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Examining the Borobudur temple's affective image, cognitive image, and visitor satisfaction in predicting revisit intention

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Abstract: This study examines how affective and cognitive image influence revisitation intentions to Borobudur Temple, with visitor satisfaction as an intervening variable. While previous tourism re- search has predominantly emphasized visitor satisfaction as the primary predictor of revisit intentions, there is limited research on the impact of affective and cognitive image on return intentions, particu- larly at cultural heritage sites in the new normal following the Covid-19 pandemic. Affective image sig- nificantly influences word-of-mouth recommendations and the intention to return, which holds critical implications for the sustainability of tourism destinations. Quantitative data were gathered from 204 non-probability sampled respondents, of which 82.8% were domestic tourists and 17.2% were overseas tourists. Contrary to earlier theories about destination cog- nitive image, this study challenges several hypotheses. It reveals that cognitive image does not signif- icantly influence visitor satisfaction or the intention to revisit. However, visitor satisfaction effectively mediates the relationship between affective image and revisitation intentions, but not with cognitive image. The study concludes with recommendations for decision-makers and suggestions for future research.

Keywords: Affective Image, Cognitive Image, Heritage Tourism, Revisit Intention, Visitor Satisfaction, Borobudur Temple, UNESCO.

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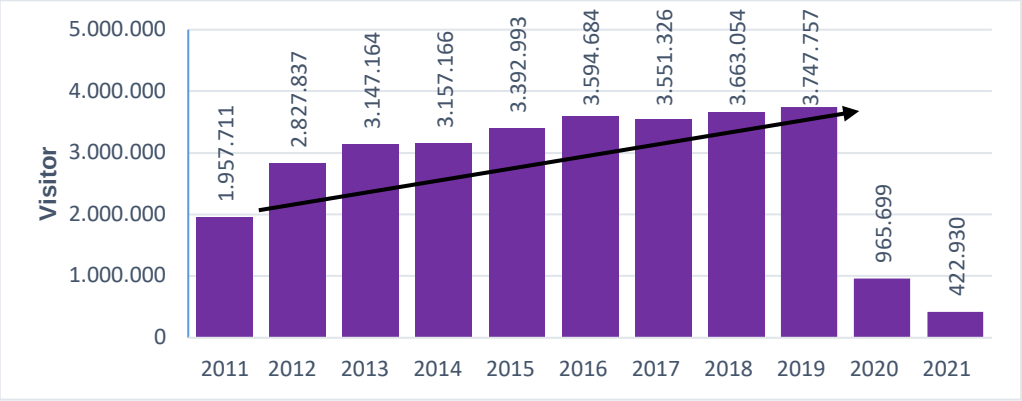
Introduction

The Novel Coronavirus Covid-19 has had a tremendous influence on the global economy. The tourism business is one of the most severely affected industries due to extreme mobility constraints (Gössling et al., 2021; Rastegar, Higgins-Desbiolles, et al., 2021; Rastegar, Seyfi, et al., 2021; Seyfi et al., 2020). According to UNWTO data, the Covid-19 pandemic has resulted in an anticipated 1.1 billion decrease in international visitor visits, putting 100-120 million jobs at risk and resulting in unemployment (UNWTO, 2021). To increase tourist interest in traveling to tourist destinations, especially after the pandemic, it is necessary to pay attention to the needs of tourists to create a sense of security and satisfaction in traveling.

Before the Covid-19 pandemic swept the globe in early 2020, including Indonesia, Borobudur Temple was a popular tourist destination where the number of visitors increased an- nually. Borobudur Temple is a distinctive destination in Indonesian tourism. It is visited by millions of domestic and international visitors from diverse cultural and economic backgrounds. This tem-ple is also culturally renowned internationally because it is the largest Buddhist temple in the world and was constructed four centuries before Angkor Wat in Cambodia (Damanik & Yusuf, 2021; Gunarto, 2007). From 2011 to 2021, the number of domestic visitors visiting the BorobudurTemple is depicted in Figure 1.



(Source: Statistics Indonesia, 2021)

Figure 1. Domestic Visitors to Borobudur Temple from 2011 to 2021

Based on Figure 1, it can be concluded that the number of domestic visitors increased significantly between 2011 and 2019 before the global Covid-19 pandemic. Even though the number of visitors to Borobudur Temple Destination has increased annually, there has been a phenomenon of decreased Visitor Management at Borobudur Temple Destination (Damanik & Yusuf, 2021).

Table 1. Respondents' level of agreement with different variables

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Revisit Intention	270	1.00	5.00	3.81	.90
Perceived Values	270	1.00	5.00	4.12	.69
Visitor Management	270	1.00	5.00	3.83	.55
Satisfaction	270	1.00	5.00	3.98	.48
Expectation	270	1.00	5.00	3.94	.49

(Source: Damanik & Yusuf, 2021)

According to Table 1, among the five extant variables (revisit intention, perceived values, visitor management, satisfaction, and expectation), visitor management and revisit intention have the lowest level of agreement among respondents. The decline in visitor management indicators was also supported by the results of a service satisfaction survey conducted by the Borobudur Conservation Center, which disclosed a decline in visitors' evaluations of visitor management.

Borobudur Temple is one of the five super-priority tourist destinations in 2021, accordingto the Indonesian Ministry of Tourism and Creative Economy (Wibowo & Hariadi, 2022). Visitor management is essential because it can influence the destination image of Borobudur Temple asa symbol of cultural tourism in Indonesia, as visitor management is a component of the destination's cognitive image (Hallmann et al., 2015). This should be a concern of the management, particularly during the new normal period, to reactivate the tourism pulse in Indonesia and restore the image of the Borobudur Temple destination.

According to secondary data collected by the researcher, the affective image of the Borobudur Temple destination has decreased as a result of aggressive and intimidating sellers offering merchandise, though the Affective Image has a positive effect on word-of-mouth by residents and former tourists visiting destinations (Widayati et al., 2020). Pike (2002) discovered that only six of the 142 papers published between 1973 and 2000 contained an affective or psychological component (Huete Alcocer & López Ruiz, 2020).

Based on the observed phenomena on the trend of increasing visitor numbers to Borobudur Temple Destination each year, there are issues with the cognitive image and affective image of Borobudur Temple Destination, and there are still few studies that consider the role of the affective image on revisit intention particularly on cultural heritage sites. As a result, the purposeof this study is to fill a gap in the tourist literature by investigating the influence of affective and

cognitive image on revisit intention, with satisfaction as an intervening variable, particularly in the new normal period following the Covid-19 pandemic.

Chiu (2016) discovered that both cognitive and affective images have positive effects on satisfaction, and that satisfaction predicts visitor loyalty (Chiu et al., 2016). This study strengthens the findings of Huete Alcocer and Lopez Ruiz (2019), who found that satisfaction is positively and significantly influenced by affective and cognitive images, and who found that the affective component is more significant than the cognitive component in the tourist's image of this destination (Huete Alcocer & López Ruiz, 2020). Based on the literature's theory and the approach used hypotheses are the following:

H1: Affective Image has a positive and significant effect on Visitor Satisfaction H2: Cognitive Image has a positive and significant effect on Visitor Satisfaction

The study findings by Phi et al. (2021) revealed that Affective Image and Cognitive Image influence Revisit Intentions positively and significantly (Phi et al., 2021). A study conducted by Luvsandavaajav (2022) supports the notion that Affective Image and Cognitive Image have a positive influence on Revisit Intentions (Luvsandavaajav et al., 2022). However, a study conducted by Stylos et al. (2016) contradicts this theory by stating that Affective Image and Cognitive Image do not influence Revisit Intention (Stylos et al., 2016). Based on the literature's theory which has two sides of conflicting theories, this research needs to prove whether affective and cognitive images influence or do not influence revisit intention. The hypotheses are the following. Directly:

H3: Affective Image has a positive and significant effect on Revisit Intention

H4: Cognitive Image has a positive and significant effect on Revisit Intention Indirectly (Intervened by Satisfaction):

H6: Affective Image has a positive and significant effect simultaneously with Visitor Satisfaction on Revisit Intention

H7: Affective Image has a positive and significant effect simultaneously with Visitor Satisfaction on Revisit Intention

According to the findings of Damanik and Yusuf's (2021) study, satisfaction positively influenced Revisit Intention, despite being the least influential factor influencing revisit intention (Damanik & Yusuf, 2021). Based on the literature's theory and the approach used hypotheses are the following:

H5: Visitor Satisfaction has a positive and significant effect on Revisit Intention.

Methodology

This study used a quantitative methodology, with questionnaires distributed to respondents who visited Borobudur Temple Destination on November 17, 18, 19, and 20, 2022. A total of 204 respondents were collected using the Slovin formula to determine the number of samples.The data collection method used accidental sampling, which meant that any respondent who metwith the researcher and met the criteria, which included being at least 18 years old, visiting the Borobudur Temple for the first time, and both domestic and foreign visitors, the sample was collected until the quota of 204 respondents filling out a full questionnaire was met and declared valid. Responses to research questions were assessed using a Likert scale ranging from 1 to 5. The data was then analyzed using Structural Equation Modeling (PLS-SEM) with the Smart PLS software.

Sample and Population

The study's population, in accordance with (Sugiyono, 2017), encompasses entities with specific qualities. Specifically, it comprises individuals who visited the Borobudur Temple from 2011 to 2021, including domestic and foreign tourists, with an average of 2,944,206 visitors. This population is foundational for estimating and drawing conclusions regarding the behaviors and characteristics of Borobudur Temple visitors.

The sample, a vital element of the research methodology, consists of 204 respondents determined using the Slovin method, valuable when the population's behavior is uncertain. Employing non-probability 'accidental sampling,' respondents, aged 17 years or over, were selected based on criteria and availability during the study. The process concluded upon obtaining 204 valid and complete questionnaires.

This non-probability sampling aligns with specified respondent criteria and the spontaneity required for fieldwork encounters. The distribution of a questionnaire at the Borobudur Temple from November 17 to 20, 2022, facilitated data collection. The questionnaire, available in Indo- nesian and English, accommodated diverse respondent language preferences.

Data Collection

Questionnaire provides necessary information for the research, and the data collected cannot be obtained through secondary sources. In this study, questionnaires were distributed to tourists at the Borobudur Temple destination. Various modes such as face-to-face, manual filling, and computerized questionnaires were utilized, considering ethical issues such as participant confidentiality. This comprehensive approach to primary data collection aims to gather high-quality information directly relevant to the study's objectives.

Questionnaire validation

The validity tests conducted in this study encompass both convergent validity and discriminant validity. Convergent validity was assessed using reflective indicators, focusing on the load- ing factor values for each construct indicator. The criterion for satisfactory convergent validity was set at a loading factor value > 0.70 (Ghozali & Latan, 2015). The loading factor values corresponding to each indicator within the research variables are delineated in Table 2.

Table 2. Outer Loadings

Indicator	Affective Image (X_1)	Cognitif Image (X_2)	Revisit Intention (Y)	Visitor Satisfaction (Z)
aff1	0,782			
aff10	0,845			
aff11	0,828			
aff12	0,811			
aff2	0,754			
aff4	0,731			
aff5	0,745			
aff7	0,777			
aff8	0,839			
aff9	0,816			
cog1		0,764		
cog11		0,788		
cog12		0,827		
cog13		0,831		
cog14		0,800		
cog15		0,819		
cog16		0,800		
cog17		0,806		
cog19		0,720		
cog2		0,795		
cog3		0,781		
cog4		0,814		
cog5		0,854		
cog6		0,754		
cog7		0,827		
cog8		0,844		
cog9		0,819		

Indicator	Affective Image (X_1)	Cognitif Image (X_2)	Revisit Intention (Y)	Visitor Satisfaction (Z)
rev1			0,813	
rev10			0,829	
rev11			0,814	
rev2			0,846	
rev3			0,887	
rev4			0,765	
rev5			0,826	
sat1				0,781
sat10				0,832
sat11				0,807
sat12				0,762
sat2				0,807
sat3				0,812
sat4				0,850
sat5				0,745
sat6				0,736
sat7				0,827
sat8				0,839
sat9				0,830

As evidenced by Table 2, it is discernible that all indicators across the variables exhibit outer loading values exceeding the threshold of 0.70.

Source of reference in instrument development

Table 3. Source of Reference in Instrument Development

Variables	Dimensions	Sources
Affective Image	Enjoyable/ Unenjoyable	(Stylos et al., 2016)
Favorable/ Unfavorable		
Exciting/ Boring		(Stylidis, 2020)
Lively/Sleepy		
Cognitive Image	Good Value for Money	(Agapito et al., 2013)
Must-be Conditions	(Stylos & Andronikidis, 2013)	
Visitor Management		(Hallmann et al., 2015)
Unique Attraction		(Papadimitriou et al., 2018)
Functional		(Leković et al., 2020)
Social Environtment		(Stylidis, 2020)
Accessibility		
Revisit Intention		Belief that this destination is one of the top tourist destinations (Phi et al., 2021)
Desire to visit again		(Mohammed et al., 2021)
Willingness to recommend the destination		
This destination will always be the firstchoice for cultural tourism		

Variables	Dimensions	Sources
Visitor Satisfaction	This destination is one of the best destina-	(Domínguez-Quintero et al.,
tions I have ever visited		2020)
Feel satisfied with the decision to visit thedestination		
Overall Satisfaction Rating		
	Perception of weather	(Petr et al., 2022)

Description of The Respondents

There were 204 respondents in total, including 105 men and 99 women. At the time of the survey, the majority of respondents (82.8 percent Indonesians and the remainder immigrants)were between 26 and 35 years old. 88 respondents held a Bachelor's Degree, 53 held a Diploma, 41 held a High School Diploma, and 22 held a master's or doctoral degree. Most of the respond-ents came from West Java province and had a monthly income of $500 to $1.000. While enjoyingthe trip to Borobudur Temple Destination, the majority of respondents spent at least 2 nights in Magelang.

Table 4. Characteristics of Respondents

No	Characteristics of Respondents	Frequency	Percentage
1	Sex:		
	Female	99	48,5%
	Male	105	51,5%
2	Citizenship:		
	Indonesian	169	82,8%
	Foreigner	35	17,2%
2	Age:		
	18-25	25	12,3%
	26-35	109	53,4%
	36-45	50	24,5%
	46-55	19	9,3%
	‣56	1	0,5%
3	Domicile:		
	Banten	17	8,3%
	DKI Jakarta	33	16,2%
	West Java	53	26%
	Central Java	38	18,6%
	East Java	12	5,9%
	Special Region of Yogyakarta	26	12,7%
	Bali	5	2,5%
	Others	20	9,8%
4	Educational Background:		
	High School	41	20,1%
	Diploma	53	26%
	Bachelor’s Degree	88	43,1%
	Master’s or Doctoral Degree	22	10,8%
5	The Length of Stay in Magelang:		
	1 night	50	24,5%
	2 nights	95	46,6%
	3 nights	17	8,3%
	‣3 nights	4	2%

No	Characteristics of Respondents	Frequency	Percentage
	Round Trip	24	11,8%
	Stopped by on the way to somewhere else	14	6,9%
6	Average Income (USD):		
	< 500	16	7,8%
	500 – 1.000	91	44,6%
	1.000 – 2.500	59	28,9%
	2.500 – 5.000	22	10,8%
	5.000 – 10.000	14	6,9%
	> 10.000	2	1%

Operational Definition of The Research Variables

This study employs four main variables: Affective Image, Cognitive Image, Satisfaction,and Revisit Intention.

Table 5. Operational Definition

Variables	Variables Definition	Indicator
Affective Image	Elements of a destination's affective image include an individual's feelings and emotional responses to a tourist destination. (S. (Sam) Kim et al., 2019)	Enjoyable, Favorable, Exciting, Lively (Source: Stylidis, 2020; Stylos et al., 2016)
Cognitive Image	In the context of tourism, "cognitive image" refers to the mental image that visitors build of a place after having experienced it firsthand or after learning about its attractions, characteristics, and amenities. (Jose et al., 2022)	Good Value for Money, Must-Be Conditions, Visitor Management, Unique Attraction, Functional, Social Environment, Accessibility (Source: Agapito et al., 2013; Hallmann et al., 2015; Leković et al., 2020; Papadimitriou et al., 2018; Stylidis, 2020; Stylos & Andronikidis, 2013)
Revisit Intention	Tourists' willingness to return to a location, as measured by the variable "revisit intention," is not only a key sign of the success of a destination's development but also a key feature of tourists' behavior. (D. A. Baker & Crompton, 2000; Zhou et al., 2022)	The belief that this destination is a top tourist destination; A desire to revisit; Willingness to recommend; This destination will always be the top pick for cultural trips (Source: Mohammed et al., 2021; Phi et al., 2021)n
Visitor Satisfaction	Overall holiday satisfaction, as well as the effects of certain components, such as, but not limited to, satisfaction with accommodation, catering, various aspects of infrastructure, price-quality perceptions, and service quality, are commonly used to evaluate a destination's success in meeting the needs	This destination is one of the best destinations ever visited; Feeling satisfied with the decision to visit the destination; Overall satisfaction rating; Perception of the weather

Variables	Variables Definition	Indicator
	of its visitors. Researchers often dissect the rela-tionship between several aspects of pleasure andoverall satisfaction. (Trutescu, 2020)	(Domínguez-Quintero et al., 2020; Petr et al., 2022)

Analytical Techniques

The model used in this research is Structural Equation Modeling (SEM) with PLS-SEM statistical techniques as a tool to test the Data.

Validity and Reliability

This study employs convergent validity for its validity assessment. The convergent validity test with reflective indicators can be observed by examining the loading factor value for each construct indicator with an expected value greater than 0.70 (Ghozali & Latan, 2015). In addition,if the Average Variance Extracted (AVE) value for each variable is greater than 0.50, this indicates that all indicators measuring the research variables satisfy convergent validity and can be used for further analysis.

Calculation of the Composite Reliability value and Cronbach's Alpha value represent the reliabil- ity test in this study. Composite reliability is the component used to evaluate the value of indica-tor reliability on a variable. A variable can be declared to satisfy construct reliability if its Cronbach's Alpha and composite reliability values are both greater than 0.70.

Table 6. Convergent Validity, AVE, Composite Reliability, Cronbach's Alpha

Construct	Item	Convergent Validity	AVE	Composite Reliability	Cronbach's Alpha
Affective Image (X_1)	aff1	0,782	0,630	0,944	0,934
	aff10	0,845			
	aff11	0,828			
	aff12	0,811			
	aff2	0,754			
	aff4	0,731			
	aff5	0,745			
	aff7	0,777			
	aff8	0,839			
	aff9	0,816			
Cognitive Image (X_2)	cog1	0,764	0,645	0,969	0,966
	cog11	0,788			
	cog12	0,827			
	cog13	0,831			
	cog14	0,800			
	cog15	0,819			
	cog16	0,800			
	cog17	0,806			
	cog19	0,720			
	cog2	0,795			
	cog3	0,781			
	cog4	0,814			
	cog5	0,854			
	cog6	0,754			
	cog7	0,827			
	cog8	0,844			
	cog9	0,819			

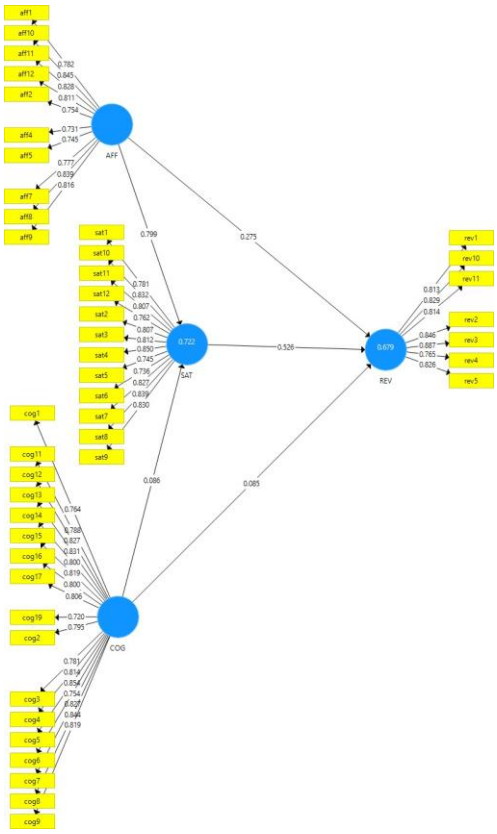
Construct	Item	Convergent Validity	AVE	Composite Reliability	Cronbach's Alpha
Revisit Intention (Y)	rev1	0,813	0,683	0,938	0,922
	rev10	0,829			
	rev11	0,814			
	rev2	0,846			
	rev3	0,887			
	rev4	0,765			
	rev5	0,826			
Visitor Satisfaction (Z)	sat1	0,781	0,645	0,956	0,950
	sat10	0,832			
	sat11	0,807			
	sat12	0,762			
	sat2	0,807			
	sat3	0,812			
	sat4	0,850			
	sat5	0,745			
	sat6	0,736			
	sat7	0,827			
	sat8	0,839			
	sat9	0,830			

Results and Discussion

Results

The test results demonstrate support for hypotheses H1, H3, H5, and H6. The affective image variable has a positive and statistically significant effect on visitor satisfaction, the affective image has a positive and statistically significant effect on revisit intention, satisfaction has a positive and statistically significant effect on revisit intention, and the affective image simultaneously with satisfaction has a positive and statistically significant effect on revisit intention.

However, the test results do not support hypotheses H2, H4, and H7 because the effects were determined to be insignificant. The cognitive image does not affect revisit intention, either directly or indirectly, and it also does not affect visitor satisfaction. It is possible to conclude that hypotheses connected to the cognitive image had no effect on revisit intention or visitor satisfaction and that the intervening role of the satisfaction variable only worked on the affective image. See the result of hypothesis testing in Table 6 and the path diagram in Figure 2.



(Source: data processed 2023)

Figure 2. Path Diagram

Table 7. Path Coefficients (Mean, STDEV, T-Statistics, and P-Values)

	Original Sample (O)	ıple Mean(M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
AFF -> SAT	0,799	0,802	0,043	18,450	0,000
COG -> SAT	0,086	0,084	0,046	1,849	**0,065**
AFF -> REV	0,275	0,282	0,090	3,047	0,002
COG -> REV	0,085	0,092	0,055	1,540	**0,124**
SAT -> REV	0,526	0,515	0,085	6,205	0,000
AFF -> SAT -> REV	0,420	0,413	0,070	6,038	0,000
COG -> SAT -> REV	0,045	0,043	0,024	1,902	**0,058**

Table 8. Result of Hypothesis Testing

Proposed Effect	P.Values	Remark
H1: Affective Image -> Satisfaction	0,000	Significant
H2: Cognitive Image -> Satisfaction	0,065	Insignificant
H3: Affective Image -> Revisit Intention	0,002	Significant
H4: Cognitive Image -> Revisit Intention	0,124	Insignificant
H5: Satisfaction -> Revisit Intention	0,000	Significant
Affective Image -> Satisfaction -> Revisit Inten-tion	0,000	Significant
Cognitive Image -> Satisfaction -> Revisit Inten-tion	0,058	Insignificant

Hypothesis testing is done by looking at the t-statistics and the hypothesis can be accepted if the t-statistics > 1,96 (two-tailed). Based on the data in Table 5, it can be seen that three hypotheses are rejected (H2, H4, and H7) because the t-statistics value is below 1.96. However, four hypotheses are accepted because they have a t-statistics value > 1.96, they are H1, H3, H5, and H6. The original sample estimate value for each hypothesis is positive which indicates that the relationship between the variables is unidirectional. In Table 6 it can be seen that satisfaction as an intervening variable has a significant influence in mediating between Affective Image and Revisit Intention, but not on Cognitive Image and Revisit Intention. Cognitive image has no significant effect on revisit intention either directly or together with the satisfaction variable.

Discussion

Effect of Affective Image on Visitor Satisfaction

The PLS-SEM analysis's data findings demonstrate that a favorable affective image has a role in shaping visitors' satisfaction at Borobudur Temple Destination. The results of the studies in this study support the theory put forward by (Chiu et al., 2016; Soonsan & Sungthong, 2020) which states that the affective image of a destination has a positive influence on satisfaction. The results of the study also confirm the theory put forward by (Baloglu et al., 2014; Huete Alcocer & López Ruiz, 2020) which reveals that of the two dimensions of destination image (cognitive image and affective image), affective image is the most influential on the overall destination image. In other words, the better the affective image of the Borobudur Temple destination, the better the visitor satisfaction.

Effect of Cognitive Image on Visitor Satisfaction

The PLS-SEM analysis's data findings demonstrate that the cognitive image of the Borobudur Temple Destination does not affect visitor satisfaction. The study results of this study represent a new contribution to the tourism literature, as the majority of the research to date suggests that the cognitive image component is more relevant than the affective image component (Čaušević et al., 2019; Leković et al., 2020; Stylos & Andronikidis, 2013) in the formation of satisfaction and overall image by tourists. This research contradicts the findings of other studies (Chiu et al., 2016; Huete Alcocer & López Ruiz, 2020; Rizkiliana et al., 2022) that reveal cognitive image has a major effect on visitor satisfaction.

Effect of Affective Image on Revisit Intention

The PLS-SEM analysis showed that a favorable affective image of the Borobudur Temple was a key factor in influencing the respondents' intention for a future revisit. The results of this study support several previous studies (L. R. Baker, 2016; Chen & Rahman, 2018; J.-H. Kim, 2018; Luvsandavaajav et al., 2022; Phi et al., 2021; Qu, 2017; Quadri, 2012) which state that the affective component influences the intention to revisit. Studies conducted by (Allameh et al., 2015; Wu & Li, 2017) also emphasized that affective value influences tourists' intention to return to a destination. However, the results of this study contradict a study conducted by (Stylos et al., 2016) which states that affective image does not affect the intention to return.

Effect of Cognitive Image on Revisit Intention

According to the statistical calculations of the PLS-SEM test, the cognitive image of the Borobudur Temple does not influence the intention to revisit. This study's findings contradict those of previous research that demonstrates cognitive image or physical attributes influence the intention to revisit (Fakeye & Crompton, 1991; Luvsandavaajav et al., 2022; Mak, 2017; Phi et al., 2021; Rahman et al., 2020; San Martín & Rodríguez del Bosque, 2008). The findings of this study, however, are consistent with the theory (Stylos et al., 2016) that cognitive image does not influence the intention to return.

Effect of Visitor Satisfaction on Revisit Intention

Based on the statistical calculations of the PLS-SEM test, it can be stated that positive visitor satisfaction can generate revisit intentions. The findings of this study are consistent with earlier research (Allameh et al., 2015; Damanik & Yusuf, 2021; Rizkiliana et al., 2022; Wu & Li, 2017) (Damanik & Yusuf, 2021; Allameh et al., 2015; Rizkiliana et al., 2022; H.-C. Wu & Li, 2017), which reveals that the level of tourist satisfaction influences tourists' intention to revisit the des- tination.

Visitor Satisfaction intervenes the effect of Affective Image on Revisit Intention

According to the statistical calculations of the PLS-SEM test, the revisit intention is positively and significantly influenced by the affective image in conjunction with the visitor satisfaction intervening variable. In other words, the affective image not only has a direct effect on the revisit intention but is also indirect with the visitor satisfaction variable. The visitor satisfaction variable mediates the relationship between affective image and revisits intention in a significant and pos- itive manner.

The results of this study confirm the results of previous studies (L. R. Baker, 2016; Chen & Rahman, 2018; J.-H. Kim, 2018; Paisri et al., 2022; Qu, 2017; Quadri, 2012; Radder & Han, 2015; Riyanto et al., 2021; Widjaja et al., 2020) which emphasizes that the affective image component has a significant effect on return visit intentions and loyalty. The study results of this study are also in line with previous research (Allameh et al., 2015; Rizkiliana et al., 2022; Wu & Li, 2017) which states that tourists' intention to return to a destination is influenced by the level of visitors' satisfaction.

Visitor Satisfaction does not intervene the effect of Cognitive Image on Revisit Intention

According to the statistical calculations of the PLS-SEM test, it can be concluded that the cognitive image has no significant effect, either directly or indirectly on the return visit intention. The intervening variable of visitor satisfaction has a mediating role that is not significant in me-

diating the variables of cognitive image and intention to return.

This study's findings contradict those of previous research that indicated cognitive image or physical attributes influence intention to return (Fakeye & Crompton, 1991; Mak, 2017; A. Rahman et al., 2020; San Martn & Rodrguez del Bosque, 2008). The findings of this study, however, are consistent with the theory (Stylos et al., 2016) that the cognitive image does not influence the intention to revisit.

Conclusion

Affective Image has a significant effect, both directly and indirectly (in conjunction with the visitor satisfaction variable) on the intention to revisit Borobudur Temple Destination. As exemplified by the mean score of 4.33, it is not surprising that the affective image of the Borobudur Temple Destination is regarded as excellent by tourists.

Numerous foreign and domestic tourists participate in sunrise activities at the Borobudur Temple, including meditation, yoga, and fun bikes, according to the findings of observation by the researcher. Many Buddhists who visit this religious site utilize it for meditation and prayer. This affects their disposition and emotions (affective) towards the Borobudur Temple destination because it satisfies their emotional and spiritual needs, thereby inducing a sense of satisfaction and a desire to return.

In other words, when tourists feel the exquisite atmosphere and participate in fascinating activities such as meditation, yoga, fun bikes, and sunrise/sunset activities, their satisfaction will increase, and this increased affective image and satisfaction will have a positive and significant effect on their future intention to revisit.

Furthermore, the results of this study revealed that the Cognitive Image had no effect, either directly or indirectly (together with the visitor satisfaction variable) on the revisit intentions at the Borobudur Temple Destination. According to the researcher's analysis, this is due to factors related to the cognitive image variable's mean value (descriptive statistical analysis), four indicators have received low ratings from respondents (mean value less than 4.00).

Available information instructions, maps, and directions are inadequate. Moreover, the observational findings revealed that there were no physical maps or plots that served as a guide for visitors during their tour.

The information center (information center/visitor center) is insufficient. The results of the observation disclose that there is no gallery information about the significance and history of the Borobudur Temple. Observations also indicate that the destination lacks an adequate ecosystem or travel route, where visitors are directly directed to the primary attraction (Borobudur Temple), so there is no educational component to the tour, and visitors tend to become bored.

Residents of the area surrounding the Borobudur Temple are less hospitable. Observa- tions revealed that hawkers/vendors in the Borobudur Temple destination area offered their products aggressively and had a tendency to intimidate as soon as visitors parked their vehicles in the parking area; over ten hawkers targeted a single tourist.

Some toilets are less clean. The observation results also revealed that there were no disabled-friendly toilets for mothers and babies, even though the Borobudur Temple des- tination was a favorite destination for family groups.

The results of observations by researchers at the destination also revealed that the Borobudur Temple was still closed for visitors to climb until an undetermined time (during the new normal period after the Covid-19 pandemic) affected the respondents' assessments. Visitors can only go around Borobudur Temple from the courtyard area. Moreover, The demographic profile of the respondents is dominated by a background in undergraduate education, a produc- tive age between 26 and 35 years, and an average income between $500 and $1,000, causing respondents to have a higher standard of assessing the physical attributes (cognitive image) of the destination and resulting in higher expectations for the Borobudur Temple as a world cultural heritage site and the largest Buddhist temple.

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