Image Destination On Revisit Intention At Fotuno Rete Hot Springs In Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi
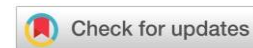
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ABSTRACT

This research aims to analyze the influence of Affective Image, Cognitive Image, and Conative Image on Revisit Intention at Fotuno Rete Spring Bath in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi. The population in this study consists of individuals who have visited Fotuno Rete Spring Bath twice. The sampling technique used in this study is purposive sampling, with a total sample of 40 respondents. The results of this study indicate that Affective Image, Cognitive Image, and Conative Image have a positive and significant influence on Revisit Intention at Fotuno Rete Spring Bath in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi.

INTRODUCTION

Tourism is an important sector to develop as a leading sector in a region. By adopting a sustainable tourism approach, there needs to be synergy between efforts to preserve nature and culture, thereby creating heritage to support the acceleration of national development. The utilization of nature and culture in the tourism sector, where these potentials are spread across nearly seventeen thousand islands in Indonesia, has not yet been maximized to match the potential of each destination (Pitana, I. Gede dan Gayatri, 2005).

Currently, a destination needs to offer additional benefits to consumers or tourists by adding attractive destination attributes so that visitors or consumers are interested in visiting the destination. Therefore, a tourist destination must now have unique features that distinguish it from other tourist destinations, so that it has memorable characteristics

and becomes the final decision for tourists to visit. The image of a of a destination is not only an attribute of the destination but also the overall impression conveyed by the destination (Jorgensen, 2004). The development of a tourist destination image is based on consumer emotional and rational factors. Image destination consists of three dimensions: Affective Image, Cognitive Image, and Conative Image (Riky Dwi Supribadi, 2021).

The affective image is a form of feelings someone has related to an object (Agapito et al., 2013). The affective approach refers to the emotions and feelings evoked by the tourist destination (Widjaja et al., 2020). Happy feelings previously experienced by tourists who have visited a destination will make them feel comfortable, relaxed, and calm if they visit the destination again.

The cognitive image is a form of knowledge conception and interpretation of a specific place (Agapito et al., 2013). Knowledge about a tourist attraction is crucial for tourists because it provides a destination image for them.

The conative image is a specific idea and attitude towards a particular object. The image destination involves using known information to take action (Agapito et al., 2013). The conative image refers to how someone acts using the information they know about a specific destination, such as the intention to revisit and recommend it to others (Arisman et al., 2024).

Southeast Sulawesi Province has an ecotourism site, one of which is Fotuno Rete Hot Springs located in Wakumoro Village, Parigi District, Muna Regency. Fotuno Rete Hot Springs is an ecotourism site for freshwater bath enthusiasts, environmental lovers, and the general public. Fotuno Rete offers several attractions for visiting tourists, such as being a conservation area, unique endemic animals, and natural beauty (Dinas Pariwisata Sulawesi Tenggara, 2023). Additionally, the dense forest and lush trees add to the exoticism of this ecotourism site. Moreover, around Fotuno Rete Hot Springs, there is the tomb of the 63rd Muna King named La Ode Dika (Info, 2022).

Furthermore, Fotuno Rete Hot Springs was once used as a place for traditional court ceremonies similar to current public trials, but the difference was that at Fotuno Rete Hot Springs, the trial was conducted by submerging the conflicting parties or wrongdoers. Fotuno Rete Hot Springs is also known as the bathing place of seven fairies, and many other unique features make this hot springs a notable tourist destination (Sultra, 2014). Visitors and tourists are expected not to engage in unethical behavior or utter inappropriate words while at this location.

Despite its many beauties, Fotuno Rete Hot Springs faces issues with tourists' intention to revisit. Visitors who have been there generally do not wish to return due to a poor image destination, such as inadequate facilities and lack of cleanliness, with litter often scattered around. This phenomenon makes visitors uncomfortable and dissatisfied. Visitors who have a satisfying and mesmerizing experience at a destination are more likely to recommend it to their friends and relatives and return to the destination themselves (Agapito et al., 2013).

The management of the Fotuno Rete spring baths still needs to make improvements and develop its facilities well to encourage tourists to return. In Muna Regency, there are many spring baths, but among these, only Fotuno Rete Spring Baths still need to develop its facilities, considering that Muna Regency is one of the tourist areas in Southeast Sulawesi. The lack of improvement and development of facilities results in tourists having no intention to visit. In fact, if examined closely, Fotuno Rete Spring Baths has very beautiful natural scenery, supported by the historical tourism of the Muna Kingdom. However, this has not been developed, making Fotuno Rete Spring Baths a less attended tourist attraction by the surrounding community.

This study examines Destination Image from three dimensions, namely affective, cognitive, and conative, where these three aspects are important factors that influence consumer feelings; in this study, consumers are tourists. Additionally, there is a lack of research that examines the affective, cognitive, and conative aspects, particularly in tourist attractions, by involving feelings. Furthermore, several studies adopt the typology of destination image models, which look at the direct or indirect impact of the composition of destination images on tourist behavior. This study also outlines the moderating role of individualism and uncertainty in the tourist decision-making process, particularly in terms of how the components of this image are likely to shape tourists' behavioral intentions to revisit a destination.

LITERATURE REVIEW

Image Destination

Destination image is a form of individual mental representation regarding beliefs, feelings, and overall perceptions with a specific purpose. In the context of behavior, destination image has two important roles: understanding the decision-making process for destination choices and the post-decision behavior conditions after the choice is made (Chen & Tsai, 2007).

The image of a destination is a perception formed from various kinds of information received by tourists. Every tourist destination certainly has an image that includes impressions, beliefs, and perceptions (Destari, 2017). A tourist destination encompasses everything in the area and serves as an icon of a region by showcasing its local uniqueness for tourists to enjoy (Hanif & Mawardi, 2016). The concept of destination image involves the emotional imagination and thoughts of an individual or group about a particular location (Budi, 2017). In this study, destination image refers to brand image theory, where a brand provides an impression related to a product, and the brand itself is inseparable from the product, which in this case is the tourist destination (Suwarduki & Yulianto, 2016). In enhancing the tourism sector, image is an important factor. Image is a perception that shapes consumers' thoughts (Baloglu & Brinberg, 1997).

According to (Qu et al., 2011), destination image can be evaluated through several indicators: Affective Image, the feelings someone has about an object. The affective

approach involves the emotions and feelings evoked by the tourist destination. This can lead to repeated visits due to certain reasons such as feeling comfortable, relaxed, and calm when at the destination (Basaran, 2016). Affective image, in a broader context, encompasses the spectrum of emotional reactions and feelings evoked by various objects, entities, or situations. This can include everything from brands, tourist destinations, and products to social interactions and individual experiences (Singh & Girma, 2019). Artuger & Cetinsoz, (2017) the characteristics of Affective Image include three main aspects: Emotions and Feelings, Affective image is primarily based on emotional reactions. These emotions can be positive (such as joy, love, happiness) or negative (such as fear, anger, sadness). Subjectivity, Affective image is highly subjective and varies between individuals. Two people can have very different emotional reactions to the same object based on their personal experiences, values, and backgrounds. Influence of Personal Experience, Personal experiences and previous interactions with an object greatly influence the affective image. Positive experiences will strengthen a positive affective image, and vice versa.

Cognitive Image, the conceptual knowledge and interpretation of a specific object, or a form of knowledge and thoughts someone has about an object (Satriawan et al., 2022). Cognitive image relates to the knowledge, beliefs, and understanding that a person has about an object. This includes factual information and perceptions based on rational and logical thinking (Masykuri et al., 2023). Cognitive image has three main characteristics: Knowledge and Information, Cognitive image is based on the facts, data, and information that a person knows about an object. This includes everything that can be learned, known, or understood through direct or indirect experience. Beliefs and Perceptions, this involves the beliefs that a person holds based on the information they have acquired. These beliefs may be true or false, but they still shape how a person views the object. Rational and Logical, Cognitive image is more rational and analytical compared to affective image. It involves evaluations based on evidence and logic (Phi et al., 2021).

Conative Image, the ideas and attitudes someone has towards a place with specific characteristics. Conative destination image involves the use of information held by consumers in making a decision (Masykuri et al., 2023). Conative image refers to an individual's desire or intention to act or behave towards an object or situation based on the affective and cognitive images they possess. This includes motivation, tendencies, and behaviors that arise from an individual's perceptions and judgments of something (Phi et al., 2021). These three components often interrelate and influence each other in shaping an individual's overall perception of an object. For example, a positive affective image can enhance a good cognitive image, which in turn can reinforce an individual's conative image to act, such as deciding to purchase a product or visit a tourist destination.

Revisit Intention

Revisit intention refers to the intention and desire to visit more frequently. Revisit intention is defined as the interest in repurchasing. It can be considered a form of tourists' loyalty to a particular destination (Hidayat et al., 2017). Tourists' revisit intention to return to an attraction is very important; therefore, city management needs to consider the natural and cultural characteristics of a destination to align with its long-term characteristics. Revisit intention is a behavior that arises as a response to an object, indicating a desire to make repeat purchases (Nguyen Viet et al., 2020).

Revisit intention can be understood as behavior that arises in response to an object, indicating a desire to make repeat purchases (Yuningsih & ., 2018). Although revisit intention can generally be measured simultaneously with satisfaction, in this context it not only includes overall satisfaction but also the consequences of attitudes that can influence the decision-making process for repeat visits (Um et al., 2006).

Revisit intention can be interpreted as a form of tourist loyalty by making repeat visits in the future and recommending the tourist attraction to friends or family. Tourists' revisit intention impacts the number of tourist visits, and with an increase in the number of tourists, it will add value to the received retribution (Afriyeni, Afriyeni et al., 2022). Additionally, revisit intention is a form of consumer behavior or desire to return, providing positive word of mouth, and an assessment of good service quality (Prastyo et al., 2022). According to Baker and Crompton in Yuningsih (2018), revisit intention consists of two dimensions: intention to recommend and intention to revisit.
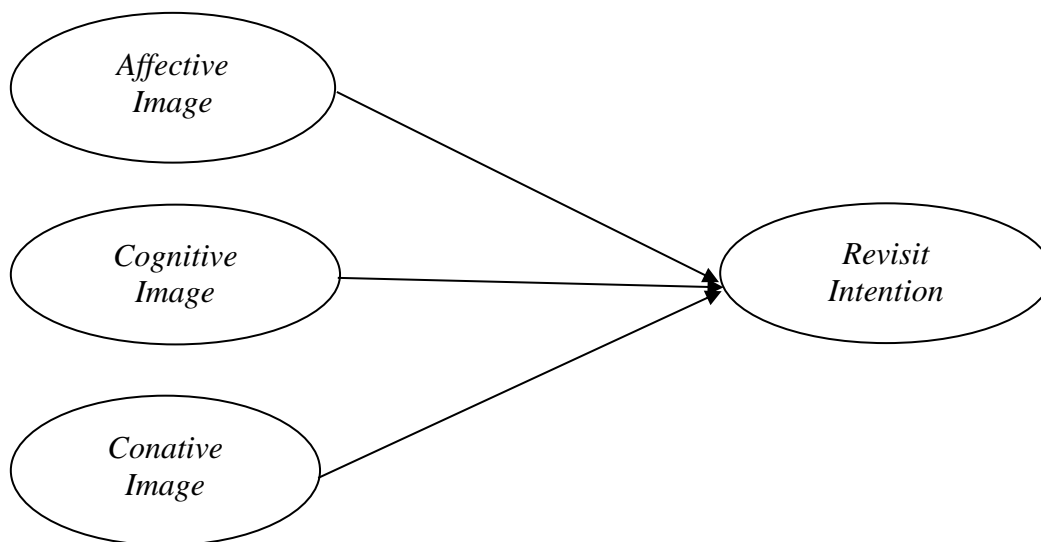
Hypothesis

Figure 1. Conceptual Framework

1. **Affective Image Towards Revisit Intention at Fotuno Rete Spring Bathing Site in Wakumoro Village, Parigi District, Southeast Sulawesi**

   Affective image refers to the feelings one has about an object (Agapito et al., 2013). The affective approach pertains to the feelings and emotions evoked by a tourist destination (Isa & Ramli, 2014). The feelings of tourists who have previously visited a particular destination can influence their intention to revisit, as tourists feel comfortable, relaxed, and at ease when at the tourist site.

H1: Affective image has a positive and significant effect on revisit intention at Fotuno Rete Spring Bathing Site in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi.

2. **Cognitive Image Towards Revisit Intention at Fotuno Rete Spring Bathing Site in Wakumoro Village, Parigi District, Southeast Sulawesi**

   According to Agapito et al (2013), cognitive image is the conception and interpretation of a particular object. Knowledge about a tourist object is very important for tourists because it can create a destination image for them. Tourists who have visited a destination will know what things are available there. It can be said that cognitive image can lead to revisit intention.

H2: Cognitive image has a positive and significant effect on revisit intention at Fotuno Rete Spring Bathing Site in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi.

3. Conative Image Towards Revisit Intention at Fotuno Rete Spring Bathing Site in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi. Conative image is an individual's ideas and attitudes towards a specific place (Budi, 2018). Conative image of a tourist destination is an attitude on how someone uses the information they have to take action (Agapito et al., 2013). Conative image also refers to how someone acts using information about a specific destination, such as intending to revisit or recommending the destination to others (Kanzenna, 2020).

H3: Conative image has a positive and significant effect on revisit intention at Fotuno Rete Spring Bathing Site in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi.

METHOD

a. Type and Source of Data

   This research is a quantitative study using both primary and secondary data. Primary data includes information related to respondents' statements regarding the research variables, which are Affective Image, Cognitive Image, and Conative Image. This primary data is obtained from tourists who have visited Fotuno Rete Hot Springs in Wakumoro Village, Muna Regency, Southeast Sulawesi. Secondary data consists of

journals and articles directly related to the research topic, as well as other reference sources.

b. Population and Sample

The population in this study comprises tourists who have visited Fotuno Rete Hot Springs. Given the nature of this population, it is considered infinite, meaning the exact number of visitors is indeterminate. The sampling technique employed is purposive sampling, which is used to select respondents who meet specific criteria, namely those who have visited Fotuno Rete Hot Springs at least twice. The sample size determined for this study is 40 respondents. Data analysis in this research utilizes Structural Equation Modeling - Partial Least Squares (SEM-PLS), a robust method that allows for the assessment of complex relationships between observed and latent variables. Data collection is conducted through questionnaires distributed directly to the respondents, ensuring a focused and relevant dataset for the analysis.

c. Operational Definition and Measurement of Variables

A. Destination Image

1. Affective Image

Affective image refers to the feelings or emotions a person has towards an object, specifically the emotions and feelings evoked by a tourist destination. In this study, the Affective Image variable is measured by adapting items from the journal by Alfaisaly et al (2022). The items include:
1. Makes me feel pleasant
2. Makes me feel attached to the destination
3. Friendly locals
4. Ideal to visit

2. Cognitive Image

Cognitive image refers to the knowledge or beliefs about a specific place. In this study, the Cognitive Image variable is measured by adapting items from the journal by Alfaisaly et al (2022). The items include:
1. Interesting cultural heritage
2. Adequate and comfortable parking facilities
3. Interesting cultural events
4. Fascinating history
5. Affordable prices

3. Conative Image

Conative Image refers to the behavioral intentions or attitudes towards a specific object. In this study, the Conative Image variable is measured by adapting items from the journal by (Basaran, 2016). The items include:

1. I will revisit Fotuno Rete Hot Springs within the next 12 months
2. I will recommend Fotuno Rete Hot Springs to my family and friends
3. I will say positive things about Fotuno Rete Hot Springs to others

Revisit Intention

Revisit intention is the desire to make repeat visits in the future. In this study, the Revisit Intention variable is measured by adapting items from the journal by Alfaisaly et al (2022). The items include:

1. I consider Fotuno Rete Hot Springs as my first choice compared to other hot springs in Muna Regency.

2. I will recommend Fotuno Rete Hot Springs to others.
3. I intend to visit Fotuno Rete Hot Springs in the near future.
4. I have often intended to visit Fotuno Rete Hot Springs.

RESULT AND DISCUSSION
Result
The table below outlines the percentage of respondent characteristics.

Table 1. Characteristics of Respondents

No	Characteristic		Percentage (%)
1	**Gender**		
	Male	19	47
	Female	21	53
2	**Age**		
	< 20 years	30	75
	20-29 years	6	15
	30-39 years	4	10
	40-49 years	0	0
3	> 50 years		
	Visit Frequency	11	27
	2 times	29	73
4	3-4 times		
	> 4 times	38	94
	Education Level	1	3
	High School	1	3
	Undergraduate	0	0
5	Graduate		
	Occupation	9	22
	Student	3	8
	Employed	25	62
	Self-employed	3	8
6	Others		
	Age	0	0
	< 20 years	27	68
	20-29 years	13	32
	30-39 years	0	0
7	**Monthly Income**		
	< Rp 1,000,000	15	38

Rp 1,000,000 - Rp 2,999,000	14	35
Rp 3,000,000 - Rp 5,000,000	10	24
> Rp 5,000,000	1	3

Source: Processed Primary Data (2024)

Validity and Reliability Test

The table below presents the results of validity and reliability tests in this study.

Table 2. Indicator, Loading Factor, AVE, Cronbach Alpha, and Composite Reliability

Construct	Indicators	Loading factor	AVE	Cronbach's Alpha	CR
Affective Image	1. Enjoyable 2. Attached 3. Friendly 4. Ideal	0.885 0,853 0,746 0.878	0,710	0.863	0.907
Cognitive Image	1. Cultural 2. Heritage 3. Parking 4. Spaces 5. Cultural Events History Price	0.842 0,817 0,899 0.724 0.855	0.688	0.887	0.917
Conative Image	1. Return Visit Intention 2. Recommend 3. Say Positive Things	0.827 0.860 0,850	0.715	0.808	0.883
Revisit Intention	1. First Choice 2. Recommendation 3. Revisit 4. Intend to Visit Several Times	0.730 0.795 0.849 0.814	0.637	0.810	0.875

Source: Data Processed with SEM-PLS, (2024)

Convergent validity test is used to measure the correlation between latent constructs and latent variables by observing the magnitude of loading factor values >0.7. Another method to measure convergent validity is average variance extracted (AVE), where AVE values of variables above 0.5 fulfill the convergent validity criteria (Henseler et al., 2009).

In reliability testing, composite reliability (> 0.7) and Cronbach's Alpha (> 0.7) are used. According to (Hair et al., 2019), latent variables should have Cronbach's Alpha and Composite Reliability values greater than 0.7 to prove the extent to which a measurement instrument is consistent in measuring the same phenomenon. Based on the above Table 2, it can be concluded that each variable has met the reliability criteria. This is indicated

by Cronbach's Alpha and Composite Reliability values above 0.7. Therefore, all statements listed for each variable are reliable for measuring their respective variables.

Structural Model Analysis

Structural model analysis is conducted to examine the relationships between constructs, R-Square, and the significance values of the research model. The structural model is evaluated using the R-Square of the research model for dependent constructs and the significance of the coefficients of the structural path parameters.
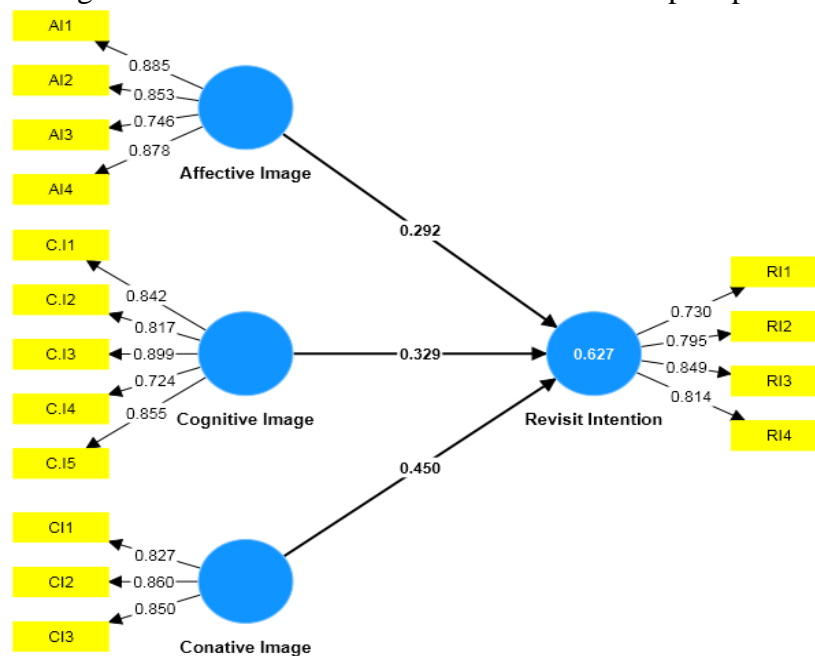

Figure 2. Structural Model

Source: Results of Data Processing Using SmartPLS (2024)

Testing the R-Square values on endogenous variable constructs. The R-Square value of 0.67 (strong), 0.33 (moderate), and 0.19 (weak) (Chin & Newsted, 1998). The variables to be tested consist of Affective Image, Cognitive Image, Conative Image, and Revisit Intention. Here are the R-Square values of the endogenous variables:

Table 3. R-Square Values of Endogenous Variables

Endogenous Variable	R-Square
Revisit Intention	0.627

Source: Processed Primary Data, (2024)

The data from Table 3 shows that the R-Square value for the variable Revisit Intention is 0.627. Based on the R-Square table results, considering the R-Square value for the Revisit Intention variable is above 0.33 or 33%, it indicates a moderate level since it exceeds 0.33 or 33%.

Path Analysis

Table 4. Path Coefficient Analysis

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	t statistic (O/STDEV)	P Values
Affective Image → Revisit Intention	0.292	0.296	0.083	3.515	0.000
Cognitive Image → Revisit Intention	0.329	0.336	0.102	3.232	0.001
Cognitive Image → Revisit Intention	0.450	0.454	0.081	5.559	0.000

Source: Processed Primary Data, (2024)

The p-value and t-statistic values of the cause-and-effect relationships between variables can be determined using Table 4 to establish the Path Coefficient of the extent of influence between exogenous and endogenous factors. If the value (probability) is less than 0.05, the exogenous variable is considered to have a significant effect on the endogenous variable. Therefore, it can be observed that Affective Image → Revisit Intention has a significant effect because the p-value or t-statistic is 0.000, indicating that the exogenous and endogenous variables have a significant influence. Similarly, Cognitive Image → Revisit Intention also has a significant effect because the p-value or t-statistic is 0.001, indicating that both exogenous and endogenous variables have a significant influence. Likewise, Conative Image → Revisit Intention exhibits significant influence because the p-value or t-statistic is 0.000, suggesting a significant influence of both exogenous and endogenous variables.

Hypothesis Testing

PLS utilizes the bootstrap approach to test hypotheses, with a confidence level of 95%, and a significance threshold of 5% or 0.05.

Table 5. Hypothesis Testing Results

	Hipotesis	P Value	Kesimpulan
H1	Affective Image has a positive and significant effect on Revisit Intention.	0.000	Accepted
H2	Cognitive Image has a positive and significant effect on Revisit Intention.	0.001	Accepted
H3	Conative Image has a positive and significant effect on Revisit Intention	0.000	Accepted

Source: Processed Primary Data, (2024)

Based on the above table (Table 5), the p-value or t-statistic values of the causality relationships from data processing are examined. The testing criteria involve accepting the hypothesis if t > 1.96 or P < 0.05 and rejecting the hypothesis if t < 1.96 or P > 0.05. Thus, the testing results show that all hypotheses are accepted.

Discussion

a. Affective Image has a Positive and Significant Effect on Revisit Intention

Based on the coefficient testing results in this study, it is shown that Affective Image has a positive and significant effect on Revisit Intention because the p-value or t-statistic is 0.000, indicating that both the exogenous and endogenous variables have a significant influence. This suggests that the higher the Affective Image, the more it increases Revisit Intention. This finding supports previous research (Alfaisaly et al., 2022), which stated that affective image has a positive and significant effect on revisit intention. The affective aspect of the image of the Mata Air Fotuno Rete destination affects the intention to revisit. Affective image at a destination is described as a person's feelings about a tourist object, referring to the feelings and emotions evoked by the tourist destination. The perception of tourists about their visit to the Mata Air Fotuno Rete destination provides an impression obtained about the destination as a friendly local community, an entertaining or attractive destination, and also a pleasant destination.

Research in the tourism industry shows that tourists who have positive emotional experiences with a destination exhibit a higher intention to return. For example, a study conducted by (Prayag & Ryan, 2012) found that affective image has a significant influence on tourists' revisit intentions. Affective image plays an important role in influencing revisit intention because positive emotions and feelings enhance satisfaction, loyalty, and the desire to repeat the experience. Therefore, marketers and managers of destinations or products should focus on creating emotional and positive experiences to increase customers' revisit intentions (Basaran, 2016).

The high impression perceived by tourists also determines tourist behavior in the form of determining revisiting to the Mata Air Fotuno Rete destination. This means that the Mata Air Fotuno Rete tourist destination in creating a comfortable and safe feeling for its visitors is quite good, thus arising the intention to revisit the Mata Air Fotuno Rete.

b. Cognitive Image has a Positive and Significant Effect on Revisit Intention

Based on the coefficient testing results in this study, it is shown that Cognitive Image has a positive and significant effect on Revisit Intention because the p-value or t-statistic is 0.001, indicating that both the exogenous and endogenous variables have a significant influence. This suggests that the higher the Cognitive Image, the more it increases Revisit Intention. This finding supports previous research (Alfaisaly et al., 2022), which stated that cognitive image has a positive and significant effect on revisit intention. The

cognitive aspect of the image of the Mata Air Fotuno Rete destination affects the intention to revisit by tourists. Cognitive image at a destination is described as a belief and knowledge, usually from someone's assessment who has lived or occupied the place and the conditions that have occurred. The Mata Air Fotuno Rete destination gets a positive image from tourists because it can provide an experience for tourists. This experience can be seen from its attractive cultural heritage, adequate and comfortable parking spaces, interesting cultural events and history, and value for money, explaining that tourists who visit are willing to pay the price for the experience they get.

Cognitive image involves rational and logical evaluations of a destination or product based on the information and experiences one has. The decision to return is often based on how well the destination or product meets individual expectations and needs (Sudarmiatin, 2019). Tourists who visit the Mata Air Fotuno Rete as a place that not only provides an experience but also knowledge. The high level of experience and knowledge perceived by tourists greatly determines tourist behavior in the form of determining revisiting to the Mata Air Fotuno Rete destination. This means that the application or creation of the image of the Mata Air Fotuno Rete tourist destination is good enough to create a strong memory in the minds of its visitors, and visitors intend to revisit the Mata Air Fotuno Rete. Cognitive image also includes perceptions of reliability and consistency of quality. When customers feel that a destination or product is reliable and offers a consistent experience, they are more likely to have the intention to return (Foster & Sidharta, 2021). Cognitive image has a strong impact on revisit intention because rational assessments and perceptions of quality, value, reliability, and consistency of services and facilities enhance customer satisfaction and loyalty. Therefore, it is important for destination managers and marketers to ensure that accurate and positive information about their destination or product is available and that they consistently meet customer expectations (Sudarmiatin, 2019).

c. Conative Image has a Positive and Significant Effect on Revisit Intention

The testing results of the coefficient in this study indicate that Conative Image has a positive and significant effect on Revisit Intention because the p-value or t-statistic is 0.000, indicating that both the exogenous and endogenous variables have a significant influence. This suggests that the higher the Conative Image, the more it increases Revisit Intention. This finding is consistent with the research conducted Basaran, (2016), which found that conative image has a significant effect on revisit intention.

Conative image is a component of the destination or product image that is related to an individual's intention or action to visit or reuse the destination or product. It includes desires, preferences, and behavioral tendencies that lead to the decision to revisit (Stylos & Vassiliadis, 2014). Conative image reflects an individual's intentions and preferences towards a destination or product. If someone has a strong intention to return, it indicates that they have a positive conative image of the destination or product. Conative image is directly related to the decision to make a repeat purchase or revisit. It includes intentions

demonstrated by actual actions, such as booking tickets, making reservations, or planning a return visit (Prayag & Ryan, 2012).

Conative image refers to a person's beliefs and attitudes towards a location or component related to the tendency to act towards the object of attitude (Sudarmiatin, 2019). This component shows the magnitude of attitude, indicating the magnitude of a person's tendency to act or behave towards an attitude object. A positive attitude in the conative image component relates to the tendency to act towards an object that has been shown by visitors with reasons to come and visit because the Mata Air Fotuno Rete has an interesting history. Conative image has a strong impact on revisit intention because the intention and preference to return to a destination or use a product are influenced by previous experiences, recommendations, and positive reviews. Therefore, it is important for destination managers and marketers to create positive experiences and effectively promote their destination or product to strengthen customers' intentions to revisit (Stylos & Vassiliadis, 2014). Visitors who feel happy and satisfied with what they get after visiting tend to recommend it to other friends and relatives. This result indicates that the conative image created by the Mata Air Fotuno Rete tourist destination can make its visitors have the intention to revisit. It means recommending a destination that has been visited to others and saying positive things about the Mata Air Fotuno Rete, thus creating the intention for visitors to revisit the bath.

CONCLUSION

Based on the coefficient testing results for testing the variables Affective Image, Cognitive Image, and Conative Image on Revisit Intention at the Mata Air Fotuno Rete in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi, it is shown that the values of the P-Values are below 0.05. This means that all independent variables in this study significantly affect Revisit Intention at the Mata Air Fotuno Rete in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi. Affective Image has a positive and significant effect on Revisit Intention at the Mata Air Fotuno Rete in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi. This condition indicates that Affective Image can stimulate or influence Revisit Intention at the Mata Air Fotuno Rete. This can be interpreted that the higher the Affective Image, the more it increases Revisit Intention. Cognitive Image has a positive and significant effect on Revisit Intention at the Mata Air Fotuno Rete in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi. This condition indicates that Cognitive Image can stimulate or influence Revisit Intention at the Mata Air Fotuno Rete in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi. This can be interpreted that the higher the Cognitive Image, the more it increases Revisit Intention. Conative Image has a positive and significant effect on Revisit Intention at the Mata Air Fotuno Rete in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi. This condition indicates that Conative Image can stimulate or influence Revisit Intention at the Mata Air Fotuno Rete in Wakumoro Village, Parigi District, Muna Regency, Southeast Sulawesi.

This can be interpreted that the higher the Conative Image, the more it increases Revisit Intention.

After conducting the analysis along with the discussion, this research can be used as input and consideration for the tourism destination at Mata Air Fotuno Rete in Wakumoro Village to enhance the quality and image of the destination through the services provided. This can help build meaningful perceptions for tourists, encouraging them to revisit the tourist attractions in Wakumoro Village. When tourists visit a place that is perceived as high-quality with good service, it is more likely to be well-received. Additionally, the visited place can create a positive image, leading to a good impression and fostering loyalty among tourists to revisit the Mata Air Fotuno Rete tourism destination. As a result, the interest in tourism destinations in Wakumoro Village will increase due to the optimization of their service strategies in terms of quality and positive image provided.

The limitations of this study include the following, Limited Variables, The factors influencing Revisit Intention at Mata Air Fotuno Rete in this study only consist of three variables: Affective Image, Cognitive Image, and Conative Image. However, there are many other factors that may affect Revisit Intention at Mata Air Fotuno Rete that were not included in this research. Sample Size, The number of samples taken in this study was only 40 respondents. This limitation arises because the study focused on a single object. A larger sample size might provide more comprehensive insights and improve the generalizability of the findings. Cross-Sectional Study, This research is cross-sectional, meaning it was only studied at one specific point in time. Therefore, it can only demonstrate the conditions that existed at the time of the study, and any changes that may have occurred before or after the study period cannot be observed.

Recommendations from this research are expected to be considered by the management of the Mata Air Fotuno Rete tourist destination. Based on the study's findings, where affective image significantly influences revisit intention, it is advised that the management of Mata Air Fotuno Rete always pay attention to the affective image to stimulate revisit intentions among tourists visiting the destination. Given the impact of affective image on revisit intention, it is suggested that the Mata Air Fotuno Rete management focus on enhancing the affective image aspect.

To maintain the comfort of tourists, it's important to provide trash bins that aren't too far away. Beautiful scenery and a clean environment undoubtedly make tourists feel happy and comfortable, thus encouraging revisit intentions. Upgrading the provided gazebos should also be a priority. If any are starting to deteriorate, they should be promptly repaired to ensure that the Mata Air Fotuno Rete destination remains worthy of visitation. Maintaining a friendly attitude towards tourists is crucial, as both the local community and the management of Mata Air Fotuno Rete have been notably friendly thus far. Additionally, ensuring safety is important, and Mata Air Fotuno Rete has been commendable in this aspect, especially regarding motorcycle parking. This safe environment must be consistently upheld to encourage tourists to return to the Mata Air Fotuno Rete destination.

Efforts to enhance cognitive image should be made gradually to increase revisit intentions among visitors to Mata Air Fotuno Rete. The management can innovate by preserving and maintaining the natural characteristics of the area, such as by prohibiting littering at Mata Air Fotuno Rete. Improving facilities for tourist needs, such as repairing damaged toilets and prayer rooms, is also essential. Additionally, facilitating access to Mata Air Fotuno Rete by adding directional signs in strategic locations can enhance the overall visitor experience. Considering the research findings where conative image significantly influences revisit intention, it is crucial for Fotuno Rete to consistently focus on improving its conative image to stimulate revisit intentions among tourists visiting Mata Air Fotuno Rete.

Researchers are expected to consider adding or replacing one independent variable, such as social media variables or additional attractions, which may have a greater impact on revisit intention, and also adding intervening variables such as tourist satisfaction. This will increase the complexity and quality of the research. In addition, future research may also consider replacing indicators with more relevant ones to obtain more accurate results. Using different research subjects, increasing the number of respondents, and determining whether respondents are male or female can also increase specificity. Thus, the research will be more comprehensive and provide deeper insights into the factors influencing revisit intention in tourist destinations such as Mata Air Fotuno Rete.

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