Daengku: Journal of Humanities and Social Sciences Innovation *ISSN: 2775-6165 (online)*
Vol. 6 No. 5 (2026)
https://doi.org/10.35877/454RI.daengku5121

The Role of Destination Image on Tourists' Revisit Intention to Northern Bali

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Abstract

The decline in domestic tourist visits to North Bali indicates a gap between the region's tourism potential and tourists' intention to revisit the destination. This condition is assumed to be related to perceived risk, travel constraints, social influence, and the image formed by tourists toward North Bali. This study aimed to determine the role of destination image in mediating the influence of perceived risk, travel constraints, and social influence on domestic tourists' revisit intention to North Bali. This quantitative study was conducted in North Bali with a sample of 260 domestic tourists selected through purposive sampling. Data were collected using questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The novelty of this study lies in the development of a tourist revisit intention model by positioning destination image as a mediating variable and integrating Construal Level Theory with the Theory of Planned Behavior. The results show that perceived risk, travel constraints, and social influence have significant direct effects on domestic tourists' revisit intention to North Bali. The findings also reveal that destination image significantly mediates the effects of perceived risk, travel constraints, and social influence on revisit intention. These results indicate that strengthening destination image can increase the likelihood of domestic tourists revisiting North Bali. The integration of Construal Level Theory and the Theory of Planned Behavior provides a new perspective for understanding tourist behavior in destination management.

Keywords: Perceived Risk, Travel Constraints, Social Influence, Destination Image, Revisit Intention.

Received: 7 July 2026 Revised: 11 October 2026 Published: 31 October 2026

1. Introduction

Bali is geographically divided into South Bali and North Bali. The difference in tourist visits between these two regions has become an interesting tourism phenomenon because North Bali has many diverse tourist destinations, including natural, cultural, historical, coastal, and community-based attractions. Ideally, the variety and completeness of tourist destinations in North Bali should encourage tourists, especially domestic tourists, to visit and revisit the region. However, the current condition shows that domestic tourist visits to North Bali have not developed as expected and tend to decline. This condition indicates a gap between the tourism potential owned by North Bali and the actual intention of tourists to revisit the destination. The declining number of domestic tourist visits is assumed to be related to the low intention of tourists to return to North Bali, which may be influenced by perceived risk, travel constraints, and the lack of social influence from their surrounding environment.

Tourists' revisit intention is an important issue because intention appears before tourists make a decision to visit or revisit a destination. Consumer intention emerges before purchasing decisions because of stimuli from marketers, consumers' personal characteristics, and consumer responses in the consumer behavior black box model (Kotler & Keller, 2020). In the tourism context, revisit intention can be influenced by tourists' perceptions, psychological considerations, travel barriers, social environment, and evaluation of the destination. Perceived risk is one of the factors that can influence tourists' future travel intention because tourists need a good understanding of how to reduce the risks associated with their trip (Atkin & Thach, 2012; Dholakia, 2001). Travel constraints can also influence tourists' intention because the constraints faced by tourists may prevent initial or subsequent travel, limit their ability to travel, reduce travel frequency, and negatively affect the quality of the travel experience (Hung & Petrick, 2012; Karl et al.,

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2020). Consumer behavior is influenced by personal characteristics, in which perceived risk and travel constraints are psychological factors that can influence tourists' decisions (Kotler & Keller, 2020).

In addition to perceived risk and travel constraints, social influence is also an important factor that can affect tourists' revisit intention. Social influence refers to the influence of other people in persuading or shaping an individual's behavioral decision (E. S. T. Wang & Chou, 2014). In tourism, social influence may come from family, friends, relatives, social groups, and other people's references that can strengthen or weaken tourists' feelings toward tourist destinations or services (Bearden, 1989). A positive social influence may encourage tourists to revisit a destination, while weak or negative social influence may reduce their intention to return. These three factors are relevant to the Theory of Planned Behavior because individual behavioral intention is determined by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). Perceived risk can be understood as a form of attitude, social influence represents subjective norms, and travel constraints reflect perceived behavioral control. Previous studies examining visit intention based on perceived risk, travel constraints, and social influence have used the Theory of Planned Behavior to support their research models (Girish et al., 2021; E. S. T. Wang & Chou, 2014).

Theoretically, perceived risk is expected to influence tourists' intention to revisit because a high level of perceived risk can encourage tourists to cancel travel plans, delay travel, or change destinations to minimize or transfer risks (Uriely & Belhassen, 2006). The risk perceived by tourists may intuitively influence their willingness to travel and their travel behavior. However, previous studies show inconsistent findings regarding the effect of perceived risk on revisit intention. Several studies found that perceived risk had no significant effect on tourists' intention to visit a destination (Jiang et al., 2022; Li & Ito, 2021; Sohn et al., 2016). These different findings indicate that perceived risk does not always directly determine tourists' revisit intention and that another mechanism may be needed to explain the relationship between perceived risk and revisit intention.

Travel constraints are also assumed to influence tourists' intention to revisit North Bali. Constraints faced by domestic tourists may become obstacles that prevent them from returning to a destination. Travel constraints can inhibit initial or subsequent travel, limit a person's ability to travel, reduce travel frequency, and negatively or indirectly affect the quality of the trip (Hung & Petrick, 2012). Based on this explanation, travel constraints should theoretically affect tourists' revisit intention. However, different empirical findings have been found in previous studies examining the relationship between travel constraints and revisit intention (Huang & Hsu, 2009; Khan et al., 2019; Lee & Lau, 2011) These inconsistencies indicate that the effect of travel constraints on revisit intention still requires further explanation, especially in the context of North Bali tourism.

Tourists' intention to revisit is also closely related to social influence from the surrounding environment. Family, friends, relatives, and other social references can influence a person's behavior and travel decision (Bearden, 1989). In tourism, social influence can strengthen tourists' feelings toward tourist destinations or tourism services and eventually increase their interest in making tourist visits. Nevertheless, the effect of social influence on tourists' intention is not always consistent. Some previous findings differ from the theoretical assumption that social influence positively affects revisit intention (Butcher et al., 2002; Noviana et al., 2022). Based on the phenomenon of declining domestic tourist visits to North Bali and the inconsistency of previous research findings regarding the effects of perceived risk, travel constraints, and social influence on revisit intention, further research is needed to provide a clearer explanation and solution for increasing domestic tourists' revisit intention to North Bali.

To address these gaps, this study uses destination image as a mediating variable to increase tourists' revisit intention to North Bali. Destination image is considered relevant because it reflects the overall image or picture that individuals form in their minds about a destination (Chelliah et al., 2021). Destination image is also an attitudinal construct that includes cognitive, affective, and global impressions of an object or destination (Primananda et al., 2022). A positive destination image can strengthen tourists' intention to revisit because tourists tend to return to destinations that have a good, memorable, and convincing image. Several previous studies have found that destination image positively and significantly influences revisit intention(Nazir et al., 2021; Sukaatmadja et al., 2024; Wardana et al., 2020; Wulandari & Annisa, 2022). These findings support the idea that a good image of a tourist destination can increase tourists' intention to revisit that destination.

Destination image is also relevant as a mediator because it can help negotiate the existence of perceived risk, travel constraints, and low social influence. In terms of Construal Level Theory, destination image can provide a more concrete understanding of the intended destination and foster tourists' intention to visit or revisit. A good and memorable destination image can provide a more accurate picture of tourist destination conditions in terms of temporal, physical, social, and hypothetical distance. Understanding the condition of a tourist destination is important so that perceived risks, travel constraints, and low social influence can be negotiated, and tourists' revisit intention can grow

again. The greater the psychological distance between a person and an object or event, the higher the level of abstraction; conversely, the closer the psychological distance, the more concrete the object or event is perceived (Trope & Liberman, 2003). Therefore, destination image can be positioned as a psychological mechanism that helps tourists form a more concrete and positive understanding of North Bali.

Based on this theoretical explanation, there is a relationship between the Theory of Planned Behavior and Construal Level Theory, so the variables in this study can be integrated into one research framework. A person's intention is influenced by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). Perceived risk can be understood as a form of attitude in the Theory of Planned Behavior framework (Dowling & Staelin, 1994; Goyal, 2008). Social influence can be understood as a subjective norm in the Theory of Planned Behavior (Firdaus, 2019; E. S. T. Wang & Chou, 2014). Travel constraints can be understood as a form of personal control factor that is similar to perceived behavioral control in the Theory of Planned Behavior (Hubbard & Mannell, 2001; Jackson & Rucks, 1993). Meanwhile, destination image can be explained through Construal Level Theory because it helps tourists construct a more concrete understanding of a destination and evaluate their intention to revisit it (Trope & Liberman, 2003)

Based on the theoretical and empirical explanation above, this study proposes the following hypotheses: H1: Perceived risk has a negative and significant effect on revisit intention. H2: Travel constraints have a negative and significant effect on revisit intention. H3: Social influence has a positive and significant effect on revisit intention. H4: Perceived risk has a negative and significant effect on destination image. H5: Travel constraints have a negative and significant effect on destination image. H6: Social influence has a positive and significant effect on destination image. H7: Destination image has a positive and significant effect on revisit intention. H8: Destination image significantly mediates the effect of perceived risk on revisit intention. H9: Destination image significantly mediates the effect of travel constraints on revisit intention. H10: Destination image significantly mediates the effect of social influence on revisit intention.

The novelty of this study lies in the development of a research model that uses destination image as a mediator of the effects of perceived risk, travel constraints, and social influence on tourists' revisit intention to North Bali. Previous studies have discussed the role of destination image in mediating perceived risk and travel constraints on revisit intention, but studies that simultaneously place destination image as a mediator between perceived risk, travel constraints, social influence, and revisit intention are still limited. This novelty is important because the three antecedent variables represent the main factors that form behavioral intention in the Theory of Planned Behavior, namely attitude, subjective norms, and perceived behavioral control. Social influence as a form of subjective norm is also important because it can influence destination image, while destination image can influence revisit intention. Another novelty of this study is the integration of the Theory of Planned Behavior with Construal Level Theory to explain the relationship among perceived risk, travel constraints, social influence, destination image, and revisit intention.

Based on the phenomenon, theoretical basis, and research gap described above, this study aims to determine the direct and indirect effects of perceived risk, travel constraints, and social influence on tourists' revisit intention through destination image. Specifically, this study examines the effects of perceived risk, travel constraints, and social influence on revisit intention; the effects of perceived risk, travel constraints, and social influence on destination image; the effect of destination image on revisit intention; and the mediating role of destination image in the relationship between perceived risk, travel constraints, social influence, and revisit intention. The results of this study are expected to contribute to the development of tourism behavior literature and provide practical implications for strengthening the destination image of North Bali as an effort to increase tourists' revisit intention.

2. Methods

This study employed a quantitative research design and was conducted in North Bali tourism destinations. North Bali was selected as the research location because this study focused on domestic tourists who had visited or were visiting tourist destinations in the region. The research process began with the preparation of the research proposal in mid-2022. Data collection was carried out for three calendar months, from March to July 2023.

The population of this study consisted of domestic tourists who visited North Bali. The population size was categorized as unlimited because the exact number of domestic tourists visiting North Bali could not be determined with certainty. This study used a non-probability sampling method with a purposive sampling technique. Purposive sampling is a sampling technique in which data sources are selected based on certain criteria relevant to the research objectives (Sugiyono, 2014). The criteria for selecting respondents were Indonesian tourists who were visiting or had visited North Bali, Indonesian tourists who had identity cards from outside Bali Province, and Indonesian tourists aged 17 years and

above. The sample size was determined based on the number of indicators used in the study. The sample size can be determined by multiplying the number of estimated indicators by 5 to 10 times (Ferdinand, 2006). This study used 26 indicators, so the number of samples required ranged from 130 to 260 respondents. Based on this provision, this study used the maximum sample size of 260 respondents. This number was used to obtain better results and describe the actual conditions of the research subjects.

The data used in this study consisted of secondary data and primary data. Secondary data were obtained through online documentation by downloading statistical books and related documents from the website of the Bali Province Tourism Office. Primary data were obtained from the answers to questionnaires distributed to 260 respondents selected as the research sample. Interviews were also conducted to clarify the information obtained from the respondents. The use of both secondary and primary data was intended to support the completeness of the research data.

The questionnaire used in this study was a structured questionnaire or closed-ended questionnaire. The questionnaire contained statements with predetermined answer choices. Respondents did not need to provide additional answers because they only had to choose one of the five available answer alternatives. This type of questionnaire was used to facilitate the process of managing, measuring, and analyzing the research data. The use of five answer alternatives also helped ensure that respondents could provide responses according to their perceptions. The questionnaires were distributed in two ways, namely directly and indirectly. Direct questionnaire distribution was carried out at tourist destinations visited by domestic tourists in North Bali. This process was assisted by trained field staff who helped explain the purpose of the questionnaire and the meaning of the questionnaire statements to respondents. Indirect questionnaire distribution was carried out using Google Forms. The total number of respondents obtained from both direct and indirect questionnaire distribution was 260 respondents, and all respondents were domestic tourists who had visited or were visiting North Bali.

The research began with validity and reliability testing of the questionnaire. The validity test was conducted to ensure that the questionnaire items were able to measure the variables used in this study. The reliability test was conducted to examine the consistency of the questionnaire results throughout the research process. Questionnaires that passed the validity and reliability tests were then distributed to 260 respondents. Field staff were also given training before distributing the questionnaires so that they could explain the purpose of the study and guide respondents properly during the data collection process.

The collected data were analyzed using descriptive and inferential statistical analysis techniques. Descriptive statistical analysis was used to describe the characteristics of respondents and the distribution of responses for each research variable. Inferential statistical analysis was conducted using the Partial Least Squares Structural Equation Modeling method. The analysis was assisted by SmartPLS 3.0 software to obtain results in accordance with the research objectives. This technique was used to examine the direct and indirect relationships among perceived risk, travel constraints, social influence, destination image, and revisit intention

3. Result and Discussion

Based on the results of a descriptive analysis survey of 260 people who became research respondents in North Bali, it is known that the age of most respondents is 47-56 years old, namely 113 people or 43.47%. The respondent's education level is dominated by Bachelor (S1), totaling 93 people or 35.79%. Respondents who work in the private sector dominate, with 119 people (45.77%); this private sector includes private employees and entrepreneurs. The analysis results also illustrate that this study's respondents' income level earning> Rp. 5,000,000 is the dominant one, with 102 people or 39.23%. Based on the respondents' answers, most respondents revealed that they felt there were high risks, constraints and social influences when visiting North Bali. However, respondents also stated that the destination image in North Bali was high, so they still intended to visit North Bali. Based on the results of inferential analysis using PLS-SEM, it is known that there are direct and indirect effects of exogenous variables on endogenous variables, as shown in the following structural model figure.

Based on Figure 1, it is known that each item used by each indicator in the variable is valid with a loading factor value greater than 0.7. Variable X1 (Perceived risk) has six valid items with a loading factor value between 0.872 and 0.911 (highest item X1.3). Variable X2 (Travel constraint) has four valid items with a factor loading value between 0.866 and 0.904 (highest item X2.2). Variable X3 (Social influence) has four valid items with a factor loading value between 0.775 and 0.839 (highest item X3.2). Variable Y1 (Destination image) has eight valid items with a factor loading value

between 0.817 and 0.856 (highest item Y1.6). Variable Y2 (intention to revisit) has four valid items with a factor loading value between 0.825 and 0.876 (highest item Y2.1).

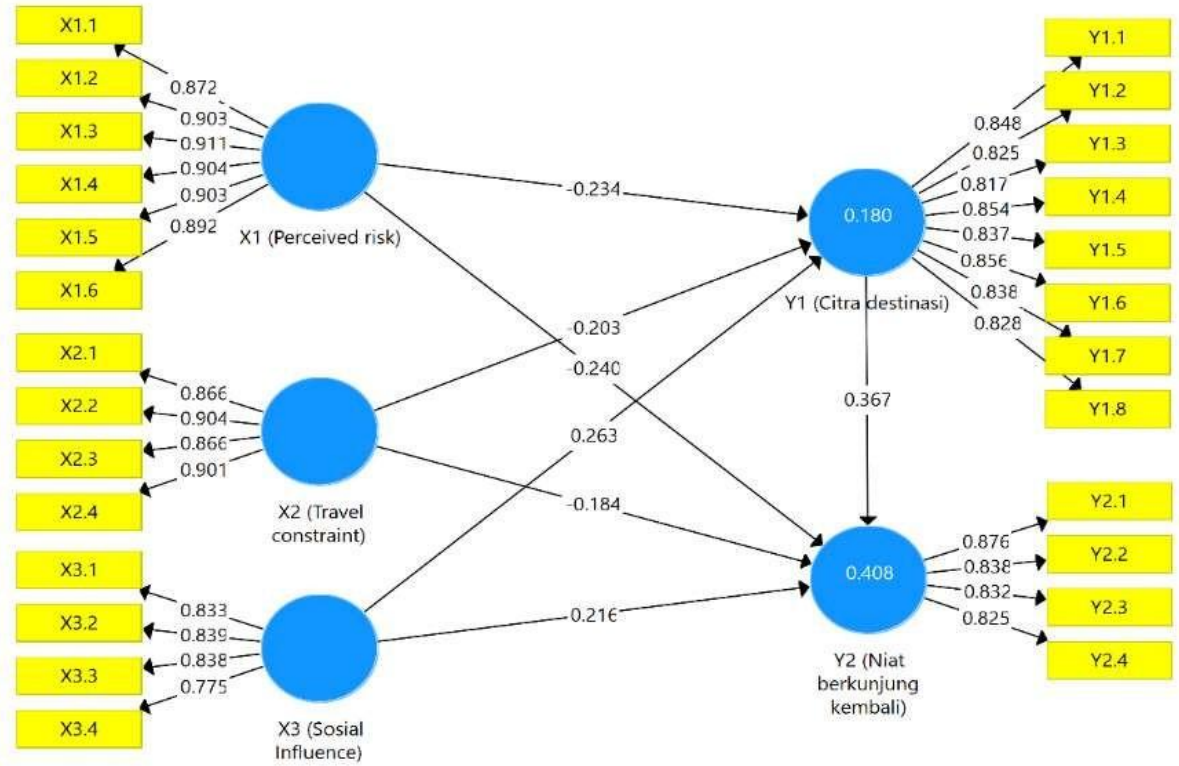


Fig 1. Structural Model Diagram

The coefficient of determination (R-square) from model 1, which examines the impact of X1 (Perceived risk), X2 (Travel constraints), and X3 (Social influence) on Y1 (Destination image), is 0.180 or 18%. In model 2, the influence of X1 (Perceived risk), X2 (Travel constraints), X3 (Social influence), and Y1 (Destination image) on Y2 (Intention to revisit) is 0.408 or 40.8%. Chin (1998) classifies R-Square values as substantial if over 0.67, moderate if between 0.33 and 0.67, and weak if between 0.1 and 0.33. Thus, model 1 is categorized as weak, while model 2 falls into the moderate category. Despite model 1's low categorization, it still partially explains the Y1 variable.

Using SmartPLS software, the study also calculated the effects of one latent variable on others. The presence of both direct and indirect effects supports the hypotheses of this research, as outlined in the following table.

Table 1. Hypothesis Testing Results of Direct Effect

Relationship	Path Coefficient	T-Statistic	P-Value
X1 → Y1	-0.273	6.038	0.000
X3 → Y1	0.350	7.352	0.000
X2 → Y2	-0.269	5.371	0.000
Y1 → Y2	0.370	5.780	0.000

Based on Table 1, variable X1 (Perceived risk) has a negative and significant impact on variable Y2 (Intention to revisit), with T-statistics (3.662 > 1.96) and p-values (0.000 < 0.050) confirming this, thus supporting H1. Similarly, variable X2 (Travel constraint) negatively and significantly affects Y2 (Intention to revisit), as evidenced by T-statistics (5.371> 1.96) and p-values (0.000 < 0.050), confirming H2. Conversely, variable X3 (Social influence) positively and significantly impacts Y2 (Intention to revisit) with T-statistics (2.870 > 1.96) and p-values (0.004 < 0.050), supporting H3. Additionally, Y1 (Destination image) positively and significantly influences Y2 (Intention to revisit), indicated by T-statistics (5.780 > 1.96) and p-values (0.000 < 0.050), confirming H7. Furthermore, variable X1 (Perceived risk) negatively and significantly impacts Y1 (Destination image) with T-statistics (6.038 > 1.96) and p-values (0.000 < 0.050), supporting H4. Variable X2 (Travel constraint) also negatively and significantly affects Y1 (Destination image),

as shown by T-statistics (5.140 > 1.96) and p-values (0.000 < 0.050), confirming H5. Lastly, variable X3 (Social influence) positively and significantly influences Y1 (Destination image) with T-statistics (7.352 > 1.96) and p-values (0.000 < 0.050), supporting H6.

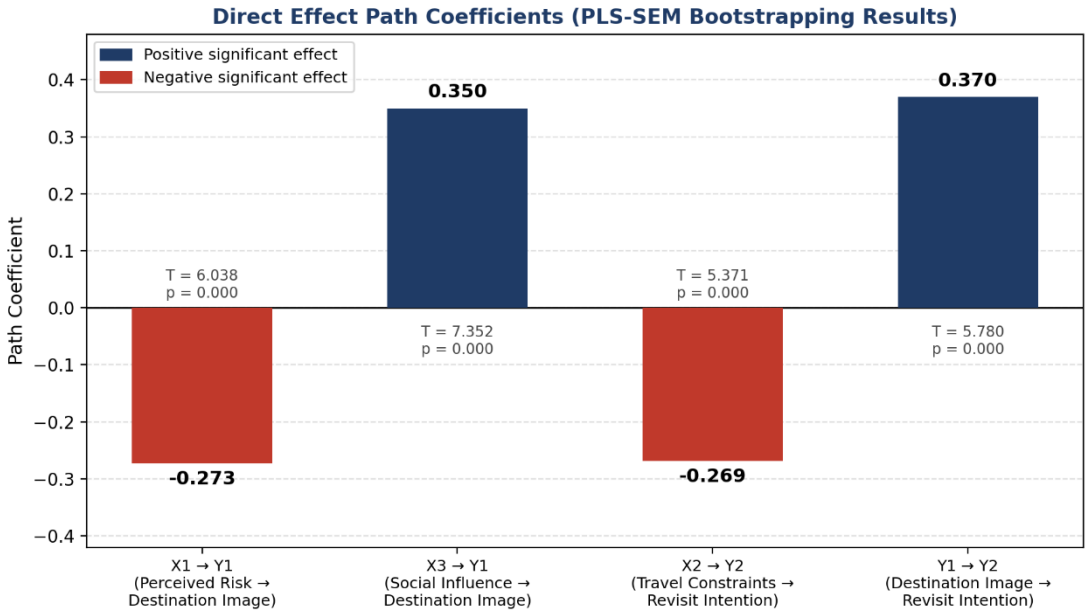


Fig 2. Direct Effect Path Coefficients of the Structural Model

As illustrated in Figure 2, the bootstrapping results confirm that all direct paths in the structural model are statistically significant at the 5% level. Social influence exerts the strongest positive direct effect on destination image (0.350; T = 7.352; p = 0.000), while destination image contributes the largest positive effect on revisit intention (0.370; T = 5.780; p = 0.000). Conversely, perceived risk (-0.273; T = 6.038) and travel constraints (-0.269; T = 5.371) display significant negative path coefficients, visually reinforcing the finding that risk and constraint perceptions suppress destination image and tourists' intention to revisit North Bali.

Table 2. Hypothesis Testing Results of Indirect Influence

Relationship	Path Coefficient	T-Statistic	P-Value
X1 → Y1 → Y2	-0.101	4.284	0.000
X3 → Y1 → Y2	0.129	4.563	0.000

Table 2 indicates that the indirect effect of X1 (Perceived risk) on Y2 (Intention to revisit) through Y1 (Destination image) is significant, with T-statistics (4.284 > 1.96) and p-values (0.000 < 0.05), demonstrating partial mediation. Therefore, H8 is accepted. Similarly, the indirect effect of X2 (Travel constraint) on Y2 through Y1 is significant, with T-statistics (3.848 > 1.96) and p-values (0.000 < 0.05), also showing partial mediation, supporting H9. Lastly, the indirect effect of X3 (Social influence) on Y2 via Y1 is significant, with T-statistics (4.563 > 1.96) and p-values (0.000 < 0.05), indicating partial mediation, thus confirming H10.

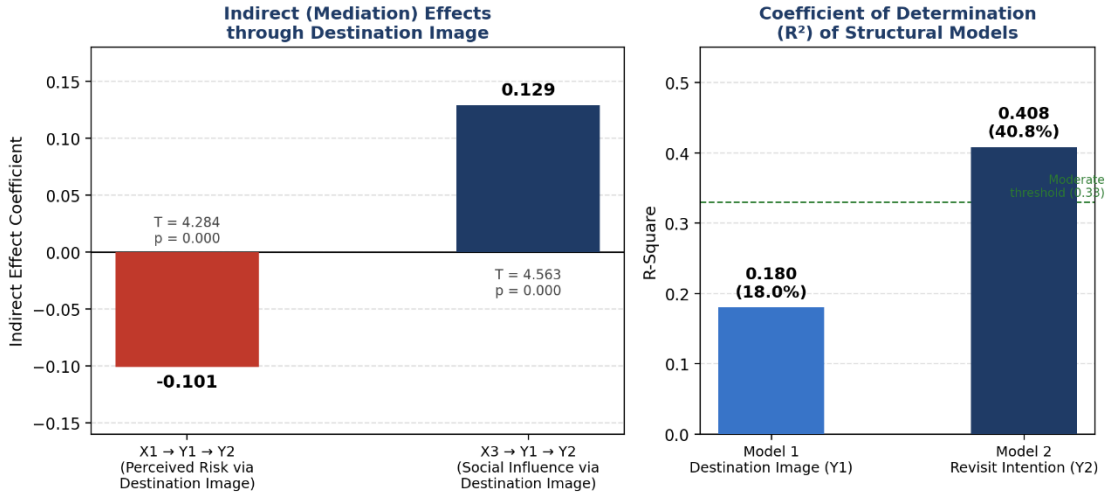


Fig 3. Indirect (Mediation) Effects and R-Square of the Structural Models

Figure 3 visualizes the mediation mechanism and the explanatory power of the structural models. The left panel shows that destination image significantly transmits the negative effect of perceived risk (-0.101; T = 4.284; p = 0.000) and the positive effect of social influence (0.129; T = 4.563; p = 0.000) toward revisit intention, graphically confirming the partial mediation supporting H8 and H10. The right panel compares the coefficients of determination, in which Model 2 (R-square = 0.408) exceeds the moderate threshold of 0.33 proposed by Chin (1998), whereas Model 1 (R-square = 0.180) remains in the weak category. This comparison indicates that the inclusion of destination image substantially improves the model's ability to explain domestic tourists' revisit intention to North Bali.

The descriptive analysis shows that respondents perceived the level of risk in visiting North Bali as high. This finding indicates that, on average, respondents agreed with the statements related to perceived risk. The highest perceived risk item was related to unexpected additional costs, while the lowest perceived risk item was related to the hygiene of food and beverages. These results suggest that domestic tourists recognize several possible risks when visiting North Bali, particularly risks related to additional expenses, travel inconvenience, accommodation services, and the quality of tourism services.

The path coefficient results indicate that perceived risk has a significant negative effect on revisit intention. This result means that the higher the risk perceived by tourists, the lower their intention to revisit North Bali. Conversely, the lower the perceived risk, the stronger the intention of tourists to revisit North Bali. Domestic tourists in this study perceived several risks when visiting North Bali, such as additional fees from irresponsible tourism actors, traffic congestion, loss of valuable vacation time, inconvenience in accommodation services, and concerns about food and beverage hygiene. These findings confirm that perceived risk can reduce tourists' revisit intention because tourists tend to reconsider their travel decisions when they feel that a destination may cause uncertainty (Yang & Wibowo, 2025), inconvenience (Wei et al., 2024), or potential loss (Chew & Jahari, 2014; Li & Ito, 2021).

Perceived risk also has a significant negative effect on destination image. This finding indicates that an increase in perceived risk can significantly reduce the image of North Bali as a tourist destination. Issues related to additional costs, inconvenient tourism services, and aggressive tourism offers may create discomfort among tourists and weaken the positive image of the destination. For example, tourists may feel disturbed when they perceive that visiting certain destinations requires additional payments or when tourism service providers approach them in a way that creates discomfort. These conditions can form a negative impression and reduce the overall image of North Bali in the minds of tourists. This finding supports previous studies showing that perceived risk negatively affects destination image because risk can influence tourists' cognitive and affective evaluations of a destination (Alvarez & Campo, 2014; Chew & Jahari, 2014; Jiang et al., 2022; Najar & Rather, 2023).

The descriptive analysis of travel constraints shows that respondents agreed that there were relatively high constraints when visiting North Bali. The highest item in the travel constraints variable was related to unpleasant travel experiences, while the lowest item was related to the distance of tourist destinations. These findings indicate that travel constraints are not only related to distance, but also to the physical and psychological discomfort experienced during the trip

(Aburumman et al., 2025; Fuchs et al., 2024). The geographical condition of North Bali, which requires tourists to pass through winding roads, hilly areas, and relatively long travel routes, may create discomfort for some domestic tourists.

The path coefficient results show that travel constraints have a significant negative effect on revisit intention. This result indicates that the greater the constraints faced by tourists, the lower their intention to revisit North Bali. Conversely, when travel constraints are perceived as lower, tourists' intention to revisit North Bali becomes stronger. Some domestic tourists experienced unpleasant feelings such as dizziness, nausea, and fatigue when passing through hilly and winding routes to North Bali. This condition may reduce tourists' willingness to revisit, especially for tourists who do not stay overnight and must return on the same day. This finding is consistent with previous studies showing that constraints influence individual intention because constraints can reduce a person's ability, opportunity, and comfort in engaging in travel activities (Ajzen & Driver, 1991; Hung & Petrick, 2012).

Travel constraints also have a significant negative effect on destination image. This finding means that the higher the travel constraints experienced by domestic tourists, the lower the image of North Bali as a tourist destination. The winding route, mountainous topography, and relatively long travel distance may create an unpleasant image for tourists who are physically less prepared for this type of trip (Bursa et al., 2022; Tang et al., 2022; F. Wang & Feng , Li, J., 2023). These constraints may cause tourists to associate North Bali with difficult access, tiring travel, and less comfortable mobility. Although North Bali has attractive natural and cultural destinations, travel constraints can weaken tourists' overall evaluation of the destination. This result is in line with previous findings showing that obstacles related to cultural differences, environmental conditions, distance, and travel access can reduce destination image (Chen et al., 2011; Hsu & Tan, 2015).

The descriptive analysis of social influence shows that respondents generally agreed with the statements related to social influence. The highest item in the social influence variable was normative beliefs, while the lowest item was family encouragement. This result indicates that domestic tourists' intention to revisit North Bali is influenced not only by personal considerations but also by social encouragement, values, and references from people around them. Social influence may come from family, friends, social media influencers, communities, and normative beliefs that shape tourists' perceptions and travel decisions.

The path coefficient results indicate that social influence has a significant positive effect on revisit intention. This finding means that the stronger the social influence perceived by domestic tourists, the stronger their intention to revisit North Bali. Conversely, the weaker the social influence perceived by tourists, the lower their intention to revisit North Bali. Encouragement from family, friends, social media influencers, and normative beliefs can strengthen tourists' willingness to return because these social references provide confidence, motivation, and justification for travel decisions. Some domestic tourists may also be encouraged to visit North Bali because of religious and cultural motivations, including pilgrimage activities to the Wali Pitu tomb in Buleleng Regency. These findings support previous studies showing that social influence in the form of subjective norms can affect behavioral intention in tourism and hospitality contexts (Cheng et al., 2006; Han & Kim, 2010; Yim et al., 2010)

Social influence also has a significant positive effect on destination image. This finding shows that stronger social influence can improve the image of North Bali as a tourist destination. Social networks, recommendations, and information shared by others can shape tourists' perceptions of a destination before and after visiting it. Social media influencers, friends, family members, and community references can strengthen positive impressions of North Bali by highlighting its uniqueness, natural beauty, cultural heritage, and tourism experiences. Normative beliefs may also influence tourists' destination image when certain places are associated with cultural or religious meanings. These findings are consistent with the view that social networks and information sources play an important role in shaping tourists' destination image (Abou-Zeid & Ben-Akiva, 2011; Beerli & Martín, 2004; Park & Lee, 2022; H. Wang & Yan, 2022).

The descriptive analysis of destination image shows that respondents agreed with the statements related to the image of North Bali as a tourist destination. The highest destination image item was related to very friendly people, while the lowest item was related to interesting local cuisine. This result indicates that the friendliness of local communities is one of the strongest positive impressions perceived by domestic tourists in North Bali. Although local cuisine was rated lower than other indicators, it still contributed to tourists' overall evaluation of the destination. These findings show that North Bali has a positive destination image, although several aspects still need to be strengthened.

The path coefficient results show that destination image has a significant positive effect on revisit intention. This finding indicates that the better the destination image of North Bali, the stronger the intention of tourists to revisit the destination. Destination image is not only related to destination attributes, but also to tourists' overall impressions of

the destination. North Bali currently has a relatively positive image because it offers unique natural attractions, cultural experiences, friendly communities, and distinctive tourism activities. The iconic dolphin attraction in Lovina, natural scenery, beaches, rice fields, plantations, and cultural sites strengthen the uniqueness of North Bali in the minds of tourists. This result supports previous studies showing that a positive destination image increases tourists' intention to revisit a destination (Chaulagain et al., 2019; Kock et al., 2016; Nazir et al., 2021).

The local government and tourism stakeholders in North Bali have made efforts to maintain and improve the image of tourist destinations in the region. Tourism development in North Bali can be observed through the improvement of tourism elements, including attractions, activities, accessibility, accommodation, and amenities. These elements are important because tourists evaluate a destination not only from its natural and cultural attractions but also from the quality of access, services, facilities, and supporting activities. When these elements are managed properly, tourists may form a more positive image and stronger intention to revisit. Therefore, strengthening destination image should be considered a strategic effort to increase domestic tourists' revisit intention to North Bali.

The indirect effect analysis shows that destination image significantly mediates the effect of perceived risk on revisit intention. This mediation is categorized as partial mediation because perceived risk also has a significant direct effect on revisit intention. The negative indirect effect indicates that higher perceived risk can weaken destination image and subsequently reduce tourists' revisit intention. However, a positive destination image can help reduce the strength of this negative effect when the perceived risk is not considered a serious and direct threat. This means that tourists may still have an intention to revisit North Bali when they perceive that the destination has attractive, unique, memorable, and valuable tourism experiences.

Destination image also significantly mediates the effect of travel constraints on revisit intention. This mediation is categorized as partial mediation because travel constraints have a significant direct effect on revisit intention. The negative indirect effect indicates that stronger travel constraints can reduce destination image and subsequently weaken tourists' revisit intention. However, an attractive destination image can help maintain tourists' intention to revisit even when they face certain constraints during the trip. The uniqueness of natural attractions, cultural heritage, art performances, and a calmer tourism environment may encourage tourists to continue visiting North Bali despite winding roads, long travel distance, and hilly routes.

The mediating role of destination image in the relationship between travel constraints and revisit intention shows that destination image functions as an important psychological mechanism. Tourists may experience discomfort during the trip, but their positive evaluation of the destination can reduce the negative impact of these constraints. Domestic tourists may still intend to revisit North Bali because they perceive the destination as beautiful, unique, natural, and different from other tourism areas in Bali. The quality of the tourism experience, the natural environment, and the feeling of comfort during the visit can strengthen tourists' positive impressions. Therefore, destination image can help explain why some tourists remain willing to revisit North Bali even though they face travel constraints.

Destination image also significantly mediates the effect of social influence on revisit intention. This mediation is categorized as partial mediation because social influence also has a significant direct effect on revisit intention. The positive indirect effect indicates that stronger social influence can improve destination image and subsequently increase tourists' revisit intention. Encouragement from family, friends, social media influencers, and normative beliefs can shape a more positive image of North Bali and strengthen tourists' intention to revisit. This result shows that destination image plays an important role in transforming social encouragement into tourists' behavioral intention.

The relationship between social influence, destination image, and revisit intention is also reflected in the context of religious, cultural, and community-based tourism in North Bali. Some domestic tourists are encouraged to visit North Bali because of pilgrimage activities to the Wali Pitu tomb, which is perceived as a meaningful religious and cultural site. Others are encouraged by friends or families who are interested in local cuisine, natural scenery, beaches, rice fields, plantations, and the calmer atmosphere of North Bali. These social references can create a positive image of North Bali as a destination that offers spiritual, cultural, natural, and recreational experiences. When tourists perceive North Bali as attractive and meaningful based on social references, their intention to revisit becomes stronger.

Empirically, the results of this study prove that destination image mediates the effects of perceived risk, travel constraints, and social influence on domestic tourists' revisit intention to North Bali. Destination image can reduce the negative effect of perceived risk on revisit intention when tourists perceive North Bali as an attractive and valuable destination. Destination image can also reduce the negative effect of travel constraints on revisit intention by strengthening tourists' positive evaluation of the destination. In addition, destination image can strengthen the positive effect of social influence on revisit intention because social encouragement becomes more effective when tourists have

a positive image of the destination. These findings confirm that destination image is an important variable in explaining domestic tourists' revisit intention to North Bali.

The theoretical implication of this study is the integration of Construal Level Theory with the Theory of Planned Behavior in explaining tourists' revisit intention. Perceived risk, travel constraints, and social influence represent important elements related to attitude, perceived behavioral control, and subjective norms in the Theory of Planned Behavior (Sun & Sano, 2024; Zheng et al., 2024). Destination image can be understood as a psychological mechanism that makes tourists' understanding of a destination more concrete, meaningful, and evaluative in the framework of Construal Level Theory (Terasaki et al., 2026; Yang & Wibowo, 2025). The findings indicate that tourists' intention to revisit is not only formed by risk, constraints, and social influence, but also by how tourists construct the image of the destination. Thus, this study contributes to tourism behavior literature by showing that destination image can bridge the relationship between psychological, social, and destination-related factors in shaping revisit intention.

The findings of this study are relevant to the Sustainable Development Goals because North Bali tourism development is not only related to increasing revisit intention, but also to strengthening sustainable and inclusive destination management. Destination image can support SDG 8 by encouraging sustainable tourism growth, productive tourism activities, and local economic opportunities through accommodation, culinary businesses, transportation services, local guides, cultural attractions, and community-based tourism. The findings are also related to SDG 9 and SDG 11 because travel constraints and accessibility remain important factors that require better tourism infrastructure, transportation connectivity, digital information systems, and supporting facilities. These efforts can help North Bali become a more resilient, accessible, safe, and inclusive tourism area.

The findings also support SDG 12 because a strong destination image needs to be built through responsible tourism practices, including transparent service fees, hygienic food and beverages, improved service quality, and protection of natural attractions. Responsible destination management can strengthen tourist trust and maintain the long-term image of North Bali as a safe, friendly, and meaningful destination. The role of social influence is also relevant to SDG 17 because sustainable tourism development requires collaboration among local governments, tourism actors, communities, cultural and religious tourism managers, digital media actors, and tourists. Therefore, increasing revisit intention in North Bali should be understood as part of a broader sustainable tourism agenda that depends on credible destination governance, authentic tourism experiences, and multi-stakeholder partnerships.

The practical implication of this study is that tourism stakeholders in North Bali need to strengthen destination image as a strategy to increase domestic tourists' revisit intention. Tourism managers and local governments need to reduce perceived risk by preventing irresponsible additional fees, improving service transparency, managing tourist comfort, and maintaining the quality of food, beverages, and accommodation services. Travel constraints can be reduced by improving accessibility, providing clearer travel information, strengthening supporting facilities along travel routes, and promoting travel packages that make the journey more comfortable. Social influence can be strengthened through positive word of mouth, social media promotion, influencer involvement, family-oriented tourism programs, and the promotion of cultural and religious tourism attractions. These strategies can help North Bali build a stronger destination image and increase tourists' intention to revisit.

This study has several limitations that need to be considered. First, the respondents were limited to domestic tourists who were visiting or had visited North Bali, so the findings cannot be generalized to international tourists. Second, the study used purposive sampling, which means that the respondents were selected based on specific criteria and may not fully represent all tourist segments visiting North Bali. Third, the data were collected within a specific period from March to July 2023, so tourists' perceptions may be influenced by the conditions and tourism issues occurring during that period. Fourth, this study focused only on perceived risk, travel constraints, social influence, destination image, and revisit intention, while other factors such as satisfaction, destination loyalty, service quality, memorable tourism experience, and perceived value were not examined. Future studies are recommended to involve international tourists, use broader sampling techniques, compare North Bali with other tourism regions, and include additional variables to provide a more comprehensive explanation of tourists' revisit intention.

4. Conclusion

Based on the results and discussion, perceived risk, travel constraints, and social influence significantly affect destination image and revisit intention. Perceived risk and travel constraints have negative effects, indicating that higher perceived risk and greater travel constraints can reduce tourists' destination image and revisit intention toward North Bali. Social influence has a positive effect, indicating that stronger encouragement from family, friends, social groups,

influencers, and normative beliefs can improve destination image and strengthen tourists' revisit intention. Destination image also has a significant positive effect on revisit intention and partially mediates the effects of perceived risk, travel constraints, and social influence on revisit intention. These findings show that destination image plays an important role in explaining how risk, constraints, and social influence shape domestic tourists' intention to revisit North Bali.

Several suggestions can be proposed based on these findings. Tourism actors in North Bali need to minimize the risks perceived by domestic tourists by setting official tourism tariffs, preventing irresponsible additional fees, improving destination management, and maintaining cleanliness and health standards in tourism services. The Buleleng Regency Government also needs to coordinate with relevant authorities to overcome congestion problems, especially in the Wanagiri Peak area, and improve road lighting, traffic signs, and directional signs on routes to tourist destinations. These efforts are important to reduce travel constraints and create a safer and more comfortable travel experience for tourists. In addition, the positive image of North Bali tourism needs to be maintained and promoted consistently by tourism actors and the Buleleng Regency Government. Destination image can be strengthened through intensive tourism information, digital promotion, collaboration with social media influencers, and tourism events such as the International Tourism Festival. Future studies are suggested to involve broader tourist segments, including international tourists, and to examine other variables such as satisfaction, perceived value, destination loyalty, and memorable tourism experience to provide a more comprehensive understanding of revisit intention.

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