



The Effect of Destination Management Quality on Tourists' Revisit Intention at Lombok Wildlife Park

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Abstract

Tourism destinations are required to maintain management quality in order to create positive visitor experiences and encourage tourists to return. Lombok Wildlife Park is one of the wildlife-based tourism attractions in North Lombok that requires continuous management improvement to maintain visitor satisfaction and loyalty. This study aims to analyze the effect of destination management quality on tourists' revisit intention at Lombok Wildlife Park, North Lombok. A quantitative approach with a survey design was used. The study involved 40 respondents, consisting of visitors and destination management personnel for descriptive purposes. Data were collected using a five-point Likert-scale questionnaire and analyzed using validity testing, reliability testing, simple linear regression, t-test, and coefficient of determination. The simulated analysis showed that all indicators of destination management quality and revisit intention met the minimum validity and reliability criteria. Destination management quality had a positive and significant effect on revisit intention, with a regression coefficient of 0.607, $t = 7.240$, and $p < 0.001$. The coefficient of determination was 0.580, indicating that destination management quality explained 58.0% of the variation in revisit intention. The findings indicate that improvements in attraction management, facilities, service quality, environmental cleanliness, accessibility, and visitor safety can strengthen tourists' intention to revisit. Further research should employ a larger sample and include additional variables such as tourist satisfaction, destination image, memorable tourism experience, and perceived value.

Keywords

destination management quality, revisit intention, wildlife tourism, tourist behavior, Lombok

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Introduction

Tourism destinations are complex systems consisting of attractions, facilities, accessibility, services, environmental resources, local communities, and various stakeholders. Consequently, destination management cannot only focus on the existence of tourism attractions but must also ensure that the entire visitor experience is managed consistently. Destination management involves coordination among stakeholders and the management of various resources to maintain the attractiveness, competitiveness, and sustainability of a destination. Destination management is particularly important because tourism

destinations are multidimensional systems that involve different actors and interests. Effective management therefore requires an integrated approach rather than fragmented management of individual tourism components (Mihalic, 2020). Research on destination management also emphasizes that destinations are complex systems whose sustainability and competitiveness depend on the interaction of various internal and external factors.

The quality perceived by tourists is one of the important elements in determining their evaluation of a tourism destination. Destination quality includes tourists' perceptions regarding the quality of facilities, services, attractions, accessibility, cleanliness, safety, and other attributes encountered during their visit. Previous research has demonstrated that destination quality is associated with tourists' behavioral responses, including satisfaction and intention to revisit. Kumar et al. (2023), for example, found that destination quality contributes to tourists' experiences and subsequently relates to revisit intention. Similarly, research in Ambon found that destination quality, destination image, and satisfaction significantly influence tourist revisit intention.

Revisit intention is an important behavioral indicator because it reflects tourists' willingness to return to a destination after experiencing it. Tourists who perceive that a destination provides satisfactory experiences and reliable services tend to have stronger intentions to return. Research has shown that satisfaction is an important mechanism associated with repeat visitation. Seetanah et al. (2020) demonstrated the relationship between destination satisfaction and tourists' revisit intention, while other research has shown that destination satisfaction and intangible destination attributes can contribute to repeat visit intention. Thus, managing the quality of the destination experience is strategically relevant for destinations seeking to maintain visitor loyalty.

The relationship between destination quality and revisit intention has also been observed in Indonesian tourism contexts. Research on Bali found that destination quality can directly influence behavioral intention and revisit intention, although the magnitude of the relationship may differ across tourist generations. Research conducted in Ubud similarly reported positive relationships between destination quality, destination image, electronic word-of-mouth, and revisit intention. These findings indicate that the management of destination attributes can become an important factor in encouraging tourists to consider returning to a destination.

The Lombok tourism context is particularly relevant because visitor behavior is influenced by destination attractiveness, service quality, perceived value, destination image, and previous tourism experiences. A recent study specifically examining Lombok found that service quality, perceived value, and destination image were associated with tourists' intention to return. Research on tourist behavior in Lombok also shows that natural attractions, tourism activities, novelty-seeking, and curiosity contribute to tourists' revisit motivations. These findings suggest that destination management should not only preserve the main attraction but also ensure that the supporting components of the tourist experience are managed effectively.

Although previous studies have examined service quality, destination image, satisfaction, tourist experience, and destination quality, relatively limited attention has been directed toward the relationship between overall destination management quality and revisit intention in a specific wildlife tourism attraction in North Lombok. This represents an empirical gap because wildlife tourism requires management characteristics that differ from conventional tourism, particularly in terms of animal welfare, visitor safety, environmental cleanliness, educational interpretation, attraction management, and interaction between visitors and the natural environment. Research on destination management emphasizes that destination quality is multidimensional and requires coordination of different destination attributes.

Based on this background, this study aims to analyze the effect of destination management quality on tourists' intention to revisit Lombok Wildlife Park, North Lombok. The study contributes empirically by providing a destination-specific assessment of management quality and revisit intention in a wildlife tourism context. The practical contribution is expected to provide information for destination managers regarding aspects of management that need to be maintained and improved to encourage repeat visits. The research hypothesis is formulated as follows: H1: Destination management quality has a positive and significant effect on tourists' revisit intention at Lombok Wildlife Park.

Methods Research

Research Design

This study employs a quantitative approach with an explanatory research design. The design was selected because the primary objective is to examine the relationship between destination management quality as the independent variable (X) and tourist revisit intention as the dependent variable (Y). Data were collected using a structured questionnaire with a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

The research location is Lombok Wildlife Park, North Lombok, West Nusa Tenggara, Indonesia. The research period is assumed to cover June – August 2026 for the purposes of this draft. The population consists of visitors who have experienced the tourism services and facilities at the destination. A purposive sampling technique was used, with respondents required to have visited the destination and have sufficient experience to evaluate the management of the destination.

Respondents and Sampling

A total of 40 respondents are used in the simulated dataset. However, there is an important methodological consideration. If the study specifically measures tourists' revisit intention, respondents should ideally be tourists rather than management personnel. Therefore, if four respondents are actually destination employees, their responses should not be combined with tourist responses in the regression analysis. The four management personnel can instead be used as supporting informants for descriptive or qualitative information.

For a publishable version, the recommended design is 40 tourist respondents for the quantitative analysis, while management personnel are interviewed separately as supporting informants. This distinction prevents differences in respondent roles from contaminating the measurement of tourist revisit intention.

Variables and Indicators

The independent variable is Destination Management Quality (X). The indicators were adapted conceptually from destination-management and destination-quality literature and contextualized for wildlife tourism.

Table 1. Variables and Indicators

Variable	Indicator	Code
Destination Management Quality (X)	Quality and attractiveness of tourism attractions	X1
	Condition and adequacy of facilities	X2
	Quality and responsiveness of services	X3
	Cleanliness and environmental management	X4
	Accessibility and visitor convenience	X5
	Safety and security management	X6

The dependent variable is Revisit Intention (Y).

Table 2. Revisit Intention

Variable	Indicator	Code
Revisit Intention (Y)	Intention to revisit Lombok Wildlife Park	Y1
	Willingness to choose the destination again	Y2
	Willingness to recommend the destination	Y3
	Intention to visit again in the future	Y4

The indicators are measured using a five-point Likert scale. The conceptualization is consistent with previous tourism research showing that destination quality, service quality, memorable experiences, satisfaction, and destination-related perceptions are associated with tourists' revisit intentions.

Respondent Characteristics

The characteristics recorded include gender, age, origin, and number of previous visits. The characteristics are intended to describe the profile of respondents rather than serve as explanatory variables.

Table 3. Simulated Respondent Characteristics

Characteristic	Category	n	%
Gender	Male	22	55.0
	Female	18	45.0
Age	17–25 years	14	35.0
	26–35 years	14	35.0
	36–45 years	7	17.5
	46–55 years	4	10.0
	>55 years	1	2.5
Origin	Lombok	26	65.0
	Outside Lombok	14	35.0
Previous visits	1 time	18	45.0
	2 times	14	35.0
	≥3 times	8	20.0

Data Analysis

The data were analyzed using descriptive statistics, validity testing, reliability testing, simple linear regression, t-test, and coefficient of determination (R^2). Item validity was assessed using the corrected item-total correlation, while reliability was assessed using Cronbach's alpha. An item was considered acceptable when the corrected item-total correlation exceeded 0.30, while a Cronbach's alpha value above 0.70 was considered adequate for internal consistency. Simple linear regression was used to test the effect of destination management quality on revisit intention. The regression equation is:

$$Y = a + bX + e$$

where Y represents revisit intention, X represents destination management quality, a is the constant, b is the regression coefficient, and e represents the error term.

Results and Discussions

Descriptive Results

Based on the simulated data, the mean score for destination management quality was 3.78, while the mean score for revisit intention was 3.81. Both values fall within the relatively high category on the five-point Likert scale.

Table 4. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Destination Management Quality (X)	40	3.00	5.00	3.78	0.39
Revisit Intention (Y)	40	3.00	4.25	3.81	0.29

The relatively high average score indicates that respondents generally perceived the destination management positively. Nevertheless, the score below the maximum value of five indicates that there remains room for improvement, particularly in maintaining consistency in facilities, environmental cleanliness, accessibility, visitor services, and safety.

Validity and Reliability Testing

Table 5. Validity and Reliability Test

Variable	Indicator	Corrected Item-Total Correlation	Status
X	X1	0.876	Valid
X	X2	0.844	Valid
X	X3	0.871	Valid
X	X4	0.754	Valid
X	X5	0.840	Valid
X	X6	0.900	Valid
Y	Y1	0.863	Valid
Y	Y2	0.807	Valid
Y	Y3	0.746	Valid
Y	Y4	0.863	Valid

Cronbach's alpha for destination management quality was 0.951, while Cronbach's alpha for revisit intention was 0.921. These values indicate high internal consistency among the questionnaire items. The results are consistent with previous tourism studies that use multidimensional measures to assess destination quality and revisit intention.

Regression and t-Test

Table 6. Simple Linear Regression Results

Variable	B	Std. Error	t	Sig.
Constant	1.512	0.319	4.734	<0.001
Destination Management Quality (X)	0.607	0.084	7.240	<0.001

The regression equation based on the simulated data is:

$$Y = 1.512 + 0.607X$$

The regression coefficient of 0.607 indicates that an increase in destination management quality is associated with an increase in revisit intention. The t-test produces a value of 7.240 with a significance level below 0.001. Therefore, based on the simulated dataset, destination management quality has a statistically significant positive relationship with revisit intention.

This finding is in line with previous studies. Research in Sasak Sade Village, Central Lombok, found that service quality is relevant to tourist satisfaction and revisit intention. Research on Sesaot Rural Tourism in Lombok also examined attraction, location, and service quality as factors associated with revisit

intention. Similar findings have been reported in other tourism destinations, where destination quality and service quality are associated with tourists' willingness to return.

Coefficient of Determination

Table 7. Model Summary

R	R ²	Adjusted R ²	Std. Error
0.761	0.580	0.569	0.192

The coefficient of determination (R^2) is 0.580, meaning that destination management quality explains approximately 58.0% of the variation in revisit intention in the simulated dataset. The remaining 42.0% may be associated with other factors not included in the model, such as destination image, tourist satisfaction, memorable tourism experience, perceived value, accessibility, perceived risk, or tourist motivation.

The result is theoretically consistent with previous studies indicating that revisit intention is influenced by multiple destination-related factors. Research in Lombok has shown that service quality, perceived value, and destination image are associated with revisit intention. Research on international tourists has similarly identified satisfaction, attractiveness, accommodation services, cultural contact, and perceived risk as factors associated with revisit intention.

Discussion and Practical Implications

The results suggest that destination management quality is an important factor in maintaining tourists' willingness to revisit Lombok Wildlife Park. In a wildlife tourism destination, management quality should be understood not only as the quality of customer service but also as the ability of the destination to maintain attractions, visitor facilities, cleanliness, environmental conditions, accessibility, and safety. Destination management literature emphasizes that tourism destinations consist of interconnected components, meaning that weaknesses in one component can influence the overall visitor experience.

The findings also support the argument that positive tourism experiences contribute to repeat visitation. Research on memorable tourism experiences indicates that memorable experiences can influence revisit intention, either directly or through satisfaction and destination-related perceptions. Therefore, Lombok Wildlife Park can strengthen revisit intention by ensuring that visitors obtain meaningful experiences rather than simply viewing the animals. Educational interpretation, animal-related information, interactive activities, clean visitor areas, friendly services, and safe visitor circulation can become important management components.

From a practical perspective, destination managers should prioritize regular evaluation of facility conditions, environmental cleanliness, service responsiveness, safety procedures, and accessibility. Feedback mechanisms can also be used to identify visitor complaints and preferences. This approach is relevant because destination competitiveness is increasingly dependent on the ability of managers to respond to changing tourist expectations and experiences.

The study also provides a theoretical implication by reinforcing the relationship between destination management quality and behavioral intention in a specific wildlife tourism context. However, the R^2 value of 58.0% also indicates that destination management quality is not the only determinant of revisit intention. Future studies should therefore incorporate tourist satisfaction, destination image, memorable tourism experience, perceived value, and destination attachment to produce a more comprehensive model. Previous research has demonstrated that these variables can play important roles in explaining tourist revisit behavior.

Conclusion

This study examines the relationship between destination management quality and tourists' intention to revisit Lombok Wildlife Park, North Lombok. Based on the simulated analysis, destination management quality has a positive and statistically significant effect on revisit intention, with a regression coefficient of 0.607 and a t-value of 7.240. The coefficient of determination of 0.580 indicates that destination management quality accounts for 58.0% of the variation in revisit intention. The findings suggest that attraction management, facilities, service quality, cleanliness, accessibility, and visitor safety are important management aspects that should be maintained consistently. From a practical perspective, destination managers should conduct regular evaluation of visitor experiences and improve management components that directly influence tourists' perceptions. Future research should use actual field data with a larger sample and examine other variables such as tourist satisfaction, destination image, memorable tourism experience, perceived value, and destination attachment. In particular, future research should separate tourists as quantitative respondents from destination managers as supporting informants to ensure methodological consistency.

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