

Destination Satisfaction and Revisit Intention: Insights From A Systematic Literature Review of Tourism Research

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Abstract

Maintaining tourists' intention to revisit is essential for managing sustainable tourism. Attracting tourists to revisit will require less effort than attracting new visitors and will reduce marketing expenditure because there is no need to build awareness, which can promote sustainable tourism. Previous research has highlighted the significant effect of satisfaction in driving revisit intention. Numerous studies have been conducted on revisit intention and satisfaction, as well as destination satisfaction. Using the Scopus database from 2015 to 2024, these studies were systematically analyzed using PRISMA and the VOSViewer bibliometric analysis tool. The findings of this study will enhance a more comprehensive understanding of literature related to destination satisfaction and revisit intention by identifying themes, research trends, leading journals and publishers in the field, and the relationships between different topics. Results show that satisfaction with various aspects of tourist destinations, such as accommodation quality, tourist attractions, information, political stability, and tourist experiences, plays an essential role in generating tourist loyalty and motivating them to return. This study discovered that destination satisfaction can be affected by several factors, such as destination personality, travel service quality, self-congruity, social media, travel experience and destination image

Keywords: revisit intention; satisfaction; destination satisfaction; loyalty; systematic literature review

Received: April 30th, 2025

Revised: May 9th, 2025

Accepted: May 15th, 2025

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Introduction

Examining tourists' intentions to revisit in the tourism industry in recent decades is seen as a crucial element for business advancement and sustainability. From a strategic perspective, tourists' intention to revisit decreases marketing and advertising costs and builds awareness, which play a crucial and productive role for tourism businesses and are a vital component of effective destination marketing. One of the important variables that predicts revisit intention is satisfaction. Satisfaction is the leading cause of revisit intention (Rahman et al., 2020; Pratama & Yuliviona, 2025). Then, more specifically, Rasoolimanesh et al., (2023) found that destination satisfaction was shown to affect revisit intention. Although various studies have examined the effect of satisfaction, including destination satisfaction as the leading cause of revisit intention, the existing literature is still scattered and not integrated. There are still inconsistent research findings across various research contexts regarding the factors that influence the relationship between the two interacting with other variables through direct and mediating relationships (Abbasi et al., 2021).

Furthermore, tourist activities are associated with tourist travel, which may take the form of visiting a place quickly. Tourist experiences when visiting destinations must be different to create experiential memories (Žabkar et al., 2010). The tourist experience at the destination is significant because the perceived service on previous visits and the quality of the trip are substantial predictors of satisfaction (Perera & Vlosky, 2013). Tourists who have a positive experience at a tourist destination will be satisfied with the destination, leading to an intention to visit again (Zaitul et al., 2022). In

addition, destination satisfaction is a tourist's emotional or affective response based on the utility of products and services in tourist destinations, such as a high level of comfort, enjoyment, and acceptance when consuming or using these products and services. Many studies confirm that tourists' satisfaction is important in shaping their intention to return to a destination. Therefore, it is not surprising that marketers and managers in the tourism industry strive to provide a unique experience and high satisfaction from each tourist visit. The hope is that satisfied tourists will return in the future (Chan et al., 2022). However, the reality is not always in line with these expectations. Some findings suggest that satisfaction alone is not enough to drive repeat visitation. For example, Nguyen Viet et al., (2020) found that despite being satisfied, Western tourists often choose new destinations for different experiences. Similarly, Sugima et al, (2024) noted that satisfaction with the facilities available is not always a guarantee of return intentions, so it can be understood that the relationship between satisfaction and revisit intentions is not necessarily linear or automatic to revisit intention, but rather influenced by a range of other, more complex and personalised considerations.

Several researchers have studied revisit intention and tourist satisfaction with destinations (Gangadhari et al., 2023; Rasoolimanesh et al., 2023; Soonsan & Somkai, 2022; Yamagishi et al., 2023). However, the scope and depth of these studies are still limited. To obtain more comprehensive insights about revisit intention and destination satisfaction, it is necessary to map research with academic reputation, research directions, publication trends, and interrelationships between research on revisit intention and destination satisfaction. One of the most adequate ways to reach this objective is through a systematic literature review (SLR). This technique is a perfect tool when the number of data sets is limited, and the scope of the study is less and can be manually evaluated (Donthu et al., 2021). Utilizing SLR allows researchers to systematically identify and synthesize past research findings, thereby providing a comprehensive view of the development of research on specific topics. This research offers a new contribution in the form of a systematic study that maps how destination satisfaction plays a role in shaping revisit intention in various contexts and research models on tourist destinations. It also maps research clusters and thematic trends that provide a complete overview of the direction of research development and the potential for further research. In contrast to fragmentary previous research, this study systematically summarises the development of existing research in a theoretical framework regarding the role of destination satisfaction directly and indirectly on revisit intention.

The study utilized PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) and VOSViewer to gain a thorough understanding of the landscape associated with tourist satisfaction and revisit intentions. It offers extensive insight into the research trends concerning tourist satisfaction and return intentions, prominent journals and publishers in the field, the significance of various topics related to tourist satisfaction and revisit intentions, and a succinct summary of the studies. The summaries are designed to be easily interpreted by both academics and practitioners. This research aims to investigate the factors influencing destination satisfaction, explore the relationship between destination satisfaction and revisit intention, as well as how destination satisfaction functions as an intervening variable that connects various antecedent factors with revisit intention. The outcome of this research are projected to supply strategic advice for stakeholders in the tourism sector.

Literature Review

Revisit intention and Destination Satisfaction

Willingness to revisit in tourism research is known as revisit intention. Revisit intention refers to how firm tourists intend to revisit a particular destination, recommend it to others, or bring their friends or co-workers to visit the destination again (Mursid, 2023). In other words, it is a tourist's desire or willingness to revisit a destination they have visited before and a measure of tourists' future behavior and serves as an indicator of loyalty to the destination (Jani & Han, 2014). Revisit intention reflects the desire of tourists to return to a destination based on their positive experiences and satisfaction with previous visits (Jani & Han, 2014).

Destination satisfaction refers to the overall perceived feelings of individuals after or during a visit to a tourist destination (Shu Tian & Scott, 2004); Acharya et al., 2023). It can be interpreted as the extent to which tourists' needs and expectations are met during their visit to the destination, and this includes various aspects such as the quality of attractions, facilities, services, infrastructure, natural beauty, cultural experiences and the overall atmosphere of the destination (Acharya et al., 2023). The role of satisfaction is very important because of its high ability to predict tourists' future desires (Jani & Han, 2014).

Bibliometric analysis

Bibliometric analysis is a quantitative research method used to examine the evolution, structure, and relationships in a larger number of scientific papers or other publications (Verma & Gustafsson, 2020). This analytical approach utilizes quantitative techniques on bibliometric data, such as publications, citations, and keywords. Bibliometric network visualization aims to simplify the analysis of complex bibliographic data by visualizing the core of the information, making data analysis relatively easy (Donthu et al., 2021). The primary objective is to provide a comprehensive, data-driven understanding of scholarly advancement in a discipline.

Bibliometric Analysis Techniques

Performance Analysis

Analyzing the contribution of research components (authors, institutions, scientific journals, countries, documents, keywords) in a given discipline including the number of publications, citation rates, and h-index values to provide a quantitative assessment of research impact (Donthu et al., 2020).

Science Mapping

This method examines the connections and engagements among diverse research elements across multiple study areas (Baker et al., 2021). Methods employed encompass co-citation analysis, citation analysis, bibliographic coupling, and co-word analysis (Tunger & Eulerich, 2018).

Network Analysis

The most important objective of network analysis is to reveal a research area's underlying structure and dynamics. By mapping the relationships between different entities, network metrics such as degree of centrality, betweenness centrality, and PageRank provide a quantitative assessment of the influence and connectivity of different entities in a research network (Donthu et al., 2021; Ambarita & Suwatno, 2024). With such mapping, researchers can identify key players, influential works, and emerging trends.

VOSviewer

VOSviewer is a specialized software designed to generate visualizations of bibliometric networks based on distance, where the proximity between nodes (representing items such as publications or keywords) reflects their relatedness (Van Eck & Waltman, 2014). The software has several key functions, such as being able to create different types of bibliometric networks, such as co-citation networks, bibliographic coupling networks, and keyword co-occurrence networks, then being able to adjust for differences in the number of connections nodes have, arranging nodes that have strong relationships close to each other and nodes that have weak relationships far away from each other,

grouping related nodes into clusters and the ability to optimize the network display for easy readability of relationships (Van Eck & Waltman, 2020).

Variety of Visualizations

According to Van Eck & Waltman, (2014), VOSviewer supports a variety of visualizations to describe bibliometric networks, which are :

- a. Distance-Based Visualizations. This is the main focus of VOSviewer visualizations, where the relationship between nodes is reflected by their distance.
- b. Overlay Visualizations. This visualization shows changes in research themes over time. The color of the nodes indicates specific characteristics, e.g., older articles are shown in blue, and newer articles are shown in yellow.
- c. Density Visualization. This visualization illustrates the density of nodes in different sections of the network using color. High density indicates topics that are frequently discussed, and low density indicates topics that are still evolving, allowing for new research opportunities.

Systematic Literature Review

A systematic literature review involves a structured approach to retrieving, organizing, and evaluating existing literature with a systematic procedure. This review is conducted manually and is more suitable for research areas that have a narrow or specialized focus (Snyder, 2019). In contrast to bibliometric analysis that uses quantitative techniques, systematic literature review uses qualitative techniques to provide a comprehensive and unbiased synthesis of the available evidence on a particular research topic (Donthu et al., 2021). With a systematic approach, all relevant studies can be identified and evaluated, reducing the risk of bias and increasing the reliability of findings

Methods

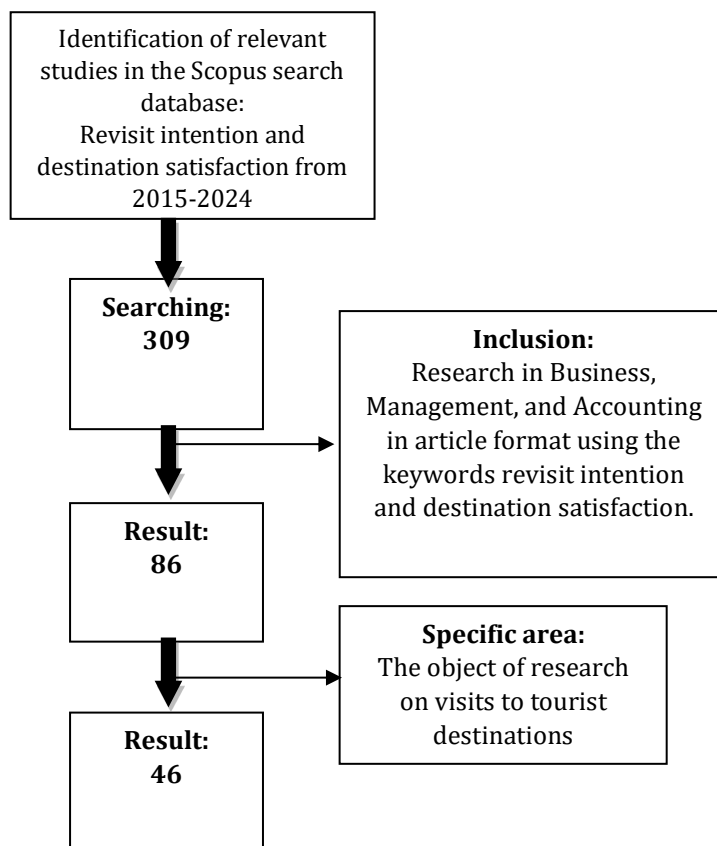
The most effective and reliable approach for synthesizing the literature in a specific field of study is the systematic literature review method. This method employs a systematic process to identify, review, and select literature, offering a consistent perspective on current research findings (Gómez et al., 2019; Singh et al., 2022). This study used the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) checklist to frame the study. This method is an evidence-based checklist specifically crafted for utilization in systematic reviews and meta-analyses. We selected the Scopus database to collect relevant publications following the recommendations of Wilson et al., (2020) and Booth et al., (2020). Scopus is the most comprehensive database for social science journals, especially in the field of tourism management (Singh et al., 2022). This database is often used in review studies because it has undergone a rigorous selection process to publish.

This study used several search terms to identify publications on destination loyalty. The search terms used were revisit intention and destination satisfaction (revisit AND intention AND destination AND satisfaction). The data search was conducted in September 2024 using research data in the last 10 years, ranging from 2015 to 2024. The initial search produced 309 documents filtered based on the document type in the form of publication articles. To identify the most relevant publications, we searched based on subject area filters in Business, Management and Accounting limiting the documents to research articles. To focus on the field of research, we provided filters on the keywords Revisit Intention and Destination Satisfaction on the Scopus database. We then screened the abstracts of the articles by selecting research articles on tourist behaviour in tourist destinations. The

filter was then applied to exclude research with hotel research objects, gastronomy, and other studies that do not discuss visits to tourist destinations. We then analyzed the screening results using the bibliometric tool VOSViewer version 1.6.19 for keyword co-occurrence analysis through network and density visualization. In the next step, we focused on articles with the keyword destination satisfaction.

Results and Discussion

Below are the results of the PRISMA checklist based on the Scopus database. This section will present the primary findings of this study, interpret the data, and explore their implications in the context of the existing literature. These results will provide deep insights and significant contributions to understanding the research topic.



Source: Own elaboration based on scopus database 2024

Figure 1 Publications screening flowchart

A search to identify publications related to revisit intention and destination satisfaction with the string (destination AND satisfaction, AND revisit AND intention) within the last 10 years, from 2015 to 2024, resulted in 309 research publication documents. Then, to narrow the list of publications, we continued the article search, focusing on the research subjects of Business, Management, and Accounting. The documents selected were only research articles using the keywords Revisit Intention and Destination Satisfaction. This restriction resulted in 85 publications in the form of scientific articles. The next step is a review of article abstracts by selecting research articles in the context of visits to tourist destinations, and 46 articles are obtained that will be further analyzed.

Identification of Publications by Year

Research publications related to revisit intention and destination satisfaction on visits to tourist destinations are dispersed from year to year. Identification of publications by year will be shown in Table 1 below:

Table 1. Identification of Publications by year

Year	Number of articles
2017	2
2018	4
2019	3
2020	10
2021	3
2022	13
2023	9
2024	2
Total	46

Source: Own elaboration based on scopus database 2024

Based on research on revisit intention and destination satisfaction regarding visits to tourist destinations between 2015 and 2024, we found that studies in this area only began to appear in the Scopus database in 2017. In that year, two studies fit the research area. In 2018, this number increased to four titles. Although research on this topic decreased in 2019 and 2021, it peaked in 2022 with 13 titles. The results of the identification of studies based on the year conducted by researchers show that research in the fields of revisit intention and destination satisfaction continues to grow and is still considered relevant for tourism researchers.

Identification of Publications based on scientific journals and publishers

The results of a tracking of publications related to the research topic show that several leading journals have published research on revisit intention and destination satisfaction. Nine journals have published more than one article (no1-9), with 21 articles, and 25 other journals (no 10-34) have published one research article each. The following list shows the journals that have published related articles in this research area:

Table 2. List of Journals Published For the Period 2015-2024

Journal name	Number of articles
1 Cogent Business and Management	3
2 Journal of China Tourism Research	2
International Journal of Tourism	
3 Cities	2
4 Tourism Recreation Research	2
Journal of Destination Marketing	
5 and Management	2
Journal of Quality Assurance in	
6 Hospitality and Tourism	3
7 Journal of Vacation Marketing	3

	Journal name	Number of articles
8	Quality - Access to Success	2
	European Journal of Innovation	
9	Management	1
10	Tourism Review	2
11	Administrative Sciences	1
	Advances in Hospitality and	
12	Tourism Research	1
	African Journal of Hospitality,	
13	Tourism and Leisure	1
14	Annals of Tourism Research	1
	Business, Management and	
15	Economics Engineering	1
16	Current Issues in Tourism	1
	Asia Pacific Journal of Tourism	
17	Research	1
	International Journal of Applied	
18	Management Science	1
	International Journal of Culture,	
19	Tourism and Hospitality Research	1
	International Journal of Hospitality	
20	and Tourism Administration	1
	International Journal of Services,	
21	Economics and Management	1
	International Journal of Trade and	
22	Global Markets	1
	Journal of Environmental	
23	Management and Tourism	1
24	Journal of Heritage Tourism	1
	Pertanika Journal of Social Sciences	
25	and Humanities	1
	Journal of Hospitality and Tourism	
26	Management	1
	Journal of Hospitality and Tourism	
27	Research	1
	Journal of Outdoor Recreation and	
28	Tourism	1
29	Journal of Sustainable Tourism	1
30	Journal of Travel Research	1
	Journal of Hospitality and Tourism	
31	Insights	1
32	Polish Journal of Sport and Tourism	1
33	Tourism Management	1
	Transportation Research	
34	Interdisciplinary Perspectives,	1

Journal name	Number of articles
Total	46

Source: Own elaboration based on scopus database 2024

Table 2 shows that thirty-four journals have published articles related to revisit intention and destination satisfaction when tourists visit tourist destinations.

Identification of publications based on Publisher, Scopus index and Cite Score

The results for 46 selected articles from 15 publishers are presented below in Table 3, including data on each publisher, their Scopus index, and the Cite ScoreTracker 2023.

Table 3. Identification of publications based on Publisher, Scopus index and Cite Score

No	Publisher	Journal	Scopus Index	Cite Score Tracker 2023			Total Article
				Cite Score	Citation	Documents	
1	Elsevier	Annals of Tourism Research	Q1	18.9	11,979	634	1
		Journal of Destination Marketing and Management	Q1	18.5	5,487	297	2
		Journal of Hospitality and Tourism Management	Q1	13.2	9,262	700	1
		Tourism Management	Q1	23.9	14,585	611	1
		Transportation Research Interdisciplinary Perspectives,	Q1	12.8	10,470	817	1
		Journal of Outdoor Recreation and Tourism	Q2	6.6	2,076	316	1
2	Emerald Publishing	European Journal of Innovation Management	Q1	10.3	3,426	333	1
		International Journal of Culture, Tourism and Hospitality Research (CiteScore 2018-2021)*	Q1	3.8*	554*	147*	1
		International Journal of Tourism Cities	Q1	5,9	1,375	234	2
		Tourism Review	Q1	14.9	5,180	348	2
		Journal of Hospitality and Tourism Insights	Q2	6.2	1,484	238	1
3	Inderscience Publishers	International Journal of Services, Economics and Management	Q3	1.7	134	80	1
		International Journal of Trade and Global Markets	Q3	1,3	237	189	1
		International Journal of Applied Management Science	Q4	1,2	88	75	1

No	Publisher	Journal	Scopus Index	Cite Score Tracker 2023			Total Article
				Cite Score	Citation	Documents	
4	MDPI (Multidisciplinary Digital Publishing Institute)	Administrative Sciences	Q2	4,8	3,296	691	1
5	Routledge	International Journal of Hospitality and Tourism Administration	Q2	6,2	829	133	1
		Journal of Quality Assurance in Hospitality and Tourism	Q2	7.0	1,140	164	3
6	SAGE Publications	Journal of Hospitality and Tourism Research	Q1	10.0	2,382	239	1
		Journal of Travel Research	Q1	18.7	7,621	408	1
		Journal of Vacation Marketing	Q1	9.6	1,227	128	3
7	Taylor & Francis	Asia Pacific Journal of Tourism Research	Q1	7.6	2,593	339	1
		Current Issues in Tourism	Q1	15.3	12,182	795	1
		Journal of Sustainable Tourism	Q1	22.8	11,669	511	1
		Tourism Recreation Research	Q1	11.2	2,309	207	2
		Journal of China Tourism Research	Q1	3.9	667	169	2
		Journal of Heritage Tourism	Q1	6.4	1,098	171	1
8	Cogent OA	Cogent Business and Management	Q2	4.3	6,470	1,494	3
9	SRAC - Societatea Romana Pentru Asigurarea Calitatii	Quality - Access to Success	Q4	1.4	1,153	825	2
10	Universiti Putra Malaysia	Pertanika Journal of Social Sciences and Humanities	Q3	1,2	780	640	1
11	Vilnius Gediminas Technical University	Business, Management and Economics Engineering	Q2	3.1	244	79	1

No	Publisher	Journal	Scopus Index	Cite Score Tracker 2023			Total Article
				Cite Score	Citation	Documents	
12	Walter de Gruyter GmbH	Polish Journal of Sport and Tourism	Q3	1.0	107	104	1
13	Africa Journals	African Journal of Hospitality, Tourism and Leisure	Q3	2.7	1,547	572	1
14	Akdeniz University Publishing House	Advances in Hospitality and Tourism Research	Q3	2.2	188	84	1
15	ASERS Publishing	Journal of Environmental Management and Tourism	Q4	2.6	1,873	730	1
Total Article							46

Source: Own elaboration based on scopus database 2024

The research topic of revisit intention and destination satisfaction when visiting tourist destinations is a popular topic for researchers. Reputable publishers published many articles from 2015 to 2024. Table 4 shows that Elsevier and Taylor & Francis are the publishers with the most journals that publish this topic. Each publisher published articles in 6 journals affiliated with them. Emerald Publishing is next, publishing articles in 5 of their affiliated journals. Other publishers, such as SAGE Publications and Inderscience Publishers, have published articles in three journals. The following few articles were published in one or two journals affiliated with several other publishers, including Routledge, MDPI (Multidisciplinary Digital Publishing Institute), and others.

The three journals with the highest citation scores are Tourism Management, with the highest citation score of 23.9 and cited 14,585 times with a total of 611 documents. The second most cited journal is the Journal of Sustainable Tourism, with a citation score of 22.8 and has been cited 11,669 times with total of 511 documents. Annals of Tourism Research rank third in citation score, with an 18.9, and has been cited 11,979 times with a total of 634 documents. An interesting thing happened to the journal Current Issues in Tourism. This journal has been cited 12,182 times, but because it contains 795 documents, the citation score drops to 15.3. The citation score of each journal reflects the credibility of the journal. The greater the citation score, the more interest other researchers have in seeking references from the journal. A high number of citations can indicate that a journal has high credibility and is in demand by other researchers. By publishing research on the topic of revisiting intention and destination satisfaction in the context of visits to tourist destinations in journals with a high level of credibility, It demonstrates that the research quality is excellent, dependable, and frequently cited by other researchers as the foundation for their own research.

The credibility of the journal where the publication is also reflected in the Scopus index classification, which is spread from Q4 to Q1 index. The table below shows the quantity of publication articles categorized by the journal's Scopus index.

Table 4. Quantity of Publications Articles According to Scopus Index

No.	Scopus Index	Number of articles	Percentage
1	Q1	25	54%

No.	Scopus Index	Number of articles	Percentage
2	Q2	11	24%
3	Q3	6	13%
4	Q4	4	9%
Total		46	100%

Source: Own elaboration based on scopus database 2024

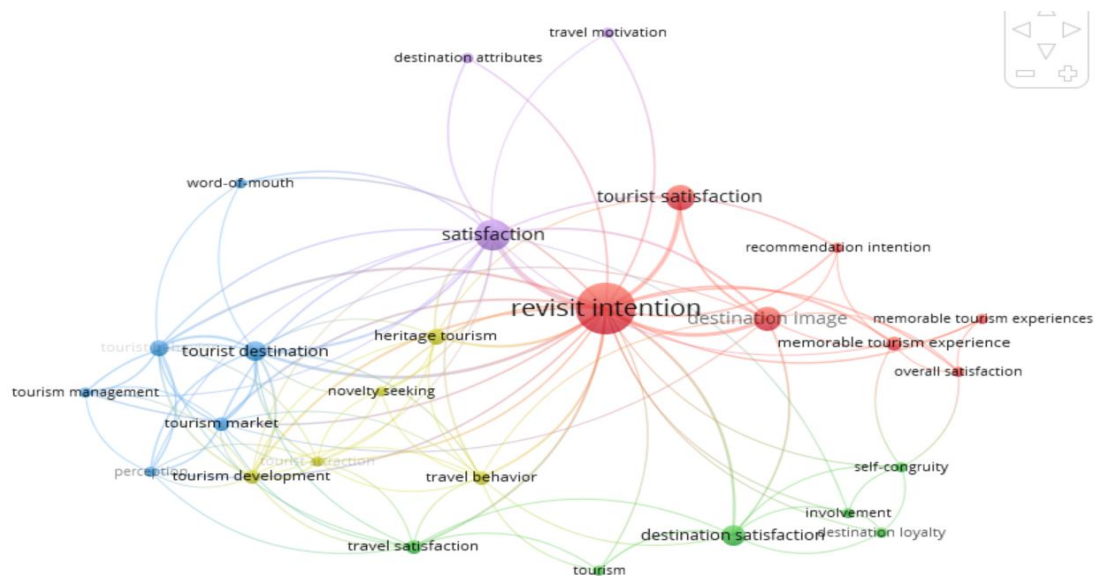
Table 4 shows that, show in general, many researchers published their research on *revisit intention and destination satisfaction* with visiting tourist destinations in Q1 Scopus-indexed journals, which are 25 articles (54%). Q1 journals have the highest *impact factor* and are the primary reference for other researchers. The dominant number of studies published in Q1-indexed journals indicates that the research is of high quality and has been recognized by tourism researchers. Next, 11 (24%) articles were published in Q2 Scopus-indexed journals, and the last 10 (22%) articles were published in Scopus Q3 and Q4 indexed journals. These results provide an opportunity to improve the quality of research for publication in Scopus Q1-indexed journals.

Bibliometric analysis using VOSViewer

This research uses Bibliometric tools to study keyword co-occurrence. Keyword co-occurrence, a common scientific data mining technique in academic literature, is utilized to identify prevailing research themes within a specific area of study (van Eck & Waltman, 2017). In this study, a node is a representation of the keyword.

Keyword Co-Occurrence

Keyword Co-Occurrence analysis helps identify relationships between the subjects under consideration (Rejeb et al., 2021). Figure 4 shows a network consisting of nodes and edges from research on visits to tourist destinations using the keywords Revisit Intention and Destination Satisfaction from the Scopus database from 2015 to 2024.



Source: VOSviewers Software

Figure 4. Keyword Co-Occurrence for research on visits to tourist destinations with the keywords Revisit Intention and Destination Satisfaction.

Each node in this network represents a keyword often found in research on revisit intention and destination satisfaction in tourist destination visits. The diameter is proportional to the keyword's frequency or occurrence rate. The lines connecting the nodes indicate the relationship between concepts, while the different colours indicate groups or clusters of keywords related to the analyzed research. Based on Figure 4, the keywords with the highest frequency in sequence are revisit intention, satisfaction, tourist satisfaction, and destination image. Based on the Vosviewer visualization, the co-occurrence analysis identifies five clusters that appear with different colours to signify each keyword cluster. The five clusters that have been formed have different focuses, but all are closely related to how satisfaction and revisit intention are influenced by various factors, including destination image, memorable tourist experiences, destination attributes, and others. All these factors serve to encourage tourists to want to visit the destination again.

An analysis of each cluster and how it relates to destination satisfaction and revisit intention will be presented below.

1. **Red Cluster:** This cluster emphasizes tourist experience and tourist behaviour, which represents the co-occurrence of the keyword's memorable tourism experience destination image, recommendation intention, tourist satisfaction, revisit intention, memorable tourism experiences and overall satisfaction. This cluster demonstrates continuous cycle and relationship between tourist satisfaction, destination image, and memorable tourism experiences. Satisfaction tourists feel with tourist destinations typically leads to a desire to revisit and recommend the destination with other peoples. This cluster provides insight into the fact that a positive destination image, unique and memorable tourism experiences, and tourist satisfaction, both with the destination and overall, are interrelated and play a role in creating tourist loyalty, which is reflected in tourist behaviour to visit again and recommend destinations to others.
2. **Green Cluster:** This cluster specializes in tourist satisfaction and loyalty and contains the co-occurrence of self-congruity, destination loyalty, destination satisfaction, involvement, tourism, and travel satisfaction. This cluster suggests that a satisfying travel experience, involvement, and self-congruity with the destination will bring satisfaction with the destination, which ultimately plays a role in shaping tourist loyalty. Thus, these previous research studies have provided a strong basis for understanding how destination satisfaction and other related factors contribute to tourist loyalty and intention to revisit.
3. **Blue Cluster:** This cluster focuses on the dynamics of the tourism ecosystem, which contains the co-occurrence of the keywords perception, tourism management, tourism market, tourist behaviour, tourist destination, and word-of-mouth. Research in this cluster focuses on how tourist perceptions influence the selection of tourist destinations and how tourism management plays a role in developing tourist destinations. Tourism markets relate to strategies to target specific tourist segments. Tourist behaviour reflects how tourists behave and act while interacting in tourism activities, including selecting tourist destinations and sharing their experiences through word of mouth (WOM), both in the form of recommendations and digital reviews. Research in this cluster provides insight into how strategies to dominate the tourism market, tourist behaviour, and tourism development can form a tourism ecosystem to support tourists' desire to visit again.

4. Yellow Cluster: This cluster focuses on tourist motivation, attitudes, and destination development. Tourists' motivational and attitudinal aspects are represented by the keywords novelty seeking and travel behaviour, which describe the search for new experiences and how tourists act and interact during travel. Meanwhile, the destination development aspect is represented by the keywords tourism development, tourist attraction, and heritage tourism, which describe efforts to develop tourism, increase tourist attraction, and manage cultural heritage. All these aspects are interconnected and lead to tourist satisfaction. The co-occurrence of keywords in this cluster indicates that prior studies have explored the connection between motivation, tourist attitudes, and destination development on tourist satisfaction.
5. Purple cluster: This cluster focuses on the factors antecedents of tourists' decision-making in travel that play a role in tourist satisfaction. These factors include the co-occurrence of the keywords destination attributes, travel motivation and satisfaction. This cluster shows a close relationship between travel motivation, destination characteristics and tourist satisfaction. This cluster shows that within the themes of revisit intention and destination satisfaction, previous research has grouped several factors that have a role in tourist decision-making and have contributed to tourist satisfaction, affecting the intention to visit again. This cluster provides an overview of how tourists choose a destination, evaluate their experience, assess the level of satisfaction obtained, and consider the possibility of visiting again.

Overlay visualization

After identifying the clusters that emerged from keyword co-occurrence analysis, the next step is interpreting the overlay visualisation results. Overlay visualization shows the keyword network by publishing time, with different colours representing different published years. The blue indicates words or a word that appeared relatively early, while the orange keywords are more recent (Li et al., 2023). Understanding this overlay visualization is essential for visualizing research trends over time. The following figure displays Overlay Visualization of research from the Scopus database from 2015 to 2024 on revisit intention and destination satisfaction when visiting tourist destinations.

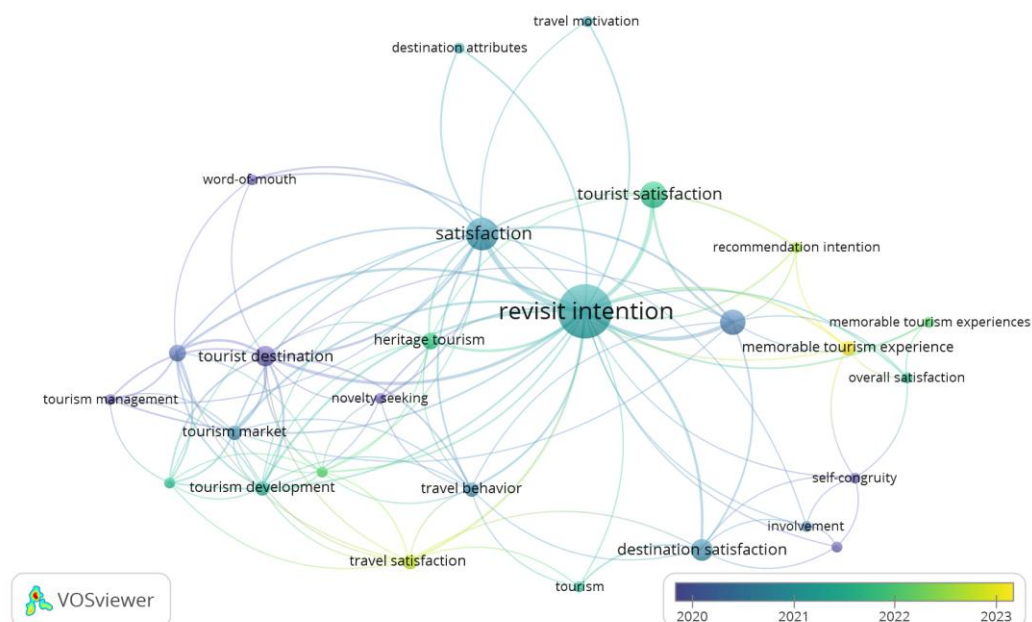


Figure 5. *Overlay Visualiztion Keyword Co-Occurrence*

Figure 5 shows the visualization of keywords with different colours indicating the publication year of the article. The blue colour indicates research conducted before 2020. In this period, research concepts such as word-of-mouth, destination loyalty, and novelty seeking concerning revisit intention have been performed. Next, the turquoise-to-green colour indicates more recent research between 2020 and 2022. In this period, research on concepts related to revisit intention intensified. For example, destination image and travel behaviour began to be researched more often concerning tourist satisfaction and revisit to a tourist destination. In this period, there began to be attention to memorable tourism experiences, so the experience factor is increasingly considered in the study of satisfaction, including satisfaction with tourist destinations. Next, the yellow indicates the most recent research, namely 2023 and above. In this period, research focuses more on the effect of travel satisfaction, recommendation intention and memorable tourism experiences. The period shows a shift in research interest towards the subjective experience of tourist and how their satisfaction affects word-of-mouth recommendation and revisit intention.

Density visualization

The analysis results of the density visualization display show that the greater the brightness of the colour used as the basis of the keyword, the more intense the keyword use (Febriano et al., 2023). Figure 6 illustrates the density visualization display of keyword co-occurrence in this study.

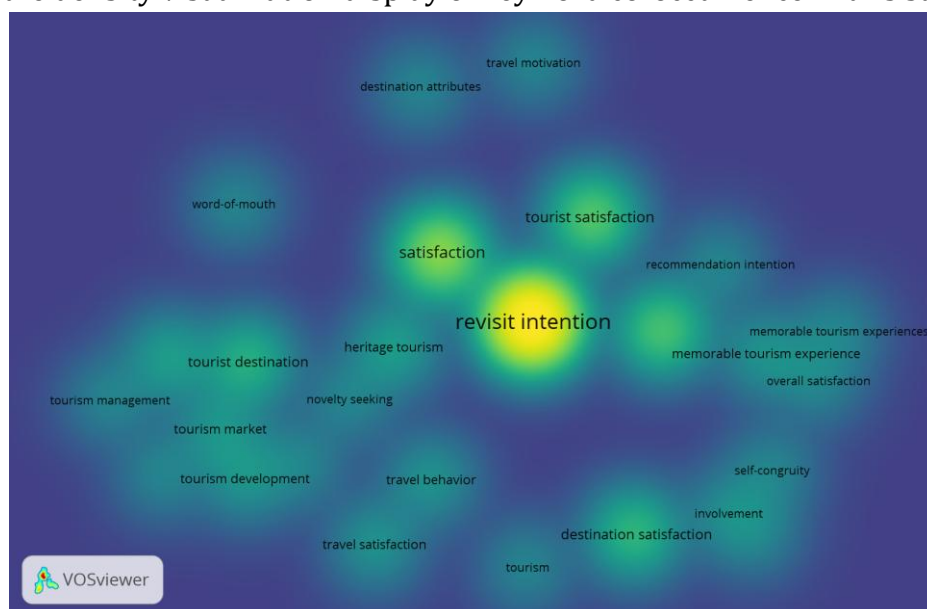


Figure 6. Keyword Co-Occurrence Density Visualization

Overall, the figure above shows that revisit intention is the main topic with a strong relationship with tourist satisfaction and satisfaction. The relationship is reflected by the light base colour attached to the text. Other research topics, such as destination image, memorable tourism experiences, destination satisfaction, travel motivation, recommendation intention, destination attributes, novelty seeking and so on, also appear in the literature, but with lower intensity when compared to revisit intention, satisfaction, and tourist satisfaction. The fainter colour of the keywords indicates the low intensity, so there are opportunities to conduct research related to these topics. Furthermore, although there has been a lot of research on tourist satisfaction, limited research deals specifically with tourist satisfaction. The lack of focus on this area is indicated by the location of the faint background colour in the Density visualization that represents research related to tourist satisfaction. Furthermore, Figure 4 above shows that destination satisfaction is connected to other essential keywords such as engagement,

self-congruity, memorable tourism experiences, and overall satisfaction. This visualization confirms that destination satisfaction is essential in tourism research while revealing new possibilities for investigating how the elements interact to influence revisit intentions.

Analyze articles with the keyword destination satisfaction

To narrow the discussion on revisit intention and destination satisfaction, we screened 46 articles with the keyword destination satisfaction. The screening resulted in 6 articles for further discussion. We then analyzed the six articles regarding methodology, variables, indicators of destination satisfaction, and research findings.

Destination satisfaction Chi et al, (2018) define destination satisfaction as tourists' overall evaluation of the extent to which a specific destination can meet their expectations. Other researchers define *Destination satisfaction* as an overall feeling that a person feels as a result of visiting a tourist attraction (Shu & David, 2004; Loi et al., 2017; Seetanah et al., 2020), whereas then Hossain et al, (2022) argue that Destination satisfaction can occur a tourist destination can meet the expectations of tourists. Thus, it can be said that Destination satisfaction is a positive emotion felt by tourists due to the fulfilment of expectations obtained based on the results of the overall evaluation after visiting a tourist destination.

Therefore, understanding the factors of tourist satisfaction at a destination is very important. According to research conducted by Um et al., (2006) the intention to revisit is influenced by satisfaction levels.. Revisit intention is a post-consumption behaviour that benefits tourism, which means that visitors may return to the same place and is an essential part of loyalty (Damayanti & Indrawati, 2023). Visitors' perceptions with regard to their likelihood to revisit the specific destination or recommend it to others significantly impact their inclination to return (Khasawneh & Alfandi, 2019).

For a more in-depth understanding of destination satisfaction associated with revisit intention, the following is a table of the results of analyzing six articles with the keyword destination satisfaction selected from 46 articles that have been discussed previously

Table 5. Analyze Articles With the Keyword Estination Satisfaction

No	Author	Methods	Research Variables	Results
1	(Chi et al., 2018)	Quantitative with SEM LISREL 8.7 with <i>two-stage process</i> A questionnaire survey of 1266 visitors to the sardine island in Italy.	Exogenous Variable <ul style="list-style-type: none"> • Involvement <ul style="list-style-type: none"> - <i>Pleasure/interest</i> - <i>Sign value</i> - <i>Risk probability</i> Endogenous variables <ul style="list-style-type: none"> • Destination personality <ul style="list-style-type: none"> - <i>conviviality</i> - <i>sophistication</i> - <i>vibrancy</i> • Self-congruity • Destination satisfaction • destination loyalty <ul style="list-style-type: none"> - <i>referral intention</i> 	<ul style="list-style-type: none"> • There is an effect of two dimensions of <i>involvement (pleasure/interest and sign value)</i> on various dimensions of <i>destination personality</i>. • <i>The destination personality dimension has a strong influence on destination satisfaction and self-congruity.</i> • <i>Self-congruity affects destination satisfaction and destination loyalty.</i> • <i>Destination satisfaction has a positive effect on two dimensions of</i>

No	Author	Methods	Research Variables	Results
			- <i>revisit intentions</i>	<i>destination loyalty: referral intentions and revisit intentions.</i>
2	(Loi et al., 2017)	Quantitative with SEM PLS Using 282 foreign tourist respondents who visited Macao.	Exogenous Variable <ul style="list-style-type: none"> • Quality of tourist shuttles Endogenous variables <ul style="list-style-type: none"> • destination image • destination satisfaction. • revisit intention 	<ul style="list-style-type: none"> • Tourist shuttles' quality influences visitors' likelihood of revisiting through two mediators (destination satisfaction and destination image). • <i>Destination image</i> affects <i>revisit intention</i> through <i>destination satisfaction</i>.
3	(Acharya et al., 2023)	Confirmatory factor analysis (CFA) and structural equation modeling (SEM) with 696 respondents Visitors to one of the US national parks by driving at least 75 miles one way	Exogenous Variable <ul style="list-style-type: none"> • Travel satisfaction. <ul style="list-style-type: none"> - <i>positive deactivation</i>, - <i>positive activation</i>, - <i>cognitive evaluation</i> Endogenous variables <ul style="list-style-type: none"> • Destination satisfaction • revisit intention. Control variables <ul style="list-style-type: none"> • socio-demographic • Trip characteristics 	<ul style="list-style-type: none"> • <i>Travel satisfaction</i> has a <i>direct effect</i> on <i>revisit intention</i> • <i>Destination satisfaction</i> partially mediates the influence between <i>travel satisfaction</i> and <i>revisit intention</i>.
4	(Seetanah et al., 2020)	exploratory factor analysis (EFA) and multinomial probit model. Survey of 1,721 travelers at SSR airport who visited the island nation of Mauritius	Independent variable <ul style="list-style-type: none"> • Satisfaction with airport service • Destination satisfaction Dependent variable <ul style="list-style-type: none"> • Revisit Intention 	<p><i>Satisfaction with airport service</i> significantly increases the likelihood of travelers to revisit the destination</p> <p>Tourists' satisfaction with the components of tourist destinations (destination satisfaction) can predict Revisit Intention</p>
5	(Hossain et al., 2022)	SPSS and SEM-Amos	Exogenous Variable <ul style="list-style-type: none"> • Destination experience, 	<ul style="list-style-type: none"> • tourists' destination experiences increase tourists' satisfaction, destination advocacy and

No	Author	Methods	Research Variables	Results
		Survey of 443 respondents who visited the sea coast of Cox's Bazar and Saint Martin in Bangladesh	Endogenous variables <ul style="list-style-type: none"> • Destination satisfaction, • Destination advocacy, • Destination image • Destination revisit intention 	destination image, but do not affect revisit intention. <ul style="list-style-type: none"> • <i>Destination advocacy affects destination satisfaction</i> • <i>Destination satisfaction , destination advocacy and destination image significantly mediate the relationship between destination experience and revisit intention.</i>
6	(Damayanti & Indrawati, 2023)	Quantitative with SEM PLS online survey of 307 respondents following and frequently visiting Orchid Forest Cikole's Instagram account (Indonesia)	Exogenous Variable <ul style="list-style-type: none"> • Social Media Quality • Social Media Quantity • Social Media Credibility • E-WOM Endogenous variables <ul style="list-style-type: none"> • Destination Satisfaction • Destination Brand Awareness • Revisit Intention 	<ul style="list-style-type: none"> • <i>Social Media Quality affects Revisit Intention through Destination Brand Awareness and has no effect on Revisit Intention through Destination Satisfaction.</i> • <i>Social Media Quantity, Social Media Credibility and E-WOM affect revisit intention through destination satisfaction.</i> • <i>Destination Satisfaction and Destination Brand Awareness have an effect on Revisit Intention with the most important factor being Destination Satisfaction.</i>

Source: Own elaboration based on scopus database 2024

Based on Table 5 In general, all research results from six articles show that destination satisfaction can affect revisit intention (Acharya et al., 2023; Chi et al., 2018; Damayanti & Indrawati, 2023; Hossain et al., 2022; Loi et al., 2017; Seetanah et al., 2020). The research results of Chi et al, (2018) show that destination satisfaction can be influenced by destination personality and self-congruity, while destination satisfaction positively influences two dimensions of destination loyalty: referral intentions and revisit intentions.

The research results of Loi et al, (2017) show that destination satisfaction mediates the relationship between the Quality of tourist shuttles and revisit intention. Destination satisfaction also mediates the relationship between Destination image and revisit intention, so destination satisfaction can affect revisit intention. Acharya et al, (2023) found that Destination satisfaction acts as a partial mediator in the relationship between travel satisfaction and revisit intention. The research results of Seetanah et al, (2020) show that satisfaction with tourist destination components (destination satisfaction) such as development level, Quality of accommodation, Quality of tourism attractions,

Quality of information and Political stability can predict the Revisit Intention of tourists visiting the island nation of Mauritius .

The research results of Hossain et al, (2022) found that destination satisfaction can be increased through tourists' destination experiences. Destination advocacy is proven to affect destination satisfaction, so destination satisfaction is a significant mediator in the relationship between destination experience and revisit Intention.

Damayanti and Indrawati, (2023) found that Destination Satisfaction is influenced by Social Media Quantity, Credibility, and E-WOM. Thus, Destination Satisfaction affects Destination Brand Awareness and Revisit Intention. On the other hand, Destination Satisfaction also functions as a mediating relationship between Social Media Quantity, Credibility, and E-WOM and Revisit Intention.

The results of the analysis of the destination satisfaction variable are described below:

I. Destination satisfaction may be affected by

- a. Quality of tourist shuttles, Destination image Loi et al, (2017)
- b. Destination personality and self-congruity Chi et al, (2018)
- c. Travel satisfaction Acharya et al, (2023)
- d. Destination advocacy, tourists' destination experiences, Hossain et al, (2022)
- e. Social Media Quantity, Social Media Credibility, E-WOM, (Damayanti & Indrawati, 2023)

II. Destination satisfaction has a positive influence on:

- a. two dimensions of destination loyalty: referral intentions and revisit intentions Chi et al, (2018)
- b. Revisit intention (Acharya et al., 2023; Damayanti & Indrawati, 2023; Hossain et al., 2022; Loi et al., 2017; Seetanah et al., 2020).
- c. Destination Brand Awareness (Damayanti & Indrawati, 2023)

III. Destination satisfaction acts as an intervening of:

- a. Quality of tourist shuttles with Revisit intention, Destination image with Revisit intention (Loi et al., 2017)
- b. Travel satisfaction and revisit intention (Acharya et al., 2023)
- c. Destination experience and revisit intention (Hossain et al., 2022)
- d. Social media quantity, electronic word-of-mouth (E-WOM) and social media credibility (Damayanti & Indrawati, 2023)

Analyzing the results of six studies on destination satisfaction and revisit intentions

1. Destination Satisfaction is a Predictor of Revisit Intention: Six studies consistently reported that destination satisfaction positively leads to revisit intentions. This satisfaction reflects an overall pleasant experience and meets tourist expectations, thus strengthening their intention to revisit (Acharya et al., 2023; Chi et al., 2018; Damayanti & Indrawati, 2023; Hossain et al., 2022; Loi et al., 2017; Seetanah et al., 2020).
2. Destination Personality and Self-Congruity: Chi et al, (2018) found that tourist satisfaction with a destination depends on the destination's personality and self-congruity. Destination personality is destination-related unique characteristics and image, while self-congruity refers to the congruity between tourists' self-image and destination image. When tourists feel that the destination reflects their identity or values, their satisfaction level increases, this satisfaction then positively impacts revisit intention and intention to recommend the destination to others, strengthening tourists' loyalty.

3. The function of Destination Satisfaction as an intermediary: Loi et al, (2017) showed that destination satisfaction mediates the relationship between the Quality of tourist shuttles and revisit intention, as well as between Destination image and revisit intention. This study means that while transportation quality and destination image are important, their impact on intention to return depends mainly on how satisfied tourists are with the destination. In other words, a destination that can provide a satisfying experience can amplify the positive impact of individual aspects such as transportation and image.
4. Destination Satisfaction's Partial Mediation Effect: Acharya et al, (2023) argued that destination satisfaction partially mediates the relationship between travel satisfaction and intention to revisit. This result indicates that overall travel satisfaction matters but that its influence on intentions to revisit is significantly strengthened when tourists are also satisfied with the destination they visit. Thus, elements of the trip (transportation, accommodation, etc.) are essential considerations, but ultimately, the final takeaway upon visiting the destination is a significant factor in enticing tourists to return.
5. Destination Components: Seetanah et al, (2020) suggested that tourist satisfaction related to the destination's components would affect destination satisfaction. The destination components are the quality of accommodation, the quality of tourism attractions, the quality of information, political stability, and the level of development. These components directly predict tourist satisfaction and revisit intention. The results of this study indicate the need for growth in all facets of the destination, making the tourists satisfied sufficiently to revisit. This confirms the importance of maintaining and improving various aspects of the destination so that tourists feel satisfied and interested in returning.
6. Tourist Experience and Social Media (Hossain et al, 2022; Damayanti & Indrawati, 2023): Hossain et al, (2022) found that the tourist experience within tourist destinations has the potential to enhance tourist satisfaction, with destination advocacy playing a significant role in influencing satisfaction levels. This satisfaction acts as a mediator in the relationship between destination experience and intention to revisit. Meanwhile, Damayanti & Indrawati, (2023) showed that social media quantity, electronic word-of-mouth (E-WOM) and social media credibility can affect destination satisfaction. Increased satisfaction due to reliable information and social media support will positively impact destination brand awareness and revisit intentions.

The results of several selected articles indicate that destination satisfaction significantly influences tourists' revisit intention. Destination satisfaction not only directly impacts revisit intention but also functions as an intermediary between other factors influencing tourists' desire to revisit a tourist destination

Conclusions

A sustainable tourism business depends on repeat visits from tourists. Hossain et al, (2022) found that the desire to visit again is influenced by destination satisfaction (Acharya et al., 2023; Damayanti & Indrawati, 2023; Hossain et al., 2022; Loi et al., 2017; Seetanah et al., 2020). Therefore, it is imperative to research antecedent destination satisfaction to facilitate the growth of the tourism sector in a destination.

The research methodology utilized was a systematic literature review, a reliable approach for obtaining higher-quality results by applying scientific methods in the literature review (Abror &

Patrisia, 2020). After conducting the exclusion and inclusion process on the results of the Scopus database search with the coverage of research themes on revisit intention and destination satisfaction of tourist visits to tourist destinations from 2015 to 2024, 46 articles were identified. A total of 25 articles (54%) were published in Q1 Scopus-indexed journals, 11 articles (24%) were published in Q2 Scopus-indexed journals, and 10 articles (22%) were published in Q3 and Q4 Scopus-indexed journals. The data revealed that the number of publications related to this theme peaked in 2022 with 13 publications. The data shows considerable researcher attention to the factors that cause tourist loyalty in the form of visit revisit intention, so it is essential to explore the elements that are antecedents of tourist revisit intention.

The keyword co-occurrence analysis revealed five clusters with distinct focuses, but all closely related to destination satisfaction and revisit intention. These clusters include tourist experience and behaviour, tourist satisfaction and loyalty, tourism ecosystem dynamics, tourist motivations and attitudes and destination development, antecedents of tourist decision-making, and tourist loyalty. Revisit intention is at the centre of many relationships, showing how various factors such as destination image, memorable experiences, and destination attributes drive tourists' desire to return so that the interconnections between factors are interconnected elements in supporting tourist destination success.

The overlay visualization analysis shows that if previous studies highlighted more rational factors like loyalty and destination attractiveness, recent trends show that emotional factors such as memorable tourism experiences and travel satisfaction are becoming more dominant in influencing revisit intention. The shift in focus from cognitive factors (loyalty, word-of-mouth, novelty seeking) to emotional factors (memorable tourism experience, travel satisfaction) opens up opportunities to enrich conceptual models in tourism research.

The density visualization analysis shows that literature on "satisfaction" has been conducted regularly, while there is little research on "destination satisfaction". The limited research on destination satisfaction can be seen in the faintly coloured areas in the background. As a result, "destination satisfaction" is a potential area for further research. Experts might also develop research on destination satisfaction connected to memorable travel experiences, motivation and engagement in travel, and destination development for future research, as at the time of this study, these had not been explored further as they were still in the area with a faint background colour in the density visualization.

A deep search on the keyword "destination satisfaction" across 46 articles led to 6 articles that addressed the interactivity of revisit intentions and destination satisfaction. The behaviour of tourists is a subject widely studied in academia, and prior research has shown considerable variability in tourists' desires to revisit a destination based on their experience. Various elements, such as the tourist experience, destination characteristics and social media, can significantly influence destination satisfaction. Additionally, destination satisfaction directly influences revisit intention while serving as an intermediary variable between other variables and the desire to return (Acharya et al., 2023; Damayanti & Indrawati, 2023; Hossain et al., 2022; Loi et al., 2017; Seetanah et al., 2020).

An overview of the studies reviewed revealed that they all confirmed that tourist satisfaction is essential in predicting revisit intentions. This article contributes by mapping the evolution of research trends on destination satisfaction and revisit intention over 2015-2024. Through overlay visualisation analysis using VOSviewer, this study identifies a significant shift in research focus during the period. Prior to 2020, the research focus was still on rational aspects such as loyalty and destination attractiveness, in the period 2020-2022, there began to be attention on memorable tourism experiences

and travel behavior, 2023 onwards, there is a shift to emotional factors, such as memorable tourism experiences, travel satisfaction, and word-of-mouth (WOM) recommendations as the primary influence on revisit intention. The shift in research focus during this period suggests that affective dimensions are increasingly recognised as key determinants in shaping tourists' decision to return to a destination. The next contribution from the research is identifying a gap in the literature regarding the lack of research that examines destination satisfaction explicitly. Density visualisation analysis shows that this topic is still rarely explored in depth, marked by low colour intensity compared to other keywords such as satisfaction or revisit intention. The focus of the literature tends to be on general satisfaction, not destination-specific satisfaction. This finding may open up opportunities to conduct future research that focuses more on the concept of destination satisfaction and its role in influencing revisit intention. The final contribution of this research explains that although in general the six articles reviewed indicate that destination satisfaction has a positive effect on revisit intention, there are differences in the pattern of the relationship and the strength of the reported effect. Most studies (Acharya et al., 2023; Chi et al., 2018; Loi et al., 2017; Seetanah et al., 2020).

State that destination satisfaction plays a direct and positive role on revisit intention. However, (Hossain et al., 2022) found that destination experience does not directly affect revisit intention, but is mediated by satisfaction and advocacy. In fact, Damayanti & Indrawati, (2023) found that destination satisfaction does not mediate the effect of Social Media Quality on revisit intention; it only works on certain variables (e.g., credibility and quantity). A comparison of the results of six studies that used destination satisfaction as a mediator variable showed that although the direction of the relationship was positive, the mediator function varied on revisit intention, and was inconsistent, as it was not always significant for all antecedents. By identifying these inconsistencies through systematic review and bibliometric analysis, this study makes an important contribution to developing a more complete and contextualised understanding of the role of destination satisfaction in increasing revisit intention. Future research is recommended to explore the moderating role of destination satisfaction or the complexity of the relationship between variables in various theoretical model frameworks.

The results of these studies serve as essential insights for tourism stakeholders. To improve tourist satisfaction and ensure their revisit intentions, e.g., Enhance the quality of tourism services, develop attractive tourist attractions, and promote a positive destination image. All these strategies will help boost destination satisfaction and revisit intention. However, this study has some limitations. First, the data source only used articles indexed in the Scopus database, so the analysis is limited to only articles published on the Scopus database. Therefore, it would be better for future research to enrich the analysis through reliable journal databases such as WoS, EBSCO, Pubmed, etc. The study is limited by the fact that the bibliometric analysis conducted with VosViewer is restricted to keyword co-occurrence analysis. Therefore, to broaden the understanding of revisit intention and destination satisfaction, future researchers can add other analyses such as Co-authorship, Co-citation, Bibliographic Coupling, or citation analysis. Comprehensive and in-depth studies will contribute significantly to an enhanced knowledge of the factors influencing tourist satisfaction and their likelihood to revisit. Furthermore, findings can facilitate more effective strategy formulation for improving the tourist experience and the attractiveness of destinations.

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