

UNDERGRADUATE THESIS

**THE INFLUENCE OF DESTINATION IMAGE ON REVISIT
INTENTION AT BUKIT ASAH, KARANGASEM, BALI**



POLITEKNIK NEGERI BALI

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BADUNG
2025**

ACKNOWLEDGEMENT

Foremost, I would like to thank God almighty, Ida Sang Hyang Widhi Wasa, who has given His blessing to the researcher to compose a thesis, therefore the researcher can finish the undergraduate thesis entitled “The Influence of Destination Image on Revisit Intention at Bukit Asah, Karangasem, Bali”. This undergraduate thesis is one of the terms to partially fulfill the requirements for obtaining an applied Bachelor’s degree in Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali. On this occasion, the researcher would like to thank profusely those who always provide support, guidance, and assistance during the writing process:

1. I Nyoman Abdi, SE, M.eCom., as Director of Politeknik Negeri Bali, who has given the researcher opportunity to gain knowledge at Politeknik Negeri Bali.
2. Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par., as the Head of Tourism Department at Politeknik Negeri Bali, for the direction and guidelines during the period of the researcher’s study.
3. Putu Tika Virginiya, S.Pd., M.Pd., as the Secretary of Tourism Department at Politeknik Negeri Bali.
4. Made Satria Pramanda Putra, S.H., S.E., M.M., as the Coordinator of Tourism Business Management, Tourism Department, Politeknik Negeri Bali, for his direction, support, and facilities throughout the academic process, as well as for his motivational mentorship that enabled the successful completion of this thesis.
5. I Nyoman Rajin Aryana, S.Pd., M.Hum., as Supervisor I, for his patient guidance, direction and valuable input throughout the thesis writing process until its final stage. And wishes to express heartfelt thanks for his role as a supervisor who consistently provided encouragement and fill support throughout the proposal examination and the final thesis examination.
6. Drs. I Ketut Astawa, MM, as Supervisor II, who has patiently and thoroughly provided guidance, direction, and valuable input throughout the thesis writing process until its final stage.

7. All lecturers of Tourism Department for the knowledge and education given to the researcher during the academic process for four years in Tourism Business Management Department.
8. The management of Bukit Asah tourist destination, for granting permission and providing necessary support during the research process.
9. The researcher expresses special thanks to her beloved parents, Mr. I Ketut Kantun and Mrs. Ni Wayan Sumiati, for their sacrifices, hard work, unconditional love, and endless prayers. Their unwavering support and guidance have provided the strength to pursue her dreams and complete this thesis, leading to the achievement of the Bachelor of Applied Tourism degree.
10. The researcher expresses her gratitude to her beloved younger siblings, I Kade Satya Febri and Ni Komang Puspa Widyawati who have continuously supported the thesis writing process. Thank you for the time and effort.
11. The researcher expresses her gratitude to her special person, holder of NIM 2215344028, who has always been there for the unwavering support, motivation, reminders, and encouragement throughout the journey, which greatly contributed to the successful completion of this thesis.
12. All members of MBP D Class, Batch of 2021, for their support and encouragement throughout the thesis writing process.
13. Lastly, the researcher would like to express her heartfelt gratitude to herself, for all the hard work and perseverance throughout this journey. Thank you for enduring the process while undertaking an internship abroad, facing countless untold challenges, and for never giving up in any situation until this thesis was successfully completed.

The researcher realizes that this thesis is still not perfect, the write expects criticism and suggestions for future writing so that it can be useful for many people.

Researcher

Ni Putu Dwika Sasta Paramita

ABSTRACT

Paramita, Ni Putu Dwika Sasta. (2025). The Influence of Destination Image on Revisit Intention at Bukit Asah, Karangasem, Bali". Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: I Nyoman Rajin Aryana, S.Pd., M.Hum, and Supervisor II: Drs. I Ketut Astawa, M.M.

Keywords: destination image, revisit intention, Bukit Asah

A positive destination image, derived from direct experiences, is vital for encouraging revisit intentions among visitors. This study examines the differences in destination image perceptions between local and foreign visitors at Bukit Asah, Karangasem, Bali, and how these perceptions influence revisit intentions. Utilizing a quantitative approach, data were collected through questionnaires distributed to 110 local and 110 foreign visitors. Analysis was conducted using descriptive statistics, Independent-Sample T-test, and simple linear regression via SPSS software. Results from the Independent-Sample T-test revealed significant differences in destination image perceptions, with local visitors expressing more positive views, especially regarding natural attractions, tranquility, and affordability. In contrast, foreign visitors rated facilities and environmental cleanliness lower, a finding supported by interviews. The t-statistic test from simple linear regression analysis indicated that destination image positively influences revisit intentions for both groups, with a significance value of $< 0,05$. All three dimensions of destination image, cognitive, affective, and overall image, influence revisit intention. Local visitors are more likely to return due to proximity and emotional ties, while foreign visitors may only return if facility quality improves and more engaging activities are available. These findings highlight the need for effective destination image management to enhance competitiveness and foster visitor loyalty.

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ABSTRAK

Paramita, Ni Putu Dwika Sasta. (2025). Pengaruh Citra Destinasi terhadap Niat Kunjungan Kembali di Bukit Asah, Karangasem, Bali". Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah diperiksa dan disetujui oleh Pembimbing I: I Nyoman Rajin Aryana, S.Pd., M.Hum, dan Pembimbing II: Drs. I Ketut Astawa, M.M.

Kata kunci: destination image, revisit intention, Bukit Asah

Citra destinasi yang positif, yang diperoleh dari pengalaman langsung, sangat penting untuk mendorong niat berkunjung kembali di antara pengunjung. Studi ini meneliti perbedaan persepsi citra destinasi antara pengunjung lokal dan mancanegara di Bukit Asah, Karangasem, Bali, dan bagaimana persepsi ini memengaruhi niat berkunjung kembali. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner yang disebarakan kepada 100 pengunjung lokal dan 110 pengunjung mancanegara. Analisis dilakukan dengan menggunakan statistik dekriptif, Independent-Sample T-test, dan regresi linear sederhana melalui perangkat lunak SPSS. Hasil dari Independent-Sample T-test mengungkapkan perbedaan yang signifikan dalam persepsi citra destinasi, dengan pengunjung lokal mengungkapkan pandangan yang lebih positif, terutama mengenai objek wisata alam, ketenangan, dan keterjangkauan. Sebaliknya, pengunjung mancanegara menilai fasilitas dan kebersihan lingkungan lebih rendah, semua temuan yang didukung oleh wawancara. Uji-statistik t dari analisis regresi linear sederhana menunjukkan bahwa citra destinasi memengaruhi niat berkunjung kembali secara positif untuk kedua kelompok, dengan nilai signifikansi $< 0,05$. Ketiga dimensi citra destinasi, kognitif, afektif, dan citra keseluruhan, memengaruhi niat berkunjung kembali. Pengunjung lokal lebih mungkin kembali karena kedekatan dan ikatan emosional, sementara pengunjung mancanegara mungkin hanya kembali jika kualitas fasilitas meningkat dan ketersediaan aktivitas yang lebih menarik. Temuan ini menyoroti perlunya manajemen daya saing dan menumbuhkan loyalitas pengunjung.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Tourist destinations in the tourism industry are areas that offer a comprehensive experience, including natural attractions, culture, as well as artificial elements such as certain facilities and services that attract tourists to visit (Crouch & Ritchie, 1999). According to Dwyer & Kim (2003), tourist destinations being successful in consequence of supporting influencing factors such as natural attractiveness, infrastructure, accessibility, and the quality of the experience offered that visitors can feel.

Nature-based Tourism (NBT) destination is defined as a tourist location that focuses on the natural environment that offers recreation for visitors that emphasizes ecology and cultural experiences (Luo, 2018). Nature-based Tourism (NBT) destination utilizes the beauty of the natural landscape, biodiversity, and cultural heritage to create a unique tourism experience that emphasizes sustainability and care for the environment (Bhandari & Heshmati, 2010). Result shows that visitor motivation and behavior in natural areas is complex, referring to a variety of factors that influence how visitors interact with and respond to the tourist environment, including perceptions of the quality of the natural environment and available infrastructure (Line & Costen, 2017; Taczanowska et al., 2019).

Facilities play an important role in enhancing visitors' experiences in natural areas. Tuffery (2019) states that the presence of well-maintained facilities, especially facilities rented to visitors, can significantly increase the attractiveness

of a destination. In this case, the comfort of the facilities available can strengthen the image of a natural destination. According to Chen & Tsai (2007), destination image is a perception formed based on visitors' experiences of the facilities and attraction at the destination, as well as other aspects that form an overall impression. Ideally, every visitor hopes that the tourist destination they visit will offer a unique experience, a well-maintained environment, adequate facilities and easy accessibility (Stylidis et al., 2017). However, the reality found in several natural tourist destination, especially at Bukit Asah tourist destination, there are several visitor reviews on Google Reviews state that the supporting facilities and environmental maintenance are not optimal yet, which is a challenge in meeting the expectations of visitors, both local and foreign in terms of destination image perception, namely between the ideal image and reality on the ground. Based on reviews from Google Review platform, many visitors appreciated the natural beauty and atmosphere of Bukit Asah. However, some of them (local and foreign visitors) expressed dissatisfaction with the condition of the facilities. Based on reviews from Wijaya (2024), a little criticism from me is that perhaps the toilet facilities could be improved because they are poorly maintained. Thank you. The second review from Toejetz13 (2024), the bad things is that it's not a problem with the management, but those who come to visit (not all visitors) don't want to be aware and can't protect the environment, lots of rubbish is thrown carelessly, many picknickers leave their rubbish. And the third review from Juliarta (2024), Nice view, but the road is still rocky and there is a lack of lighting when get there.



Figure 1.1 Google review

Source: <https://g.co/kgs/tw4z71X>, 2025

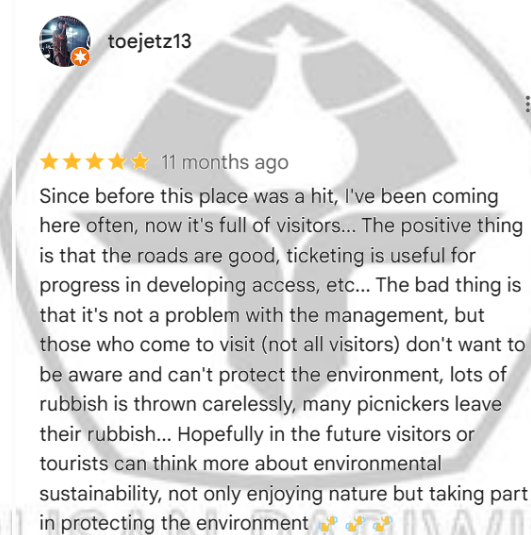


Figure 1.2 Google review

Source: <https://g.co/kgs/XhSbEcN>, 2025

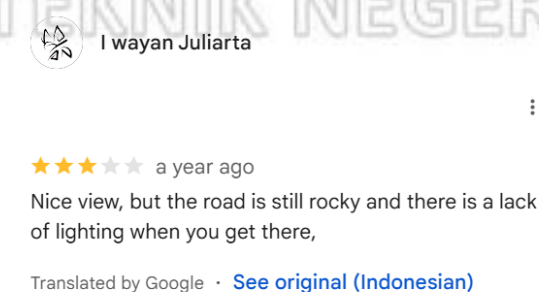


Figure 1.3 Google review

Source: <https://maps.app.goo.gl/oihRpPB2mJLKZh6r8>, 2025

The destination image of Bukit Asah tourist destination, it was found that there was a gap between the ideal destination image that visitors expected and the reality of the experience. Bukit Asah tourist destination offers tranquil natural beauty and a natural atmosphere for camping. However, local and foreign visitors also have perceptions of the destination's image regarding facilities, services and environmental maintenance, so that poor perceptions of facilities and services create a gap between ideal expectations and reality on the ground.

Based on empirical data from tourist destination manager showed that visitation data from ticket sales in the period January to September 2024 at Bukit Asah.

Table 1.1 Ticket sales for local and foreign visitors at Bukit Asah (January-September 2024)

Month	Local	Foreign
January	9.795	4.789
February	7.587	4.702
March	4.866	5.464
April	7.718	7.176
May	5.438	7.937
June	7.508	6.714
July	7.280	8.487
August	6.993	10.758
September	8.532	7.001

Source: Management team of Bukit Asah tourist destination, 2024

It can be seen that the number of visitors, both local and foreign, fluctuates quite significantly every month. Although overall visit numbers were still relatively high, there were patterns of decline and inconsistency that indicate potential problems. For local visitors, the high number of visits in January 2024 (9.795 people) indicates that Bukit Asah has a strong initial appeal as a local destination.

However, the drastic decline through March (4.866 people) suggests potential problems with long-term perceptions of the destination's image, such as inadequate facilities or a lack of exciting new activities. Although visits increased again after March, the figures did not reach initial levels, indicating that destination image management needs to be improved to maintain tourist loyalty. The increase in foreign visits from March (5.464 people) to August (10.758 people) shows that there was sufficient attraction for foreign visitors. However, the significant decline in September (7.001 people) indicates that the destination image may not be completely solid enough to maintain the intention of returning foreign visitors to visit.

The condition at Bukit Asah tourist destination shows that there is a gap between the ideal image formed in the minds of local and foreign visitors, where they expect a best standard of service and comfort, and the reality of destinations which may not be able to provide facilities that meet these expectations. Differences in conditions that show a gap between expectations and reality regarding the perception of the destination image for both visitor (local and foreign) are indicated to influence return visit intentions. From the perspective of Kozak, (2001), revisit intention is defined as a visitor's desire or willingness to return to a particular tourist destination, where the suitability of the destination with the visitor's preferences and expectations is one of the determining factors, and also reflected in the visitors' attachment and preferences, develop as a result of past positive experiences at the destination. Pratminingsih et al., (2014) found that a positive and consistent destination image can increase revisit intention due to visitors feel that the

destination meets or even exceeds their expectations. Survey data via Instagram Direct Messages (DM) to visitors using the hashtag (*#bukitasah*) showed that of the 20 local visitors contacted, seven people (35%) decided to revisit. According to (Sugiyono, 2023) theory regarding the percentage score index, a percentage of 35% is still in the low category. For foreign visitors, of the 20 visitors who received Direct Messages (DM), one person (5%) made a repeat visit after the first visit. The 5% score is also still in the very low category. A low image or mismatch of expectations with result in disappointment and reduce the intention to return. This low number of repeat visits can be caused by a sufficiently destination image or a mismatch between expectations and reality, which ultimately leads disappointment and reduces tourists' intention to return. Revisit intention was chosen as the dependent variable because it is an important variable in measuring a destination's success in retaining tourists. Theoretically, revisit intention is greatly influenced by destination image, as explained in research by Zhang et al. (2018) and Pratminingsih (2014), which found that positive perceptions of a destination can increase tourists' desire to revisit.

The focus of the research outlined above is based on the importance of understanding the influence of destination image on revisit intention, particularly in the context of local and international tourists' perceptions of destination image, which influence revisit intention. The gap between the perception of the ideal destination image and the reality on the ground is indicated to impact revisit intention. Based on the explanation of the gap phenomenon that occurs on the ground, this study focuses its analysis on **The Influence of Destination Image on**

Revisit Intention at Bukit Asah, Karangasem, Bali as a basis for management in formulating more effective development strategies.

1.2 Research Problem

Based on the background of the problem that has been described previously, the problem formulation in this research are as follows.

1. How different is the perception of destination image between local and foreign visitors at Bukit Asah, Karangasem, Bali?
2. How significant does destination image influence revisit intention of local and foreign visitors at Bukit Asah, Karangasem, Bali?

1.3 Research Objectives

Based on the background of the problem that has been described previously, the problem formulation in this research are as follows.

1. To analyze the difference of destination image perception between local and foreign visitors at Bukit Asah, Karangasem, Bali?
2. To analyze the influence of destination image on revisit intention of local and foreign visitors at Bukit Asah, Karangasem, Bali?

1.4 Research Significance

This research hopefully brings some benefits both theoretically and practically. The benefits to be obtained in this research are:

1. Theoretical benefit

Theoretically, this research is expected to provide additional information to support another research and add to the library in the academic environment. In

addition, the results of this study are expected to provide additional knowledge regarding the factors that influence visitors' revisit intentions at Bukit Asah, Karangasem Bali, especially regarding how the gap between the ideal image and reality influences the decisions of local and foreign visitors to return.

2. Practical benefit

a. Benefit for industry

The results of this research are expected to be useful as a basis for making strategic decisions to improve the destination image based on the factors that underlie the perceptions of local and foreign visitors in increasing their intention to revisit, and supporting the attractiveness of Bukit Asah as a leading tourist destination.

b. Benefit for Politeknik Negeri Bali

This research can add information or references for future researchers at Politeknik Negeri Bali who has analyzed related problem in the tourism sector, especially tourist destination.

c. Benefit for the researcher

As a means for developing the process of theoretical and practical understanding regarding the influence of destination image on tourist repeat visit intentions, as well as a means of developing capabilities in carrying out scientific analysis and preparing data-based strategic recommendations.

1.5 Limitations and Scope of Problem

Based on the research topic about the influence of destination image on revisit intention, the material is very broad, therefore it is necessary to limit the problem to focus research so that it has a specific scope, including:

1. The focus of the research is only on the influence of destination image (as an independent variable) on revisit intention (as a dependent variable) at Bukit Asah tourist destination.
2. This research does not discuss other independent variable that influence the intention to revisit to Bukit Asah tourist destination.
3. This research only focuses on Bukit Asah tourist destination.
4. This research does not discuss comparisons with other tourist destinations in Bali.
5. This research took samples from local and foreign visitors who had visited Bukit Asah, management of Bukit Asah which contains information on visits and facilities used by tourists, as well as social media and review platforms used by tourists as a place to share experiences during their visit.

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CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the research results and discussion in the previous chapter, it can be concluded that the results of this research are as follows:

The first, according to the research findings and discussion in the previous chapter regarding the differences in destination image perception between local and foreign visitors at Bukit Asah, Karangasem, Bali, this study found that there are significant differences in destination image perception between local and foreign visitors towards Bukit Asah, Karangasem, Bali. Local visitors, who were predominantly female (53,6%) and aged 21-25 (51,8%), are predominantly young, active travelers who enjoy exploring nature and have an emotional connection to the destination. Geographical proximity, easy access, and an understanding of local culture contribute to their positive perceptions of the destination's natural beauty, comfort, and economic value. In contrast, foreign visitors perceive the destination image more moderately. While still appreciating the natural beauty of Bukit Asah, their perceptions of the facilities and variety of activities tend to be lower. They are predominantly female (59,1%) and aged 26-30 (47,3%), who may have higher expectations for service quality and the convenience of tourism infrastructure. Furthermore, foreign visitors generally only make short visits and experience less emotional involvement or in-depth activities during their stay.

The second, according to the research findings and discussion in the previous chapter, destination image significantly influences revisit intention among both

local and foreign visitors visiting Bukit Asah, Karangasem, Bali. The more positive the perceived destination image, the higher the likelihood of visitors returning. However, the strength of this influence differs between the two groups, influenced by their demographic characteristics and travel experiences. Local visitors generally come from Karangasem, Denpasar, and Badung Regency, and have easy access to tourist attractions. Geographical proximity, frequent visits, and emotional attachments enhance their experiences, driving high revisit intentions. Favorite activities such as camping and relaxing also reinforce positive perceptions of the destination. Meanwhile, foreign visitors appreciated the natural beauty of Bukit Asah, their travel experience was hampered by unclean facilities, suboptimal waste management, limited activities, and noise disturbances. This leads to a less comprehensive perception and lowers their intention to return.

5.2 Suggestions

Based on the results of research on the differences in destination image perception between local and foreign visitors towards Bukit Asah, Karangasem, Bali, as well as an analysis of the influence of destination image on revisit intentions, the researcher provides several suggestions aimed for:

1. Bukit Asah management

The researchers offered several suggestions to the destination management to improve management quality and strengthen Bukit Asah's competitiveness as a natural tourism destination. These suggestions are as follows:

a. Improve facilities and cleanliness

One of the key findings of this study was the observations and feedback from

visitors, particularly foreign visitors, who assessed that public facilities at Bukit Asah were still poorly maintained. Several visitors reported that the available restrooms were unclean, had an unpleasant odor, and lacked regular maintenance. This can certainly diminish the overall comfort and image of the destination.

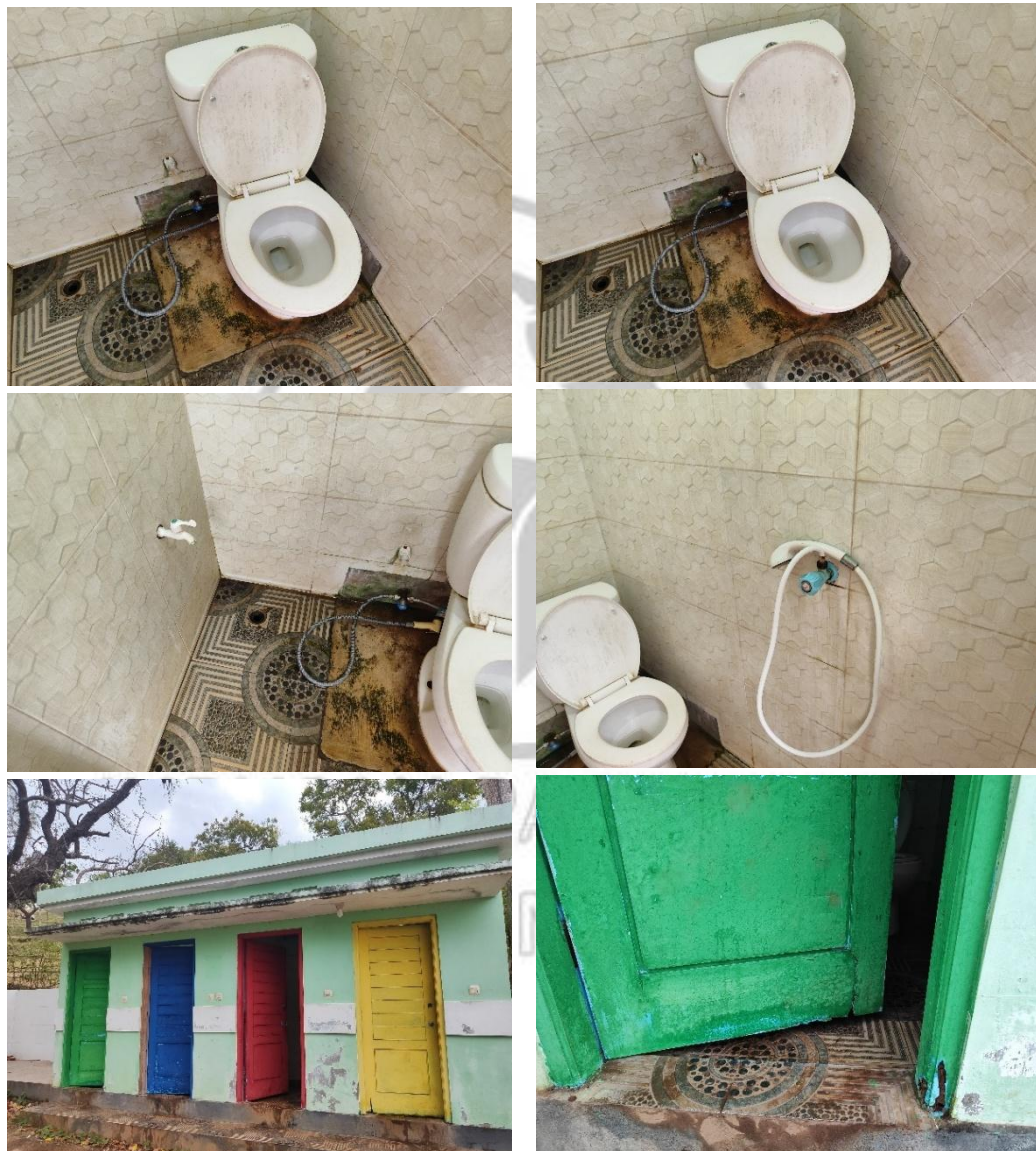


Figure 5.1 Toilet facilities at Bukit Asah
Source: Researcher documentation (field), 2025

Furthermore, the trash bin facilities at Bukit Asah are still considered inadequate, both in terms of quantity and quality. Many trash bins appear rusty and damaged, lack lids, making it easier for dogs to scatter trash out of the trash bins. And even unable to accommodate large amounts of trash, so many visitors simply leave their trash in the Bukit Asah area, which ultimately can pollute the environment around Bukit Asah. Therefore, the management is advised to replace the trash bins with a more closed and durable model, and increase the number of trash bin placement points in strategic areas such as near photo spots, parking areas, and camping areas.

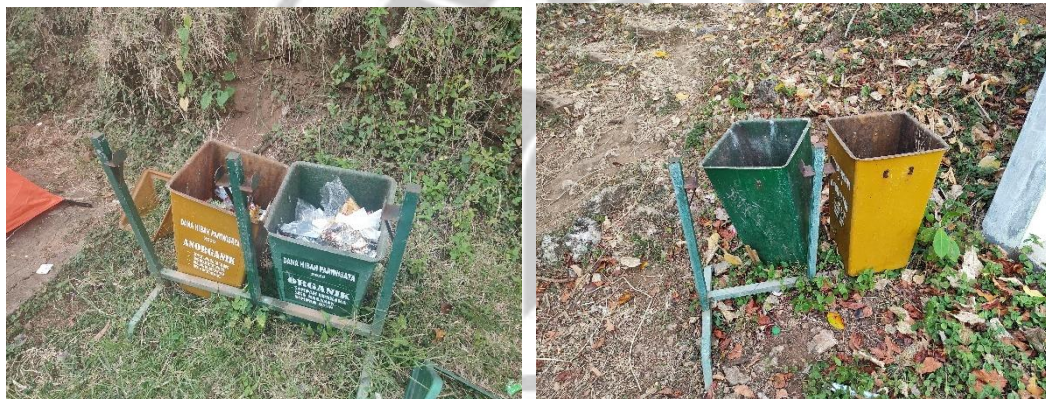


Figure 5.2 Trash bins facilities
Source: Researcher documentation (field), 2025

Furthermore, the sink facilities are also a major concern. Some sinks are not functioning optimally due to clogged drains and the lack of a drain, which drains directly into the area beneath the sinks. Furthermore, there is no hand soap available, which should be a standard amenity for maintaining cleanliness and health for visitors. Management needs to perform regular maintenance and provide liquid soap at each sink to improve visitors' comfort.



Figure 5.3 Sink facilities

Source: Researcher documentation (field), 2025

The next most concerning facility is the condition of the male urination facilities area. This facility is considered highly inadequate in terms of comfort and hygiene. Observations revealed that the facility lacks adequate running water, and the area is completely open without partitions or doors, thus lacking privacy for its users. Furthermore, the physical condition of the facility is in disrepair, and accumulated garbage. This is a serious concern as it goes against the expectations of visitors, especially foreign visitors, who generally have higher standards for cleanliness and sanitation.



Figure 5.4 Male urination facilities

Source: Researcher documentation (field), 2025

Operationally, Bukit Asah management is advised to:

1) Improve public toilets and bidets

- i) Carry out renovations and repairs to tourist attraction standards, while ensuring visitor privacy.
- ii) Install additional lighting and ventilation in each toilet.
- iii) Conduct regular maintenance at least once a week, including thorough cleaning and refilling of sanitation facilities (toilet paper and clean water).
- iv) Provide basic cleaning equipment such as water sprayers, small trash bin in the toilets, and clearly displayed cleaning schedule.

2) Improve waste management

- i) Replace old trash bins with new ones that are separated into organic and non-organic types, complete with lids to prevent odors and prevent animals like dogs from reaching the trash bins.
- ii) Increase the number of trash bins in strategic locations such as parking areas, near camping areas, trekking trails, and photo spots.
- iii) Schedule trash pickup at least twice a day, especially during the holiday season or weekends.
- iv) Create information boards or small campaigns about the importance of maintaining environmental cleanliness, written in two languages (Indonesian and English) to make it easier for foreign visitors to understand.

3) Regular audits and monitoring

- i) Form a small team tasked with checking the cleanliness and condition of the facilities daily, especially during peak hours.
- ii) Provide physical and digital suggestion boxes so visitors can provide direct feedback on the condition of facilities.

b. Add attractive tourist activities

To avoid monotony and increase the appeal of repeat visits to Bukit Asah, management is advised to develop a variety of recreational, educational, and participatory tourism activities. These activities not only extend the duration of visitors' stay but also enrich their experience. Some recommended activities include:

1) Nature exploration tour

Visitors can be invited to participate in nature tours such as light trekking around Bukit Asah cliffs, sunrise tours, or introductions to unique outdoor natural areas. This will strengthen Bukit Asah's image as a destination based on natural beauty and serenity. This activity will appeal to nature and photography enthusiasts.

2) Cultural workshop

Providing short sessions in the form of cultural workshop, such as learning to make *canang sari* (a traditional Balinese offering) using natural ingredients, such as young coconut leaves (*janur*), which are easily obtained from plantations around White Sand Beach. These workshops are then processed directly by visitors as part of the cultural experience at Bukit Asah.

Additionally, small Balinese dance performances by local residents of Bugbug Village can be held on certain days, deepening visitors' understanding of local culture and enhancing interaction with the local community.

3) Themed camping packages

To increase the appeal of overnight stays, management can design themed camping packages, such as "Healing Camp," "Family Adventure Camp," or "Sunset Yoga Camp." These packages can include a campfire, evening BBQ, or "Morning Yoga Class with an Ocean View."

4) Fishing experience on the cliffs

One of Bukit Asah's unique attractions is its location directly facing the sea, with cliffs that offer natural fishing spots. Visitors can be invited to fishing directly from the coral cliffs with professional guides, and the fish caught can be immediately cooked and enjoyed in the camping area with the assistance of a culinary team or local food stalls.

5) Marine activity collaboration

Collaborate with the nearby White Sand Beach destination, which can serve as a provider of activities or combination packages, such as short marine tours like snorkeling, kayaking, or beach picnics before returning to the Bukit Asah area.

6) Thematic *warung*

To support these activities, thematic *warungs* can be set up around the camping area, offering traditional Balinese cuisine and locally brewed coffee,

allowing campers to enjoy authentic culinary experience without leaving the area. This also presents an empowerment opportunity for local residents to sell their homemade products directly to visitors.

c. Create a comfortable night-time atmosphere

Visitor complaints regarding night-time noise, particularly from music and loud conversations in the camping area, highlight the need to reorganize the night-time atmosphere to implement a quiet hour policy, for example, from 11:00 PM to 6:00 AM. This policy can be enforced through the installation of information boards and public awareness campaigns at check-in, with direct supervision by night staff. The use of loudspeakers should also be strictly regulated and permitted only at specific times and in designated areas to avoid disturbing other visitors who are resting.

In addition to noise control, creating a comfortable and aesthetically enhancing the visitors' experience. Management can add dim lighting to the camping area, on pedestrian paths, and around public facilities. This lighting can include garden lights or bamboo torches, which create a natural and warm atmosphere without disrupting night-time views. This aesthetic element not only enhances the beauty of the area at night but also supports the safety and comfort of visitors during night-time activities, such as going to the restroom or walking around the camping area.

This arrangement will give the impression that Bukit Asah is a destination that is not only beautiful during the day, but also offers a peaceful, comfortable, and memorable overnight experience, thereby strengthening the intention of repeat visits from visitors.

d. Conduct regular evaluations

Periodic evaluation is the process of collecting and analyzing data on visitors' perceptions and satisfaction with various aspects of services and facilities at Bukit Asah. The aspects that are the focus of the evaluation include cleanliness, comfort, staff friendliness, prices, tourist activities, and the completeness of public facilities such as toilets and camping areas.

The main purpose of this evaluation is to determine the level of visitor satisfaction and identify areas that need immediate improvement. The result of the evaluation will form the basis for management to make data-driven improvements, enhance the quality of the visitor experience, and strengthen the intention to revisit.

The evaluation process can be carried out by the internal management team, customer service officers, or an independent third party. However, the most important thing is to involve visitors as respondents, both local and foreign visitors, who have directly experienced the services and atmosphere of Bukit Asah.

The evaluation should be conducted on regular basis, such as monthly or quarterly, and immediately after the visit (exit survey). Peak visitation periods, such as holidays or long weekends, are ideal times as they reflect high visitor volumes.

Data collection methods can be carried out directly on site (through verbal surveys or digital questionnaires after visitors have completed their activities),

online (through follow-up emails, WhatsApp, or social media for visitors who book camping activities via online), and through monitoring reviews on platforms such as Google Reviews, Instagram, and TripAdvisor.

Management can develop a brief evaluation instrument using a Likert scale or multiple-choice questions to measure service indicators. Evaluation results must be followed by concrete actions, such as the creation of internal reports, management evaluation meetings, and the implementation or improvement measures on-site. Additionally, providing physical suggestion boxes and QR code for digital surveys in strategic areas or at destination entry points can facilitate visitors in providing feedback.

With this approach, evaluation is not merely a formality but an integral part of systematic, participatory, and sustainable efforts to improve service quality.

2. Further research

Future researchers are advised to add other variables such as tourist satisfaction, service quality, experience value, and electronic Word of Mouth (eWOM) to analyze in depth how digital reviews and recommendations influence destination perception, particularly the influence of influencer posts on Instagram on visit interest. Additionally, the use of mixed methods (quantitative and qualitative) will provide a more comprehensive image. The scope of the research should be expanded to include not only the main area of Bukit Asah but also nearby destinations such as White Sand Beach and new camping areas, so that the research results can present the destination's potential more broadly. Data collection techniques may include more structured direct observation, in-depth interviews

with managers and visitors from various segments (local and foreign), and systematic analysis of online review content on platforms such as Google reviews, Instagram, and TripAdvisor to understand public sentiment. This approach is expected to generate relevant, measurable, and actionable data for managers and stakeholders in designing strategies to enhance the destinations' image and visitor appeal.



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