formulation of the problem and research objectives, a conceptual framework can be described as follows:
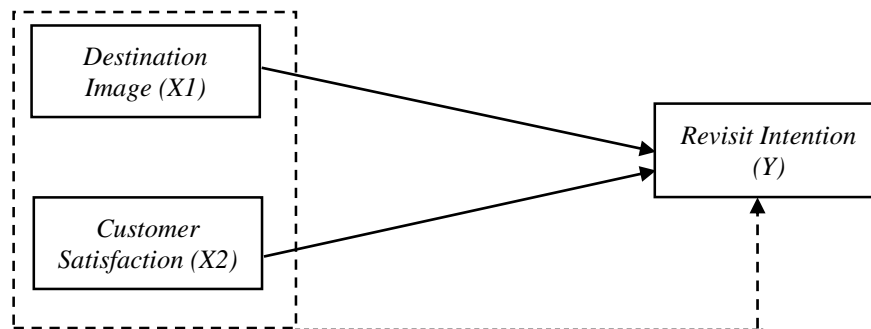
From the illustration above, three hypotheses can be obtained, including:

H1 = Destination Image has significant effect on Revisit Intention
H2 = Customer Satisfaction has significant effect on Revisit Intention
H3 = Destination Image and Customer Satisfaction have significant effect on Revisit Intention

RESEARCH METHODS

Population

Population is a general area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions (Sugiyono, 2016).

The respondents in this study were 86 students who took courses at English language courses in English villages both online and offline in May - July 2020.

Sample

The sample is the part or the number and characteristics of the population. If the population is large, and it is impossible for researchers to study everything in the population, for example because of limited funds, energy and time, the researcher will take a sample from that population. What is learned from the sample, the conclusions will be applied to the population. For this reason, the sample taken from the population must be truly representative (Sugiyono, 2016).

According to (Arikunto, 2019) if the population is less than 100 then all samples should be taken so that the sampling technique uses the census method. Because the population of respondents was 86, researchers took all of them to be sampled (Ruhamak & Rahmadi, 2019).

Research Instruments

The instrument is a tool used to collect the necessary data in connection with the research problems. Through the instrument, data and answers to the problems raised can be obtained to be processed in research activities. The instrument used in this study was a questionnaire. The reason researchers use a questionnaire is because it is an effective tool for obtaining data for research and is widely used in similar research.

From the operational definition of a variable, there are variable indicators. The researcher took each indicator per variable to be drawn and then made a question / statement and distributed it to respondents to obtain data The tabular form of assessment for each question item was made where each column has a corresponding score, using a 5-point Likert scale.

The Likert scale is a scale used to measure the perceptions, attitudes or opinions of a person or group regarding an event or social phenomenon, based on the operational definition set by the researcher. The 5-point Likert scale in the research questionnaire corresponds to the following: (5) Strongly Agree, (4) Agree, (3) Quite

Agree (2) Disagree and (1) Strongly Disagree.

Data Collection Technique
Sources and Data Collection Steps
Data source
Primary data, namely data obtained from respondents' responses to the question items posed in the questionnaire, or in other words data obtained directly from the research location where the authors collect data through questionnaires, meaning that the authors compile the questions in the form of sentences with the answer options available in form that has been provided.

Secondary Data, namely data obtained from company documents and archives that are related to this research, or data obtained from various literature and other sources related to the problem being researched.

Data Collection Steps
In collecting data, researchers used several methods, among others:

a.   Observation
Observation is a technique of collecting data by making direct observations in the field on everything being researched.

b.   Interview
Interviewing is the activity of conducting direct question and answer through face to face with data sources, namely leaders of companies / agencies, respondents and employees in the company to obtain supporting data in research activities.

c.   Literature Study
Collecting data obtained from literature such as reading scientific books, magazines and media related to problems with research discussion.

d.   Questionnaire
The questionnaire consists of a number of written questions that will be answered by the respondents so that the researcher obtains field data to solve the research problems and test the predetermined hypothesis.

In this study, the research tool used was a closed-ended questionnaire in which answers to the questions are provided so that respondents will only choose from alternative answers that match their opinion or choice (Ruhamak & Rahayu, 2016).

This closed-ended questions explain the respondent's responses to the work environment variables, competence, incentives and employee performance. A 5-point Likert scale was used to determine the value or score of each answer given by the respondent. The Likert scale interpretation are as follows:

1. For answers indicating Strongly Agree are given a score of 5
2. For answers indicating Agrees are given a score of 4
3. For answers, indicating Enough Agree are given a score of 3
4. For answers indicating Disagree are given a score of 2
5. For answers indicating Strongly Disagree are given a score of 1

Data Analysis Technique
In conducting questionnaire testing, it was carried out using validity and reliability tests on all instruments where if the value of r count> r table, the questionnaire item was declared valid, and if the value of Cronbach's

alpha> 06 was declared reliable (Sugiyono, 2016)

Furthermore, in testing the hypothesis carried out by the F test to test the hypothesis simultaneously by comparing if the value of F count> F table or the significance of F count <0.05 then the hypothesis is accepted. The T test is carried out to test the hypothesis partially where if the value of T count> T Table or the significance of T <0.05 then the hypothesis is accepted and the coefficient of determination (R2) is to see variations in the independent variables in explaining the dependent variable (Ghozali, 2016).

RESULTS AND DISCUSSION

Validity test

Table 1. Validity test results

Item	R Count	R Table	Note	Item	R Count	R Table	Note
X1.1	0.594	0.214	Valid	X2.3	0.617	0.214	Valid
X1.2	0.628	0.214	Valid	X2.4	0.512	0.214	Valid
X1.3	0.778	0.214	Valid	Y1.1	0.807	0.214	Valid
X1.4	0.554	0.214	Valid	Y1.2	0.530	0.214	Valid
X2.1	0.612	0.214	Valid	Y1.3	0.807	0.214	Valid
X2.2	0.815	0.214	Valid	Y1.4	0.658	0.214	Valid

Source: primary data processed by researchers, (2020)

From the table above it can be seen that all indicators of the destination image (X1), Customer Satisfaction (Y1) and Revisit Intention (Y2) variables have a calculated r value greater than the r table so that all questionnaire items are declared **valid.**

Reliability Test

Tabel 2. Reliability Test Results

Item	Alpha Cronbach's	Note
Destination Image	0.746	Reliable
Costumer Satisfaction	0.744	Reliable
Revisit Intention	0.774	Reliable

Source: primary data processed by researchers, (2020)

From the table above, the results show that the value of Cronbach's alpha for each destination image variable (X1) is 0.746 Customer satisfaction (Y1) is 0.744 and Revisit Intention (Y2) is 0.774, where the overall value is greater than the cut-off value 0.6. So that all questionnaire items are stated **reliable.**

Hypothesis Testing

Tabel 3. Hypothesis 1 and 2 Test Results Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.475	1.445		2.406	.018
	Destination Image	.498	.098	.489	5.060	.000
	Customer Satisfaction	.316	.095	.320	3.315	.001

a. Dependent Variable: Revisit Intention

Source: primary data processed by researchers (2020)

Tabel 4. Hypothesis 3 Test Result ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	216.054	2	108.027	48.790	.000[b]
	Residual	183.772	83	2.214		
	Total	399.826	85			

a. Dependent Variable: Revisit Intention

b. Predictors: (Constant), Customer Satisfaction, Destination Image

Source: primary data processed by researchers (2020)

Hypothesis Testing H1

Hypothesis H1 states that Destination image (X1) affects Revisit intention (Y). The test results on the parameter coefficient between DI and RI show a positive influence of 0.498 with a calculated T value of 5.060> 1.98 and a significance value of 0.000 <0, 05. thus the first hypothesis is **accepted.**

These results support previous research conducted by (Chiu et al., 2016; Hanif & Kusumawati, 2016; Lee, 2018; Nisco, 2015; Pantouw & Pangemanan, 2014; Samsudin & Worang, 2016; Wibowo, 2016) which is getting better an image of a destination will have an impact on the desire of consumers to come or revisit the place.

Hypothesis Testing H2

Hypothesis H2 states that customer satisfaction (X2) has an effect on Revisit intention (RI). The test results on the parameter coefficient between CS and RI showed a positive effect of 0.316 with T count of 3.315> 1.98 and a significance value of 0.000 <0.05. thus the second hypothesis is **accepted**..

These results support previous research conducted by (Chiu et al., 2016; Raheem et al., 2014; Rajesh, 2013; Samsudin & Worang, 2016; Timur, 2019; Trung & Khalifa, 2019; Wibowo, 2016; Wong & Lui. , 2018) where when consumers are more satisfied, an experience will be formed which will cause the desire to come back to that place which will also be even greater.

Hypothesis Testing H3

Hypothesis H3 states that Destination image (DI) affects Revisit Intention (RI). The test results on the parameter coefficient between CS and RI showed a positive effect of 0.286 (based on the Original Sample Estimate CS value -> RI at a value of 0.286) with a statistical T value of 2.535 and significant at $\alpha = 0.05$. The T value is far above the critical value of 1.96, thus the third hypothesis is **accepted**.

These results are consistent with previous research conducted (Pantouw & Pangemanan, 2014; Pratminingsih et al., 2014; Rajesh, 2013; Samsudin & Worang, 2016). When an area has a variety of destinations that are continuously developed and viral by people, it will be increasingly known and make people interested and after visiting these destinations consumers are more satisfied, the desire to come back to that place will also be even greater because of the experience felt by consumers

Coefficient of Determination

Tabel 5. The Coefficient of Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735[a]	.540	.529	1.488

a. Predictors: (Constant), Customer Satisfaction, Destination Image

Source: primary data processed by researchers (2020)

From the table above, it can be seen that the coefficient of determination of the R square value of 0.540 indicates that the ability of Destination Image and Customer Satisfaction in explaining Revisit Intention is 54%, while the remaining 46% is explained by other variables not used in this study.

CONCLUSIONS AND SUGGESTIONS

A good destination image and customer satisfaction in the eyes of consumers will increasingly encourage consumers to come back, the better and the more destinations are offered not only in learning but also as a means of releasing fatigue after activities where it can make consumers feel satisfied so that what is they feel that when visiting the place will create a feeling or experience in themselves that is able to create a thought or mindset for themselves that they must come back to that place which is not only to improve their English language skills to a higher level, but also come back to tourist attractions in the vicinity that continue to be developed because they have the potential to attract tourists from outside the region.

Therefore, it is necessary to use social media / e-marketing which is packaged in photo and video content so that the reach of introduction to consumers becomes wider and is able to attract tourists who have visited to come back.

THANK-YOU NOTE

REFERENCES

1) al-jum'ah, ais nurbiyah. (2018). Kalend Osen, Kampung Inggris, dan Kemudrtadan Berbahasa | Locita. https://locita.co/tokoh/siapa/kalend-osen-kampung-inggris-dan-kemurtadan-berbahasa

2) Andrian, J., & Trinanda, O. (2019). THE INFLUENCE OF E-SERVICE QUALITY, E-SATISFACTION, AND E-WORD OF MOUTH TOWARD REVISIT INTENTION ON TOKOPEDIA WEBSITE IN PADANG CITY. EcoGen, 2(2), 69–77.

3) Arikunto, S. (2019). Prosedur penelitian. Rineka cipta.

4) Chiu, W., Zeng, S., & Cheng, P. S.-T. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea. International Journal of Culture, Tourism and Hospitality Research.

5) Destari, F. (2017). Meningkatkan Intention To Revisit Melalui Keunikan Jasa Pariwisata & Destination Image. Jurnal Manajemen Dan Kearifan Lokal Indonesia, 1(1), 44. https://doi.org/10.26805/jmkli.v1i1.4

6) Ghozali, I. (2016). Aplikasi Analisis Multivariete IBM SPSS 23. Badan Penerbit Universitas Diponegoro, Semarang.

7) Hanif, A., & Kusumawati, A. (2016). PENGARUH CITRA DESTINASI TERHADAP KEPUASAN WISATAWAN SERTA DAMPAKNYA TERHADAP LOYALITAS WISATAWAN (Studi pada Wisatawan Nusantara yang Berkunjung ke Kota Batu). Jurnal Administrasi Bisnis S1 Universitas Brawijaya, 38(1), 44–52.

8) Lee, H. C. (2018). THE STUDY OF DESTINATION IMAGE , SERVICE QUALITY , SATISFACTION AND BEHAVIORAL INTENTION – AN EXAMPLE OF DAPENG BAY NATIONAL SCENIC AREA. 11(3), 25–36.

9) Nisco, A. De. (2015). Tourism satisfaction effect on general country image , destination image , and. April. https://doi.org/10.1177/1356766715577502

10) Pantouw, P., & Pangemanan, S. S. (2014). THE EFFECT OF DESTINATION IMAGE AND TOURIST SATISFACTION ON INTENTION TO REVISIT IN LEMBEH HILL RESORT. EMBA, 2(3), 49–57. https://doi.org/10.1080/14768320500230185

11) Pratminingsih, S. A., Rudatin, C. L., & Rimenta, T. (2014). Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention: A Case of Bandung – Indonesia. International Journal of Innovation, Management and Technology, 5(1). https://doi.org/10.7763/ijimt.2014.v5.479

12) Raheem, A., Mohammed, J., Salehuddin, M., Zahari, M., Talib, S. A., & Suhaimi, M. Z. (2014). The Causal Relationships between Destination Image , Tourist Satisfaction and Revisit Intention : A Case of the United Arab Emirates. International Journal of Economics and Management Engineering, 8(10), 3346–3352.

13) Rajesh, R. (2013). Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model. PASOS. Revista de Turismo y Patrimonio Cultural, 11(3), 67–78. https://doi.org/10.25145/j.pasos.2013.11.039

14) Ruhamak, M. D., & Rahayu, B. (2016). Pengaruh Word Of Mouth Terhadap Purchase Intention Melalui Brand Image Pada Lembaga Kursus Bahasa Inggris Dynamic English Course Pare. Jurnal Ekonomi Universitas Kadiri, 1(2), 188–204.

15) Ruhamak, M. D., & Rahmadi, A. N. (2019). PENGARUH WORD OF MOUTH, CITRA DESTINASI DAN BRAND IMAGE TERHADAP KEPUTUSAN KONSUMEN DALAM MEMILIH LEMBAGA KURSUS BAHASA ARAB DI KOTA PARE-KEDIRI. Equilibrium : Jurnal IAIN Kudus, 7(1).

16) Samsudin, A., & Worang, F. G. (2016). ANALYSING THE EFFECTS OF DESTINATION IMAGE AND TOURIST SATISFACTION ON REVISIT INTENTION IN CASE BUNAKEN NATIONAL PARK. 16(04), 23–34.

17) Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. In Tourism Management (Vol. 53). https://doi.org/10.1016/j.tourman.2015.09.006

18) Sugiyono. (2016). Metode Penelitian dan Pengembangan (Research and Development/R&D). In Bandung: Alfabeta. https://doi.org/10.1016/j.drudis.2010.11.005

19) Timur, B. (2019). Service Quality , Destination Image and Revisit Intention Relationships at Thermal Tourism Businesses. Journal of Gastronomy, Hospitality, and Travel, 1(1), 38–48. https://doi.org/10.33083/0.2018.3

20) Trung, N. V. H., & Khalifa, G. S. A. (2019). Impact of Destination Image Factors on Revisit Intentions of Hotel's International Tourists in Ba Ria-Vung Tau (BR-VT) The Mediating Role of Positive Word-of-Mouth. International Journal on Recent Trends in Business and Tourism, 3(2), 98–107.

21) Whang, H., Yong, S., & Ko, E. (2016). Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists. Journal of Business Research, 69(2), 631–641. https://doi.org/10.1016/j.jbusres.2015.06.020

22) Wibowo, S. F. (2016). THE INFLUENCE OF DESTINATION IMAGE AND TOURIST SATISFACTION TOWARD REVISIT INTENTION OF SETU BABAKAN BETAWI CULTURAL VILLAGE. Jurnal Riset Manajemen Sains Indonesia (JRMSI), 7(1), 136–156.

23) Wong, N., & Lui, E. (2018). SATISFACTION DRIVERS AND REVISIT INTENTION OF INTERNATIONAL SATISFACTION DRIVERS AND REVISIT INTENTION OF. July, 0–13.