

THE INFLUENCE OF HALAL DESTINATION IMAGE AND TOURIST ATTITUDES ON TOURIST SATISFACTION: A STUDY ON HALAL TOURISM DESTINATIONS

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ABSTRACT

This study aims to analyze the influence of destination image and tourist attitudes on tourist satisfaction. The sample in this study were tourists aged 18-50 years. The number of samples used was 162 respondents. The sampling method used purposive sampling technique. The analysis in this study used Partial Least Square (PLS). The results show that destination image has a positive and significant influence on tourist satisfaction. In addition, tourist attitudes have also been shown to contribute positively to destination image and tourist satisfaction. These findings confirm that improving destination image through effective marketing and creating positive experiences for tourists can increase their level of satisfaction. This study provides valuable insights for destination managers in designing more effective strategies to attract and retain tourists amidst increasingly fierce competition in the tourism industry.

Keywords: destination image, tourist attitude, tourist satisfaction

INTRODUCTION

Tourism is a journey undertaken by one or more people, usually with the aim of fostering understanding and feelings of pleasure. Tourism is one of the sectors of economic development that has and has significant benefits for a particular nation (Pavithra et al. 2019). Destinations and Businesses operating in tourism areas can perhaps be described as a very complex economic system where many interactions occur that affect many stakeholders. One of the largest and most stable economies is the tourism industry (Chanin et al. 2015). A booming tourism industry can increase the number of tourists and government revenues, while also providing benefits to the general public, such as the creation of new jobs. This can increase high competition between regions in an effort to increase high tourist interest (Safitri, Mukaromah, and Habib 2021).

As a by-product of the tourism industry, halal tourism provides assistance to tourists in accordance with Islamic law. This halal tourism is intended for Muslim tourists (friendly), although it does not reduce its accessibility for non-Muslim tourists. Interest in halal tourism is growing (Battour, Ismail, and Battor 2011). This is a significant increase in Muslim women from one generation to the next. workers are expected to earn their income is estimated to increase to \$ 200 million USD (Master Card and Crescent Rating, 2016). Around 30% by 2020, and their income is expected to increase to \$ 200 million USD (Master Card and Crescent Rating, 2016). To explore the great potential of halal tourism, many countries, both Muslim and non-Muslim, have begun to provide products, facilities, and infrastructure for this large tourism to meet the needs of Muslim workers. However, many business actors and parties involved in the tourism sector are still constrained in understanding (both products, facilities and infrastructure) of halal tourism (Satriana and Faridah 2018). The main challenge in developing a viable tourist destination is finding a balance between non-Muslim and Muslim tourism

in meeting their needs without contradicting Islamic law. The two most important criteria for understanding halal are halal and haram. This concept relates to all aspects of Islamic life, including tourism. In other words, any tourism project that promotes the concept of halal must offer travel packages and destinations that are specifically designed to meet the needs of Muslim pilgrims. Although the concept of halal tourism has been promoted by the government, Muslim tourists and the community still adhere to it.

According to Islamic beliefs, halal tourism is an important component in living a life in harmony with Islamic teachings. In addition to providing food and accommodation that is in accordance with Islamic law, halal tourism also promotes peace and Islamic values. The community believes that Muslims are beneficial to. Plain tourism because it is an effort to meet the needs of life while adhering to religious principles. This shows that while enjoying tourism, halal tourism can strengthen religious identity and work ethic. On the side, the non-Muslim community has a more comprehensive knowledge of halal tourism. They see halal tourism as a business opportunity to immediately improve the local economy. In addition, international halal tourism is increasingly in demand by non-Muslim tourists who are looking for new and high-quality experiences. This is also related to what was discussed in previous research presented in (Battour, Ismail, and Battor 2010), to influence public opinion and behavior towards other social groups, also relates to what was discussed in the views of community groups are important for the future success of tourism. for the future success of tourism.

Halal tourism is a tourism object that is designed according to Islamic teachings to be used or supported by the community in the tourism business (Battour et al. 2011). According to (Pujiastuti, Reza, and Astuti 2022), Indonesia has some almost universal halal tourism throughout the country in the year. West Nusa Tenggara Province has successfully achieved the top position in the ranking of Muslim-friendly pilgrimage destinations in the 2023 Indonesia Muslim Travel Index (IMTI) Award. This shows that the province of West Nusa Tenggara has provided environmentally friendly facilities and infrastructure, so that it can increase the number of Muslim residents both locally and internationally.

The Indonesian Muslim Travel Index (IMTI) is an initiative that implements the criteria set by the Global Muslim Travel Index (GMTI) to determine the extent to which a tourist destination can increase the number of international and domestic tourists. According to GMTI, halal tourism development must prioritize the following four areas: accessibility, communication, environment, and service. As a result, service quality is a crucial factor that can influence tourists' desire for the results of visiting halal destinations.

Destination image refers to the knowledge and understanding gained from promotional information, mass media coverage, and many related and topical articles about a particular destination throughout the article (Hanif, Kusumawati, and Mawardi 2016). A good destination and destination should be able to provide facilities that suit the needs and preferences of visitors. The destination image should be designed to encourage people to visit and use the halal facilities available in halal tourism. The beauty of halal tourism is not only based on the beautiful scenery; it also refers to the quality of halal services offered to Muslim tourists. Destination image can be seen as an individual's perception of a particular location.

Positive attitudes towards a particular destination have a significant impact on increasing the reputation of the destination. A significant impact on increasing the reputation of the destination. This creates a more positive perception of the destination in question, when tourists have positive feelings and perceptions about it and it is questionable if a tourist has positive feelings and perceptions about it. According to (Alexandrou et al. 2018). Attitude towards a destination can affect the image in the minds of tourists, which in turn can increase the attractiveness of the destination. This positive image is very important because it can attract more attention from tourists and create a greater attraction for the destination. Studies show that this positive attitude can contribute to a better perception of the destination, which in turn can increase the desire to visit.

In addition, the increase in tourism that is the result of this positive attitude can influence the desire of tourists to visit the location in question. Tourism that is born from this positive attitude can influence the desire of tourists to visit the location in question. This is in accordance with research conducted by (Ansary and Nik Hashim 2018), which shows that a positive attitude towards a particular destination can increase the likelihood that tourists will choose it as their travel destination. With good images, visitors will definitely feel more confident and inspired to visit the location. Therefore, a

positive attitude not only contributes to society but also plays an important role in tourists' decisions.

Getting peace and a sustainable positive attitude when doing pilgrimage tourism certainly affects the satisfaction of pilgrims and tourists to feel their spiritual value increases (Rifai and Suryani 2016). According to Heryati, Linggarni, and Patonah (2022), satisfaction is a feeling of pleasure or disappointment of a person that arises because of comparing his work performance with the product (result) produced based on his level of expertise. Customers will not be dissatisfied if the work is not done with a positive attitude. Satisfied if the work is not done with a positive attitude. If the work is done according to perspective, employees will be happy, employees will be happy. In addition, Employees will be very easily offended or happy if the work is done with less attention to detail. Customer service is a key component of today's marketing thinking and practice, a key component of today's marketing thinking and practice.

Creating positive destinations and tourist attitudes that are purposeful can help develop consumer and tourist satisfaction. One of the marketing concepts used to influence consumer emotions is experiential marketing. The marketing concept used to influence consumer emotions is experiential marketing. The goal of experiential marketing is to get to know employees so you can develop their loyalty.

Research gap research conducted by (Sinatrya et al. 2022) that the role of destination image has an impact/influence on tourist satisfaction. In addition, according to (Chen et al. 2018) noted that attitudes toward a destination can influence the image formed in the minds of tourists, which in turn can increase the attractiveness of the destination. This shows that there is a reciprocal relationship between attitude and image; a good attitude can improve the image, and a good image can strengthen a positive attitude.

Based on the description above, the researcher intends to conduct a study involving destination image as a free/independent variable, tourist attitudes as a mediating variable, and tourist satisfaction as a dependent variable. This study takes the title *The Influence of Destination Image and Tourist Attitudes on Tourist Satisfaction: A Study on Halal Tourism Destinations*.

LITERATURE REVIEW

Halal tourism

Various experts have provided information about the concept of halal. Halal tourism is a type of tourism that makes it easier for Muslims to comply with Islamic law (Rahman 2023). In addition, according to Muhammad Munir Caudry, President of the Islamic Nutrition Council of America, halal tourism and the types of food that meet the requirements by adjusting them to the needs and preferences of Muslim tourists based on sharia principles (Zaky and Lubis 2020). In his journal (Habib 2021) stating that halal food is currently one of the most important aspects of life in meeting tourism needs (Safitri et al. 2021). Based on the research, it can be concluded that halal tourism is one type of tourism activity that Halal tourism destinations adjust the needs and holiday styles of Muslim tourists in accordance with sharia principles. The main indicators include the availability of halal food, places of worship, and friendly environments (Jabeen et al. 2022).

Destination image

Destination image is a collection of associations that people have about the area they want to visit (Budi 2018). Destination image is the process of understanding and analyzing various types of information, such as posters or brochures, information from other people (reviewers), or even media (newspapers, magazines, books, and films). Social, political, economic, political and historical information and information that someone has obtained about a particular location will help build a destination. Destination image is the result of cognitive and perceptual processes that are influenced by information, context, education level of motivation, and culture (Khusnul Khotimah et al. 2023). According to (Budi 2018), halal tourism involves a number of factors that influence the attributes of Muslim visitor friendliness. Halal destinations are determined by a number of indicators, such as the availability of halal food, compliance with sharia principles, prayer facilities, and an environment that respects Islamic law. In addition, positive perceptions of this destination are influenced by factors such as being influenced, positive feedback, and how the destination promotes halal practices in the tourism

industry.

Tourist attitudes

Attitude is a positive or negative personal feeling about behavior. Attitude is an emotional expression that reflects pleasure or dissatisfaction with something (Dinesa and Harmanda 2023). According to the statement Amin and Zaman (2021), in a type of assessment or emotional reaction that is positive or negative towards a certain thing, attitude is a form of assessment or emotional reaction that is positive or negative towards something. The indicators include the goals, choices, urgency, and expectations (Rahman 2023). Attitude reflects the extent to which a person is aware that other people have the same attitude and act the same way. Attitude determines whether a person behaves consistently towards the same object (Silvia and Putra 2024). Consumer attitudes in several studies, it is said that consumer attitudes are influenced by the emergence of consumer behavior that consumer attitudes are influenced by the emergence of consumer behavior (Sintasari, Kusnadi, and Ningtyas 2014). Consumer attitudes are influenced by various factors that are considered as beliefs that have a relationship with attitudes. There are many factors that affect the welfare of the general public, but one of the most important is ideology. The process of human action to provide ideas, judge, think and feel, and interpret something based on information from other sources is called thinking (Supriatna et al. 2020).

Tourist attitudes provide important opportunities for tourists to understand and appreciate tourist behavior. By understanding how work attitudes work and how they influence tourist decisions, managers can develop more effective marketing strategies and improve the tourist experience and how it influences tourist decisions. Tourist satisfaction

Consumer satisfaction is realized through feelings of pleasure or disappointment, which arise after comparing the results of the product with the expected performance. According to (Tanveer, Riaz, and Tanveer 2012), consumer satisfaction is the point at which a person is affected by the difference between the reality of the product and consumer expectations, consumer satisfaction is the point at which a person is affected by the difference between the reality of the product and consumer expectations, which is assessed by the customer or consumer is the intention to purchase, where alternatives are evaluated in parallel or to alleviate customer suffering (Marie and Budi 2020).

According to Yani Restiani Widjaja (2016) There are three methods to reduce consumer regret: lost customer analysis, ghost shopping, complaint and suggestion systems, and customer satisfaction surveys. Each method has the flexibility for consumers to determine the usefulness of the product based on what is done after using it. The usefulness of the product is based on what is done after using it. One theory that is often used to understand tourist satisfaction is the Disconfirmation Model. This model states that satisfaction is the result of a comparison between expectations and reality. If the tourist's experience exceeds their expectations, then they will feel satisfied; conversely, if the experience does not meet expectations, then they will feel dissatisfied. Research by Oliver (1980) shows that satisfaction is a function of disconfirmation, which is the difference between expectations and actual performance.

In addition, there are several factors that affect tourist performance. Some of them are service quality, availability of quality facilities, available facilities, daytime activities, and social interaction with local residents and social interaction with local residents. According to Chen et al. (2018) service quality and positive experiences can increase visitors' desire to return, which in turn can influence their decision to do so, good service quality and positive experiences can increase tourists' desire to return, which in turn can influence their decision to do so. Overall, tourist satisfaction provides valuable information for tourists to understand and improve tourist behavior, which in turn can increase their loyalty and satisfaction. information for tourists to understand and improve tourist behavior, which in turn can increase their loyalty and satisfaction.

HYPOTHESIS DEVELOPMENT

Halal tourism destinations play an important role in fostering a sense of togetherness among tourists. This information is gathered through, such as advertising, media coverage, and feedback through subjects or relatives. "The image of the destination needs to be formed to attract public interest in visiting and enjoying the halal facilities available in the halal tourism area," according to (Saputra 2023). This suggests that a positive image may increase the number of days spent visiting a destination.

In addition, traveling to a place with a good image will result in a higher level of satisfaction. Travelers who believe that their purpose to the destination is to reduce risk have a more positive perception. Muslim travelers feel more comfortable and appreciated, which in turn increases satisfaction, thanks to facilities that suit their needs, such as halal food and places to pray.

At this point, the strong desire of tourists will encourage them to return and recommend the destination to others. This creates a positive ecosystem that can increase the number of visitors and revenue for tourists. In other words, a good destination will do more than just arouse curiosity, it will also strengthen the emotional bond between visitors and the location.

Previous research conducted by Valle and Assaker (2016) revealed that tourism image has a positive effect on tourist satisfaction. The results of the study Try (2012) states that there is a significant influence of destination image on tourist satisfaction. Destination image has a positive influence on tourist satisfaction (Abdullah and Lui 2018).

H1: Destination image has a positive effect on tourist satisfaction.

Positive attitudes can arise from expectations, previous experiences, and perceptions of the services and facilities available. If a tourist has a good opinion of the place or service they use, they will be more satisfied with their travel experience. This highlights the importance of developing positive attitudes through effective and entertaining experiences to increase tourist satisfaction levels. According to research Haider et al. (2020), it is essential to have a positive attitude towards service quality when creating inclusive tourism. Destinations can increase tourists' satisfaction by emphasizing and improving service quality, which in turn can help them feel more motivated to return.

H2: Tourist attitudes have a positive effect on consumer satisfaction.

A good image plays a significant role in forming a positive perception in the minds of tourists. When a destination has an attractive and impressive image, tourists tend to associate the place with a pleasant and satisfying experience. This creates a positive mental image, which can influence how they view the destination. This positive perception not only makes tourists feel more interested, but also increases their desire to explore and experience what the destination has to offer.

Research conducted by Chen et al. (2018) shows that a strong and positive image can significantly increase tourists' interest and desire to visit a place. When tourists see images that depict the beauty, uniqueness, and appeal of a destination, they are more likely to consider the destination as a top choice in their travel plans. A good image serves as an effective marketing tool, attracting attention and arousing curiosity, thus encouraging tourists to make a visit.

Positive attitudes formed due to a good image can contribute to tourists' decisions to recommend the destination to others. When tourists are satisfied and impressed with the image they see, they tend to share their positive experiences through social media or everyday conversations. This creates a domino effect, where a positive image not only affects individuals but can also attract more visitors to the destination, thereby increasing the popularity and reputation of the destination among tourists.

H3: Destination image has a positive effect on tourist attitudes.

A positive image of a halal tourism destination will form a good attitude among tourists. This positive attitude arises because of tourists' perceptions of service quality, facilities that meet their needs, and a comfortable and supportive environment. When tourists have a positive attitude, they will be more satisfied with their travel experience. Thus, tourists' attitudes function as a mediator in the relationship between destination image and tourist satisfaction, where a good destination image forms a positive attitude that ultimately increases the level of tourist satisfaction.

A good destination image can influence tourists' attitudes, which ultimately increases their satisfaction. This means that destination image not only has a direct impact on satisfaction, but also has an indirect effect through tourists' attitudes.

This hypothesis is supported by previous research, such as that conducted by Try (2012), who found that destination image influences tourist satisfaction. Meanwhile, positive tourist attitudes have also been shown to contribute to consumer satisfaction (Haider et al. 2020). Thus, tourist attitudes can be a mediating variable that links destination image with tourist satisfaction more strongly.

H4: Tourist attitudes mediate the influence of destination image on tourist satisfaction.

RESEARCH METHOD

This research is a type of research that utilizes a descriptive approach with a quantitative method. The sample of this study were tourists aged 18 to 50 years. The researcher used the Non- Probability Sampling method, namely the purposive sampling technique for respondents including age, income, expenditure and holiday intensity. Regarding this study, to obtain data, the source of research data was obtained from primary data obtained by researchers through the distribution of questionnaires. Researchers share a Google Form link containing several questions that can be answered by respondents based on their opinions based on their perspective as tourists. Data processing is carried out using an analysis tool, namely Partial Least Square (PLS). in this study using previous research, destination image Safitasari and Maftukhah (2017), tourist attitudes Septiani et al. (2023), and tourist satisfaction (Nguyen-Viet and Van Nguyen 2023). Using a measurement scale from strongly disagree = 1 to strongly agree = 5. We also include some interesting questions, such as the respondent's age, income, expenses to the intensity of the respondent's vacation in one year.

RESULTS

From the distribution of the questionnaire, 162 respondents were obtained with 162 respondent data processed in this study. The large number of questionnaire respondents with an age range of 18-24 years is because young people with an age range of 18-24 years have now made tourism activities a lifestyle, it is also known that the millennial generation prefers to visit local and natural tourism.

Table 1. Respondent characteristics

Variable	Category	Frequency	%
Age	18 – 24 years	127	78.4%
	25 – 34 years	24	14.8%
	35 – 44 years	9	5.6%
	45 – 50 years	2	1.2%
Income	> IDR 2,000,000	51	31.5%
	IDR 2,100,000 – IDR 5,000,000	43	26.5%
	IDR 5,100,000 – IDR 10,000,000	44	27.2%
	IDR 10,100,000 - IDR 15,000,000	16	9.9%
	< IDR 15,000,000	8	4.9%
	Expenditure	> IDR1,000,000	64
	IDR 1,100,000 – IDR 3,000,000	56	34.6%
	IDR 3,100,000 – IDR 5,000,000	18	11.1%
	IDR 5,100,000 – IDR 10,000,000	19	11.7%
	< IDR 10,000,000	2	3.1%
	Holiday intensity	1 – 2 times	74
3 – 4 times		56	34.6%
5 – 6 times		15	9.3%
7 times or more		17	10.5%

Source: primary data

Validity and Reliability Test

The results of validity and reliability tests for the constructs of brand image, tourist satisfaction, and tourist attitudes. The validity test was carried out using the Average Variance Extracted (AVE) value, which shows the convergent validity of each construct. The loading factor value on each

measurement item is greater than 0.12. All constructs have an AVE value above 0.5, which indicates that the variance of the indicators in each construct is adequately explained by the construct itself, so it can be concluded that the instrument used has good convergent validity.

In addition, reliability testing was conducted by measuring the Cronbach's Alpha, rho_A, and Composite Reliability (CR) values. The results of the reliability test showed that all constructs had Cronbach's Alpha, rho_A, and CR values above the threshold of 0.7, which indicated that the instruments used to measure the three constructs had very good internal consistency and were reliable. Thus, this research instrument was proven to be valid and reliable for use in measuring the constructs studied.

Table 2. Results of validity and reliability tests

Indicator	Loading	Ave	onbach's alpha	Composite liability (CR)	Rho_A
Destination image 1	0.841				
Destination image 2	0.766				
Destination image 3	0.801				
Destination image 4	0.824				
Destination image 5	0.876	0.721	0.957	0.963	0.963
Destination image 6	0.847				
Destination image 7	0.916				
Destination image 8	0.898				
Destination image 9	0.845				
Destination image 10	0.868				
Tourist attitude 1	0.829				
Tourist attitude 2	0.898				
Tourist attitude 3	0.827				
Tourist attitudes 4	0.880				
Tourist attitudes 5	0.904	0.754	0.963	0.968	0.968
Tourist attitude 6	0.887				
Tourist attitudes 7	0.888				
Tourist attitudes 8	0.897				
Tourist attitudes 9	0.824				
Tourist attitudes 10	0.841				
Tourist satisfaction 1	0.809				

Tourist satisfaction 2	0.856				
Tourist satisfaction 3	0.917				
Tourist satisfaction 4	0.886	0.753	0.953	0.960	0.960
Tourist satisfaction 5	0.879				
Tourist satisfaction 6	0.895				
tourist satisfaction 7	0.844				
Tourist satisfaction 8	0.849				

Source: processed primary data

Goodness Of Fit Test

Goodness of fit PLS model can be found from the SRMR (Standard Root Mean Square Residual) value. If the SRMR value is 0.10, the PLS model is declared to meet the model fit criteria. Because the SRMR value of the model is 0.058 for the saturated model and 0.058 for the estimated model. The results of the goodness of fit test indicate that the model is very suitable and can be used to test hypothesis research. While the results of the model fit to the NFI value of 0.736 which is almost the same as 1 indicates that the model being tested is good.

Table 3. Results of the goodness of fit test

	Saturated Model	Estimated Model	Status
SRMR	0.058	0.058	Good
d_ ULS	1,386	1,386	Good
d_G	2,387	2,387	Good
Chi-Square	1716,616	1716,616	Good
NFI	0.736	0.736	Good

Source: processing with SmartPLS

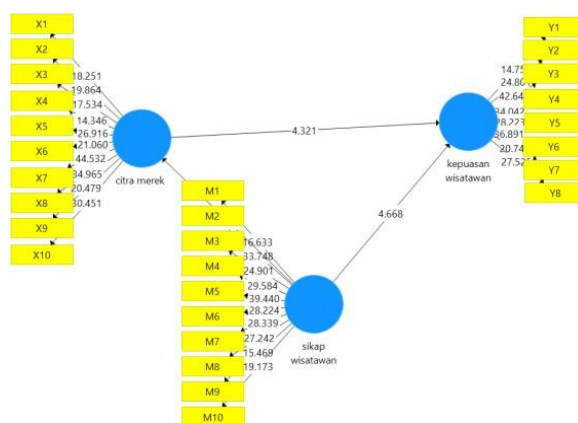


Figure 1.
Research framework

Based on the results of the inner model test, it was found that the p value of the relationship between destination image and tourist satisfaction was 0.000, so hypothesis 1 was accepted. Furthermore, the p value of the relationship between tourist attitudes and destination image was 0.000, so hypothesis 2 was accepted. In addition, the p value of the relationship between tourist attitudes and tourist satisfaction was 0.000, so hypothesis 3 was accepted.

Table 4. Inner Model Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P Value	Hypothesis
Destination image => tourist satisfaction	0.456	0.463	0.102	4,489	0,000	Hypothesis 1 is accepted
Tourist attitude => destination image	0.930	0.928	0.023	40,695	0,000	Hypothesis 2 is accepted
Tourist attitude => tourist satisfaction	0.502	0.496	0.101	4,960	0,000	Hypothesis is accepted
Tourist attitude => destination image => tourist satisfaction	0.430	0.438	0.107	4,036	0,000	Hypothesis is accepted

Source: processed primary data

DISCUSSION

Based on the results of the analysis, the results of the analysis show that destination image has a positive and significant effect on tourist satisfaction. This shows that the right perception of a destination, including aspects such as uniqueness, facilities, and comfort, can improve the overall tourism experience. When tourists feel that their expectations and the image projected by the destination match, they tend to experience a higher level of satisfaction, which in turn strengthens their emotional attachment to the place. This can increase tourist loyalty and strengthen the visual reputation of the destination in the eyes of other potential visitors. This study is in line with previous findings stating that a good destination image contributes significantly to visitor satisfaction (Fahmi et al. 2022).

Furthermore, the results of the analysis show that tourist attitudes also have a positive and significant influence on destination image. Tourists' positive attitudes reflect high interest, satisfaction, and assessment of a destination, so that it can strengthen the image of the destination in the eyes of other potential visitors. This positivity is often contagious, and happy tourists tend to recommend a destination through personal reviews and recommendations, which can ultimately attract more tourists. This is in line with the theory that individual attitudes greatly influence how they assess and respond to a place (Aries Munandar 2022). Therefore, the attitude of tourists not only affects their personal experiences but also the overall image of a destination in the eyes of the public.

Furthermore, the results of the analysis show that tourist attitudes contribute significantly and positively to tourist satisfaction. A positive attitude towards a destination creates joy, comfort, and a deeper connection with the tourist experience. Tourists who have a positive attitude towards a destination tend to value and enjoy the services and facilities provided more, which ultimately leads to higher satisfaction. In other words, a positive attitude not only enriches the travel experience but also plays an important role in building tourist loyalty to the places they visit. This finding is in line with research showing that a positive attitude towards the travel experience can increase tourist satisfaction and loyalty (Chen and Chen 2010).

The results of the analysis show that tourist attitudes mediate the influence of destination image on tourist satisfaction. This shows that a positive destination image directly affects not only satisfaction but also tourists' attitudes towards the destination. When tourists have a positive image of a destination, they tend to develop positive attitudes such as enthusiasm, gratitude, and trust, which ultimately increase their satisfaction. This result is consistent with previous studies showing that tourists' positive attitudes act as a mediator in the relationship between destination image and consumer satisfaction, thus contributing significantly to a satisfying tourist experience for consumers (Haider et al. 2020). In other words, the positive attitude of tourists becomes a bridge that strengthens the

influence of destination image on satisfaction and makes the travel experience more memorable and enjoyable.

Overall, the results of this analysis indicate that destination image and tourist attitudes play an important role in shaping tourist satisfaction. A strong destination image and positive tourist attitudes towards the destination experience can have a significant impact on satisfaction. Therefore, strengthening the destination image through effective marketing strategies, providing appropriate facilities, and creating positive experiences for tourists are important steps to increase satisfaction. This study can be a reference for destination managers in developing more effective strategies to not only attract but also retain tourists, build a positive tourist image and provide them with a satisfying experience. This can ultimately increase tourist loyalty and provide long-term benefits for the development of the destination.

CONCLUSION

Destination image has a positive and significant influence on tourist satisfaction. Proper introduction to the destination, including its various aspects such as uniqueness, facilities, and comfort, can directly improve the overall tourism experience. Tourists tend to be more satisfied when they feel that their expectations are in line with the destination image. This high level of satisfaction strengthens their emotional connection with the place, making them more likely to visit again and recommend the destination to others. In addition, tourist attitudes also have a positive and significant influence on destination image. When tourists have a positive attitude, they tend to see and appreciate everything a destination has to offer, thus strengthening the overall destination image. This attitude acts as a mediator that links the influence of destination image on tourist satisfaction, indicating that a good attitude towards a destination will result in a more positive perception and improve the tourist experience. Therefore, it is important for destination managers to strengthen the destination image through effective marketing strategies, such as promoting regional identity, providing appropriate facilities, and creating memorable tourism experiences. These efforts can not only increase tourist satisfaction but also loyalty so that a long-term mutually beneficial relationship is built between tourists and destinations. Therefore, enhancing positive image and experience will provide long-term benefits for the development of this destination, enhancing its reputation among potential visitors and supporting the sustainable growth of the tourism sector in the region. This study provides guidance for destination managers to design effective marketing strategies to attract and retain tourists.

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