

The Impact of Tourism Destination Image on Tourist Behavioral Intention through Tourist Satisfaction: Evidence from the Ramelau Mountain, Timor-Leste

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ABSTRACT

The objectives of the research are to investigate the influence of destination image and tourist satisfaction on tourist behavioral intention, and to test the mediation effect of tourist satisfaction on the relationship between destination image and tourist behavioral intention. Using accidental sampling method, 400 tourists visited Ramelau Mountain participated in the survey by filling up the prepared questionnaires. While Smart-PLS 3.1 was used for data analysis. The result of the research demonstrates that tourist destination image and tourist satisfaction positively and significantly influences tourist behavioral intention, and tourist satisfaction significantly influences the relationship between destination image and behavioral intention. Empirically the research helps enrich studies on tourist destinations with tourist behavioral intention in countries that just start developing their tourism industry. This study also assists the government in developing natural attractions, culture, infrastructure, facility, accessibility, value, and price to change tourist behavioral intention to visit and revisit, and to recommend tourist destinations to other people.

Keywords: Tourist Destination, Tourist Destination Image, Tourist Satisfaction, Tourist Behavioral Intention.

1. Introduction

The tourism sector contributes immensely to the global economy (Lopes, 2012) because the sector generates activities that provide large incomes to the government, as well as creates jobs for people. For this reason, the government of many countries seeks to improve their service and develop tourism potential as tourist destination to attract tourist to visit (Chen & Tsai, 2007; Meng & Cui, 2020; Singh, 2020). Tourists visit a tourist destination based on their vision (cognitive), feeling (affective), and action (conative) (Ceylan et al., 2020; Herle, 2018) or perception, representation, mentality, and various impressions between reality and image (Al-Gasawneh & Al-Adamat, 2020). Therefore behavioral intention will continues to drive tourist behavior in the future (Ajzen 2012) because behavior intention influenced by antecedent behavior (Perugini & Bagozzi, 2001; Tucker et al., 2019), which in turn lead to triggers person's behavior (Oliver & Swan, 1989) to take any future actions (Banki et al., 2014).

Various empirical studies have demonstrated that tourist destination image influences behavioral intention to revisit a tourist destination (Afshardoost & Eshaghi, 2020; Çelik & Dedeoğlu, 2019; Choe & Kim, 2018; Dedeoğlu, 2019; Su et al., 2020). However, numerous studies also show that tourist destination image is not adequate to attract tourist's behavioral intention to revisit (Aziz et al., 2015; Chen & Tsai, 2007; Seetanah et al., 2020).

Tourists often utilize marketing process to choose a tourist destination (Alcocer & Ruiz, 2019; Framke, 2002; Lewis & Jönsson, 2016), and this is certainly based on service quality, satisfaction, and attraction (Chen & Tsai, 2007).

Tourist satisfaction is the joyful experience of tourists after visiting a tourist destination. Or positive feelings of tourists during the visit to a destination which in turns lead to stimulate

tourist behavioral intention (Lu et al., 2020). Quality tourist trips enhance tourist satisfaction and create positive behavioral intention to take decision to revisit the same destination (Bigné et al., 2001; Saini & Arasanmi, 2020). Previous empirical studies also confirmed that tourist destination image directly influences satisfaction which in turns leading to influence tourist behavioral intention (Saini & Arasanmi, 2020; Toudert & Bringas-Rábago, 2019; Viet et al., 2020).

Tourist satisfaction and behavioral intention serves as important indicators for a successful tourist destination (Huang et al., 2015) because it links to the relationship between tourist destination image and behavioral intention (Afshardoost & Eshaghi, 2020). In general, tourists satisfy with a destination which can provide proper rest, safety assurance, cultural attraction, shopping sites, good environment, and easy access (Ruiz et al., 2018).

Therefore, recent studies continually explore possible elements to attract tourists to visit a tourist destination. However, these studies are hugely carried out in well-established tourist destinations, and lack of focus on emergent tourist destinations, particularly in linking tourist destination, satisfaction and behaviour intention. Therefore, this study aims to fulfill the lack of studies in this field. The specific aims of this research are: (1) to test and explain the influence of tourist destination image and tourist satisfaction on tourist behavioral intention at the tourist destination of Ramelau Mountain, Ainaro Municipality and (2) to test and explain the mediation effect of tourist satisfaction on the relationship between tourist destination image and tourist behavioral intention at Ramelau Mountain, Ainaro Municipality.

2. Theoretical Framework, Research Model and Hypothesis

2. 1. Tourist Destination

A tourist destination is a place that can offer tourism products such as the attraction of natural resources, human resources and tourism support facilities (Framke, 2002; Chan & Marafa, 2018) which attract tourists to visit and see (Feldmane et al., 2015). The term of tourist destination have been explained by previous authors with various business concepts (Framke, 2002; Grauslund, 2013). Tourist destination refers to a country, state, region, city, or villa that conducts business to attract tourist to visit (Alcocer & Ruiz, 2019; Herle, 2018). Tourist destination is also defined based on the management approach (product and firm metaphor) (Gurtner, 2009), system, and networking (Zemła, 2016). Tourist destinations consist of tangible and intangible elements (Qu et al., 2011; Ramseook-Munhurrin et al., 2015). Tangible elements refer to natural attractions such as beaches, mountains and cultural heritage, while intangible element refers to culture, custom, and history (Manhas et al., 2016). A tourist destination is a package of facilities and services that consist of multidimensional attributes that determine tourist attraction when selecting their travel (Hu & Ritchie, 1993).

2. 2. Tourist Destination Image

Tourist destination image always changes (Gartner, 1986; Echtner & Ritchie, 1991; Gallarza, 2002; Kim & Morrison, 2005; Chen et al., 2014) in accord to natural dynamic changes. Therefore, it requires good marketing for enhancing image of a tourist destination (Gallarza, 2002). Tourist destination image has attracted researchers since 1970 (Chen et al., 2014). Gunn in 1992 started conducting a research (Viet et al., 2020) on how a destination can attract potential tourists (Saini & Arasanmi, 2020) because destination image affects or influences tourist behaviors (Jenkins, 1999; Erawan, 2019; Ceylan et al., 2020; Afshardoost & Eshaghi, 2020). The term tourist destination image has unclear definition (Echtner & Ritchie, 1993; Jenkins, 1999; Loi et al., 2017; Al-Gasawneh & Al-Adamat, 2020; Viet et al., 2020), which represents individual mentality on their understanding, belief, feeling, and total perception of a tourist destination (Baloglu & McCleary, 1999; Crompton, 1979). Destination image is also defined as a subjective interpretation of perception, impression, and mental representation (Bigné et al., 2001; Aksoy & Kiyici, 2011). The image is a totally cognitive structure associated with a concept in a person's mind (Tall & Vinner, 1981). To be a success in a tourism market, a tourist destination always undertakes evaluation and creates a new image (Tilaki et al., 2016). A good image can serve as a positive advantage for a good tourist destination which can pass on to potential tourists (Alcocer & Ruiz, 2019).

The attribute of tourist destination image consists of three elements i.e., cognitive, affective, and conative (Afshardoost & Eshaghi, 2020; Styliadis et al., 2017; Stylos et al., 2016; Viet et al., 2020). The cognitive attribute provides a vision that gives

rise to belief and expression reflected from the assessment of image (Afshardoost & Eshaghi, 2020; Styliadis et al., 2017; Stylos et al., 2016; Viet et al., 2020). The affective attribute is how the expression of sentiment on destination image (Papadimitriou et al., 2013). Conative attributes consist of action from a tourist that has the intention to revisit a tourist destination and recommend it to potential tourists (Agapito et al., 2013; Gartner, 1994).

Indicators of the tourist destination image are attraction (natural, goods produced, artificial construction, heritage, special events), accessibility (transportation system, terminals, vehicles, amenities (accommodation, eating facilities, shopping, and other tourist destination), activities (all activities that can be done during a visit to tourist destination), supporting service (bank, telecommunication, postal service, news agency, hospital, etc.) (Buhalis, 2000; Wang & Hsu, 2010; Mohamad et al., 2011; Soteriades, 2012; Basaran, 2016; Roy et al., 2016; Chan, 2018).

2. 3. Tourist Satisfaction

Satisfaction has various interpretations which looks at cognitive and emotion (Ragab et al., 2019). Satisfaction represents a person's pleasure or unhappiness as a result of comparing a product (Herle, 2018). Hence, tourist satisfaction is a reaction or decision of a tourist based on his/her emotion and cognition (Bigné et al., 2001). When it has met the needs and level of consumption of each person it results in satisfaction (Oliver, 1999). Quality, price (value) expectation is antecedent factors for satisfaction (Shahrivar, 2012). Satisfaction is merely a prediction of an attitude (Bigné et al., 2001). Tourist satisfaction depends on a tourist's culture and country of origin (Kozak & Rimmington, 2000). Also depends on a socioeconomic, demographic, and behavioral indicator such as age, gender, ethnicity, education, occupation, marital status, income (Huh, 2002; Shahrivar, 2012). Accommodation, foods, tourist service, event, tourist attraction, tourism activity, shopping, environment, and access to a destination are indicators of tourist satisfaction (Chi & Qu, 2008; Mai et al., 2019). Therefore, tourist satisfaction is positive experienced by the tourist after visiting a tourist destination (Wang, 2016; Prayag et al., 2017).

Tourist satisfaction is an important success indicator for business performance, sustainability of tourism management, and hospitality management, hence it becomes a reference for creating and developing a good tourist destination image (Gnanapala, 2015; Maghsoodi Tilaki et al., 2016; Ranjanthran & Mohammed, 2010). This will guaranty tourists to revisit and recommend to other potential tourists (Alcocer & Ruiz, 2019).

Tourists make a subjective judgment on their satisfaction based on the attribute of a tourist destination performance and information on a tourist destination (Sohn et al., 2016). The attribute of a positive tourist destination image generates satisfaction (Biswas et al., 2020). Therefore, the positive and negative attribute is important for assessing the experience of tourist's visits (Yoon & Uysal, 2005).

2. 4. Tourist Behavioural Intention

Behavioral intention is used to truly understand tourist behavior or motivation in the future (Afshardoost & Eshaghi, 2020). Tourist behavioral intention has three types i.e., (1) the intention of tourist to visit, (2) the intention of tourist to revisit, and (3) intention of tourist to recommend (Zeithaml et al., 1996; Bigné et al., 2001; Lee et al., 2005; Chen & Tsai, 2007; Wang & Hsu, 2010; Papadimitriou et al., 2013; Sohn et al., 2016). The intention to visit is a tourist behavioral intention that exists before a tourist takes a trip and is influenced by tourist destination image (Hosany et al., 2020). The intention to revisit is tourists repeat their actions where they want to revisit a tourist destination that has been visited before (Viet et al., 2020). The experience of visiting a tourist destination triggers an opinion or a decision from a tourist (Perugini & Bagozzi, 2004). Hence when a tourist has a positive perception on a tourist destination then the tourist will also have a positive tourist behavior (Sohn et al., 2016).

The concept of tourist behavioral intention is considered as a tourist intention to revisit and pass positive information to other tourists on a tourist destination through word of mouth (WOM) (Chen & Funk, 2010; Wang & Hsu, 2010; Singh, 2020). WOM influences tourist perception (Herle, 2018). Good satisfaction also generates a positive effect in WOM (Hsu et al., 2020).

The key elements of tourist intention to revisit a tourist destination are the natural environment, reputation, hospitality of the community (Prayag, 2012; Carvache-Franco et al., 2020) and products from a tourist destination (Pranić et al., 2013). Tourist behavioral intention (conative loyalty) serves as a good indicator of tourist satisfaction (Sohn et al., 2016). Pre-visit and post-visit favorable indicators in tourist behavioral intention are connected to the intention to revisit a tourist destination (Loi et al., 2017).

2. 5. Conceptual Framework and Research Model

Studies have proved the relationship between destination image and tourist satisfaction (Alcocer & Ruiz, 2019; Bigné et al., 2001), while there are lack of studies on destination image impact on behavioural intention; therefore, tourist satisfaction is used as intervening variable for the relationship between destination image and behavioural intentions.

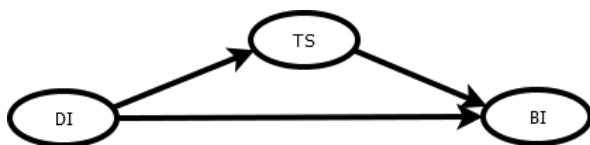


Figure 1. Research conceptual framework (DI = destination image; TS = Tourist satisfaction; BI = tourist behavior intention).

2. 6. Hypothesis

2.6.1. Tourist Destination Image and Tourist Behavioural Intention

Image is an accumulation of beliefs, ideas, impressions that a person has on a tourist destination from time to time (Crompton, 1979; Baloglu & Gartner, 1994; McCleary, 1999; Leisen, 2001). Since the nature of a tourist image formation is always dynamic (Ghazali & Cai, 2013) which comes from cognitive, affective, and conative elements (Afshardoost & Eshaghi, 2020; Ceylan et al., 2020; Herle, 2018). When a factor that forms an image changes, but the change does not affect an image, whether it is positive and negative changes (Fakeye & Crompton, 1991). Factor or dimension, attribute and items that serve as indicators of destination image are explored in various literatures referred above such as natural attraction, climate, accommodation, entertainment, foods, infrastructure, etc. (Basaran, 2016). These factors become pull and push factors that affect tourist behavioral intention (Preko et al., 2019). Previous research demonstrates that tourist destination image does have a significant impact on tourist behavioral intention (Afshardoost & Eshaghi, 2020; Basaran, 2016; Phucharoen et al., 2016; Ragab et al., 2019). With the factor of tourist destination image that influences behavioral intention, the following hypothesis (1) is derived.

H1: Tourist destination image influence positively and significantly on tourist behavioral intention.

2.6.2. Tourist Destination Image and Tourist Satisfaction

Tourists will satisfy with what they see since it affects what he/she feels which results in positive or negative satisfaction (Basaran, 2016). Tourist satisfaction has generated after they visit a tourist destination (Wang & Hsu, 2010), of which it can be influenced by price, quality, and prior expectation (Anderson et al., 1994; Shahrivar, 2012). Tourist satisfies with what they feel about tourism products such as tourism attraction, accommodation, accessibility to tourist destination, support services, and amenities (Tukamushaba et al., 2016). Tourist destination image has a positive and significant influence on satisfaction (Chen et al., 2017; Hasan et al., 2019; Loi et al., 2017; Ragab et al., 2019). Tourist is satisfied with the product that comes from destination image; hence the following hypothesis (2) is derived.

H2: Tourist destination image has a positive and significant influence on tourist satisfaction.

2.6.3. Tourist Satisfaction and Behavioural Intention

Tourist satisfaction is a reaction or decision based on tourist emotion and cognition (Bigné et al., 2020). High-level tourist satisfaction can further increase the intention to revisit a tourist destination (Chen & Tsai, 2007; Chi & Qu, 2008; del Bosque & San Martín, 2008; Lee et al., 2005). Studies revealed that satisfaction is direct antecedent of behavioral intention (Mohamad et al., 2011) which lead to enhance behaviour

intention to revisit and recommend to the other tourists by using mouth to mouth promotion (Banki et al., 2014; Sohn et al., 2016; Chan, 2018; Ragab et al., 2019; Singh, 2020). A tourist will revisit when it satisfies with the visit, hence hypothesis (3) is derived as below

H3: Tourist satisfaction has a positive and significant impact on tourist behavioral intention.

2.6.4. Tourist Destination Image and Tourist Satisfaction and Behavioral Intention

Tourist destination image has an impact on tourist satisfaction and behavioral intention (Hasan et al., 2019; Toudert & Bringas-Rábago, 2019). Tourist destination image generates prediction on revisit intention through tourist satisfaction (Loi et al., 2017; Hasan et al., 2019). Therefore, this research generates the following hypothesis.

H4: Tourist destination image through tourist satisfaction influence positively and significantly on tourist behavioral intention.

3. Research Method

3.1. Research Population and Sample

This research was conducted in the tourism destination of Ramelau Mountain of sub-district Hatubuilico of Ainaro Municipality, Timor-Leste in 2021. Since visitor data has not been collected, hence the research population is infinite (Bigné et al., 2001; del Bosque & San Martín, 2008). This research applies nonprobability sampling to identify population and sample. Respondents are limited only to age 16 and above. Demographic information such as age, gender, occupation, level of education was incorporated into a questionnaire (Herle, 2018; Taherdoost, 2018).

3.2. Data Collection and instrument

Data was collected by using questionnaire which is adapted from the previous empirical studies (Wang & Hsu, 2010; Banki et al., 2014; Basaran, 2016; Ragab et al., 2019). Tourist destination has six (6) dimensions namely natural attraction (4 items), cultural attraction (6 items), social adjustment and environment (5 items), infrastructure and facility (4 items), accessibility (4 items), price and value (3 items) (Basaran, 2016); tourist satisfaction (6 items), and behaviour intention (6 items) (Wang & Hsu, 2010; Banki et al., 2014; Chan, 2018; Ragab et al., 2019).

The research used a five Likert attitude scale—extensively ranging from 1 (strongly disagree) to 5 (strongly agree) (Bertan & Altıntaş, 2013).

Questionnaires were distributed to respondents in Dili and in Ramelau Mountain, Ainaro Municipality based on accidental

sampling method. The respondents are identified as those who have visited to Ramelau Mountain in the last three years.

3.3. Data Analysis

This research is a quantitative research in order to explore respondents' perceptions on Ramelau Mountain as tourist destination. To undertake the test, the path model was drawn based on previous theoretical and empirical foundation on tourist destination image, satisfaction and behaviour intention. A statistic computer package namely Smart-PLS 3.0 was used to test validity and reliability of the model following the path recommendation of Hair et al. (2014) and Hair et al. (2017).

When reliability and indicator validity are concluded, the next step is to test the hypothesis using path coefficient. In PLS, significant relations can be met if the T values are above the minimum threshold value of 1.96, and the P-values are below than the maximum allowable value 0.05 (Hair et al., 2014; Hair et al., 2017; Khan et al., 2019).

4. Findings and Discussion

4.1. Demographic Characteristics of Respondents

The total number of respondents for the research is 400, of whom male (55.5%) and female (44.5%), while youth (64.6%) and adults (35.5%). Based on education level, respondents with University Degree (57.8%), Secondary School (28.5%), Master Degree (9%), Ph.D. (2%), Primary School (1.3%), and never attending school (1.5%). The majority of the visitors is students (46.5%), and is then followed by public servants (25.3%), private sector staff (17.8%), and unemployment (10.4%). In terms of the visiting intention to Ramelau Mountain, religious pilgrimage (36.5%), adventure (29%), see natural landscape (27.8%), and historic reasons (6.8%), with the length of visit time from one day (56%), two days (36%), and three days (8%).

4.2. Validity and Reliability Tests

There are two types of validity tests: Convergent Validity and Discriminant Validity. The convergent validity test is normally used the outer loading (OL) and the average variance extracted (AVE) (Hair et al., 2014; Jr. et al., 2017). The items are valued if OL values are above the threshold value of 0.7. The items with OL values below than 0.5 were considered invalid because it influences the content validity of model (AVE), therefore these items have to be eliminated from the model (Hair et al., 2014). To this, some items in this model have to be eliminated as their OL values are lower than 0.5. These items are DI11, DI21, DI22, DI23, and DI52 (see Figure 2 below). Figure 2 shows that the OL values of the items are well above the explorative threshold values of 0.6, and therefore, it can be used to test the inner model (Hair et al., 2014).

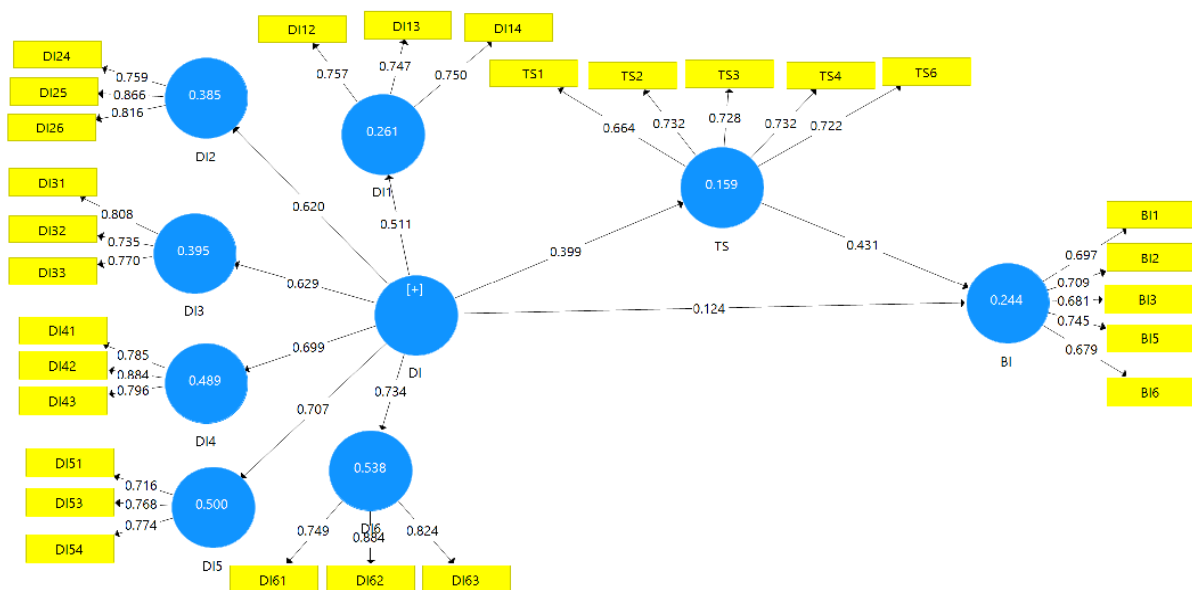


Figure 2. Outer Loading (OL) for Convergent Validity

Another convergent validity is AVE with the minimum threshold value is greater than 0.5 (Hair et al., 2014). Table III shows AVE values of all items are well above 0.5, which means that all items are valid to test inner model.

Discriminant Validity used two parameters namely Fornell-Larcker criterion (Fornell & Larcker, 1981) and Heterotrait-Monotrait Ratio (HTMT). FL criterion method states that the construct shares more variance with its indicators than with any other construct.

Table I. Fornell Larcker Criterion for Discriminant Validity

Item	BI	DI	DI1	DI2	DI3	DI4	DI5	DI6	TS
BI	0.703								
DI	0.297								
DI1	0.230	0.511	0.751						
DI2	0.120	0.620	0.326	0.815					
DI3	0.173	0.629	0.367	0.208	0.771				
DI4	0.149	0.699	0.165	0.352	0.278	0.823			
DI5	0.194	0.707	0.121	0.307	0.328	0.494	0.753		
DI6	0.222	0.734	0.125	0.374	0.280	0.461	0.480	0.821	
TS	0.481	0.399	0.334	0.138	0.355	0.152	0.177	0.330	0.716

To test this requirement, the AVE of each construct should be higher than the highest squared correlation with any other construct (Hair et al., 2014). As seen from the Fornell-Larcker criterion, all items are valid to use for inner model test (Table I). As indicated, by using the Heterotrait-Monotrait Ratio (HTMT) parameters (Henseler et al., 2015), all items are valid (Table II).

The study also conducts a reliability test to ensure all items have good internal consistency. The test for internal validity uses Cronbach Alpha (CA) and composite reliability (CR). Items are reliable if the CA and CR values are greater than 0.7, in exception to the explorative research, which allows the CA and CR values are acceptable at the minimum of 0.6. (Hair et al., 2014 and Hair et al., 2017). Table III demonstrates that the values of CA and CR of all items are exceeded 0.6, which means that all items are reliably used for inner model test.

Table II. Heterotrait-Monotrait Ratio for Discriminant Validity

Item	BI	DI1	DI2	DI3	DI4	DI5	DI6
DI1	0.328						
DI2	0.187	0.476					
DI3	0.237	0.559	0.265				
DI4	0.205	0.237	0.462	0.370			
DI5	0.314	0.313	0.445	0.456	0.704		
DI6	0.303	0.181	0.498	0.364	0.604	0.715	
TS	0.617	0.486	0.183	0.489	0.198	0.253	0.436

Table III. Validity (AVE) and Reliability (CA and CR)

Item	Cronbach's Alpha (CA)	Composite Reliability (CR)	Average Variance Extracted (AVE)
BI	0.746	0.830	0.594
DI1	0.615	0.796	0.565
DI2	0.745	0.855	0.664
DI3	0.670	0.815	0.595
DI4	0.760	0.862	0.677
DI5	0.622	0.797	0.567
DI6	0.755	0.860	0.674
TS	0.762	0.840	0.512

4.3. Inner Model Test R-Values

The inner model analysis is used to test relations among variables. In this research, the parameter used is the value of R-Square (R^2). R-Square is used to know the strength of relations among variables in this model.

Table IV. R Square Values

Item	R Square	R Square Adjusted
BI	0.244	0.241
DI1	0.261	0.259
DI2	0.385	0.383
DI3	0.395	0.394
DI4	0.489	0.488
DI5	0.500	0.499
DI6	0.538	0.537
TS	0.159	0.157

It can also be used to understand the prediction capacity within the model. The value of R-Square is ranged from 0.75 (strong), 0.50 (moderate), and 0.25 (weak) (Hair et al., 2014). Table IV

shows the value of the dependent variable (BI) of the R-Square in the model which reaches 0.244. Thus, the relationship between variables in the research model is weak, implicating the prediction capacity of variables in the model to attain up to 24.4%. The remaining can be predicted from other variables that are not included in this model.

4.4. Hypothesis Testing

This research has four hypotheses that intend to test the direct effect between variables using SMART-PLS 3.0. Parameters used to evaluate them are path coefficients (T and P values). The significant influence of two variables can be accepted if the T value is greater than 1.96 and the P value is less than 0.05 (Hair et al., 2014 and Hair et al., 2017).

The first hypothesis is to test the influence of tourist destination images on tourist behavioral intentions. The results of the hypothesis test, as shown in Table V, is that the value of T (2.252) which is greater than the minimum threshold value of 1.96, and P value (0.025), which is less than 0.05. This means that tourist destination image positively and significantly influences tourist behavioral intentions. Thus, hypothesis H1 is supported.

The second hypothesis is to test the influence of tourist destination images on tourist satisfaction at Ramelau Mountain. The results of the study demonstrate that the T value (6.878) is greater than the 1.96, and the P value (0.000), which is less than the maximum allowable value of 0.05 (Table V). This means that tourist destination image (DIT) positively and significantly influence tourist satisfaction (TS). Therefore, the H2 is supported.

The third hypothesis is to test the influence of tourist satisfaction (TS) on the tourist behavioral intentions (BI) at Ramelau Mountain. The results of the test show that the T value (7.981) is greater than 1.96, and the P value (0.000) is less than 0.05 (Table V). This shows that tourist satisfaction positively and significantly influences the tourist behavioral intentions at Ramelau Mountain. Hence, the H3 can be accepted.

Table V. T and P Values for Hypothesis Test (Direct Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Note
DI -> BI	0.124	0.131	0.055	2.252	0.025	Significant
DI -> TS	0.399	0.413	0.058	6.878	0.000	Significant
TS -> BI	0.431	0.434	0.054	7.941	0.000	Significant

The fourth hypothesis is to test the mediation effect of tourist satisfaction on the relationship between tourist destination image and tourist behavioral intentions at Ramelau Mountain. The result of the specific indirect test or mediation test shows that the T value (4.704) is greater than 1.96, and the P value

(0.000) is less than 0.05 (Table VI). This means that tourist satisfaction has a significant effect on the relationship between tourist image destinations and tourist behavioral intentions. Therefore, the H4 is supported.

Table VI. Mediation Effects (Specific Indirect Effects)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Note
DI -> TS -> BI	0.172	0.180	0.037	4.704	0.000	Significant

5. Discussion

The first objective of the current study is to examine the influence of tourist destination image on the tourist behavioral intentions at the Ramelau Mountain tourist destination. The findings of the study show that tourist destinations positively and significantly affect tourist behavioral intentions. This means that when a tourist image destination is good the tourist behaviour intentions increase to visit and revisit the Ramelau Mountain as a tourist destination. The natural, cultural attractions, as well as social adjustment to culture, price, infrastructure, facility, and accessibility may help to attract tourists and recommending to their friends, sharing positive feedbacks to other potential visitors to visit and/or revisit the Ramelau Mountain. The findings also show that tourists destination factors that highly influence the tourist behavioral intentions are price (D6), accessibility (D5), infrastructure and facilities (D4) in comparison with Natural attraction (D1), cultural attraction (D2) as well as social and cultural adjustments (D3) (Figure 3). The findings of the research confirm the previous studies that show destination image influence behavioral intentions (Afshardoost & Eshaghi, 2020; Çelik & Dedeoğlu, 2019; Choe & Kim, 2018; Dedeoğlu, 2019; Su et al., 2020; Viet et al., 2020) because good tourist destination image can create positive, happy impressions and therefore tourists can recommend the destination to others and possibly to revisit in the future. However, the findings of the research are asymmetric with other studies which show that even negative tourist destination image may still stimulate tourists to visit and revisit (Li et al., 2018). For instance, the Chinese tourists may still want to revisit North Korea because they want to experience challenges, geographical, cultural, and political proximities.

The second objective of the study is to test the influence of tourist destination image on tourist satisfaction. The findings show that the tourist destination image has a positive and significant influence on tourist satisfaction. This means that tourist destination images reflected by accessibility, infrastructure, natural and attraction facilities, as well as cultural and environmental adjustments and price are highly influential on the positive feelings of tourists to visit the Ramelau Mountain. In this case, good accessibility, infrastructure, natural and cultural attractions, as well as cultural and environmental adjustments will contribute to tourist's happiness in Ramelau Mountain and vice versa. Good service quality and tourist attraction go in line with the tourist expectation (Chen & Tsai, 2007). Tourist destination image influences significantly on tourist satisfaction due to accessibility and infrastructure, good facilities, and price, which lead to enhance tourist happiness to give positive feedback, and revisit the Ramelau Mountain as a tourist destination. Numerous authors have revealed that quality of accessibility, infrastructure, facility, and price will form good tourist destination image, thus attracting tourists to visit a tourist destination (Reza Jalilvand et al., 2012; Arnegger & Herz, 2016; Tan, 2017; Dedeoğlu, 2019). The current study confirms the results of the previous studies revealed that destination images influence significantly on tourist satisfaction (Aziz et al., 2015; Toudert & Bringas-Rábago, 2019; and Saini & Arasanmi, 2020).

The third objective of the study is to test the influence of tourist satisfaction on the tourist behavioral intention at the Ramelau Mountain tourist destination. The findings show that tourist satisfaction has a positive and significant influence on the tourist behavioral intentions at the tourist destination. If a tourist is satisfied with a tourist destination will also increase the behavioral intention of tourists to visit a tourist destination and vice versa.

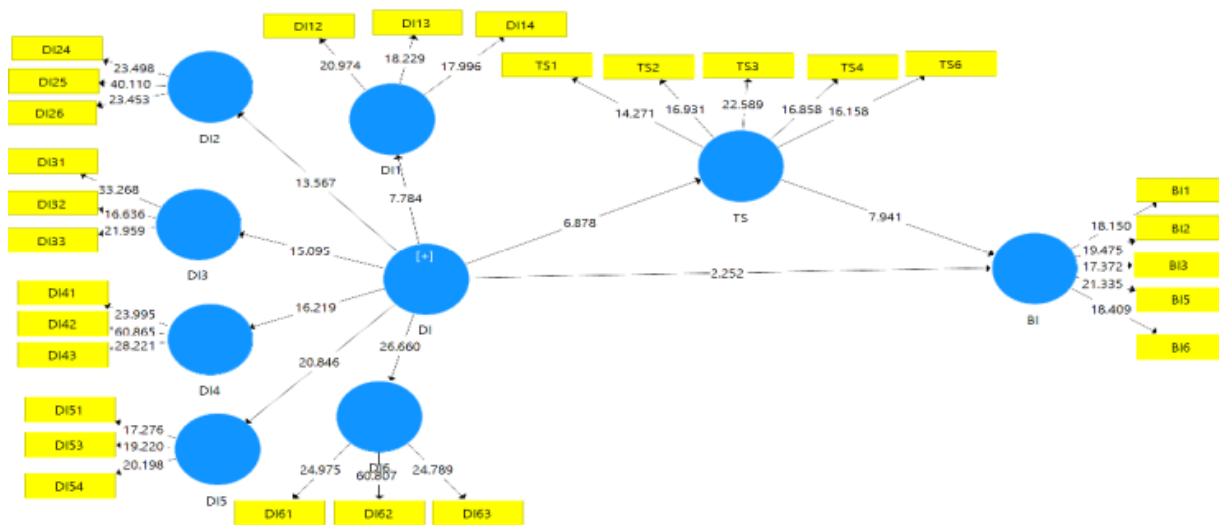


Figure 3. Path Coefficient

Tourists are satisfied once their expectations are met in a tourist destination, which lead them to decide to revisit or recommend to the other tourists to visit the same tourist destinations (Akgün et al., 2020). The findings also indicate that factors push tourists to visit Ramelau Mountain tourist destination are accessibility, infrastructure, facility, and affordable price. These factors are regarded as supporting factors that offer comfortability to tourists to visit a tourist destination (Tavitiyaman et al., 2021). The findings confirm the previous studies that tourist satisfaction influences tourist behavioral intentions (Aziz et al., 2015; Toudert & Bringas-Rábago, 2019; Saini & Arasanmi, 2020; Seetanah et al., 2020).

Finally, the fourth objective of the study is to test mediation effects of tourist satisfaction on the relationship between tourist destination image and tourist behavioral intentions at the Ramelau Mountain tourist destination. The findings of the study show that tourist satisfaction positively influences the relationship between tourist destination image and tourist behavioral intentions. The satisfied tourists will form tourism positive feelings which in turns enhancing their intention to visit and revisit a tourist destination. This confirms that tourist destination image which is reflected from natural and cultural attractions, affordable price, accessible site, good infrastructure, facilities will stimulate tourists to have positive feelings, and decide to visit and revisit and promote a tourist destination via word of mouth information (Toudert & Bringas-Rábago, 2019; Saini & Arasanmi, 2020).

6. Conclusions and Implication

The objectives of the research are to test and analyze the influence of tourist destination image and tourist satisfaction on tourist behavioral intentions at Ramelau Mountain as a tourist destination in Timor-Leste, as well to test the mediation effect of tourist satisfaction on the relationship between destination image and behaviour intention. From the findings, some significant conclusions can be drawn from this study: (1) Tourist

destination image positively and significantly influences the tourist behavioral intention. A good tourist destination images will attract more tourists to visit. Accessibility, price, and values, infrastructure, and facilities, natural cultural originality, culture and belief will attract more tourists than those that have artificial and modern nature. (2) Tourist destination images also positively and significantly influence the tourist satisfaction. Good tourist destination image will possibly increase the level of tourist satisfaction which is dictated by good accessibility, price, infrastructure, and facilities. (3) Client satisfaction has a positive and significant influence on the tourist behavioral intentions. A satisfied tourist will lead to visit and visit Ramelau Mountain, as well as recommend the destination to the other families and friends to visit the same tourism destination. (4) Client satisfaction has a significant effect on the relationship between tourist destination image and tourist behavioral intentions. Tourist satisfaction will help in promoting the tourist destination image of Ramelau Mountain, thus implicating that more tourists will come to visit and revisit the tourist destination, as well as recommending it to others to come and visit.

7. Limitation and Future Research

The findings of the research show that tourist destination image has a positive and significant influence on the tourist behavioral intentions of Ramelau Mountain in Ainaro Municipality. However, there are some limitations of the current study to be improved to increase the number of tourists visiting the destination.

1) The study limits itself to observing the influence of variables of tourist destination image and tourist satisfaction on tourist behavioral intentions at the Ramelau Mountain. Hence, future studies should focus more on the internal and external factors related to service provision at the Ramelau Mountain destination to increase the number of tourists visiting the tourist destination. This is justified in the research by showing

variables that can predict the dependent variables such as tourist behavioral intentions whose R2 value is very small (24.4%).

2) The study only uses a questionnaire to collect data. Future studies should also employ mixed methods to pull data in-depth, hence socially acceptable responses can be avoided.

3) Tourist destination image has a positive and significant influence on the tourist behavioral intentions in visiting Ramelau Mountain as a tourist destination. This means that the government and local communities need to develop the tourist destination to improve the image of the tourist destination in attracting more tourists visiting it. Important factors to consider are improved infrastructure and facilities to ensure accessibility and comfortability of the tourists. It is also equally important to ensure that the Ramelau Mountain tourist destination is well-cared in its original nature and to ensure that the price is affordable for them.

4) Client satisfaction is a deciding factor in stimulating tourist behavioral intention to visit Ramelau Mountain as a tourist destination in Timor-Leste. This means that the government and local communities need to improve the facilities such as road, transport, accommodation, services, restaurants, and souvenir shops to offer comfortability and increase the good image of the Ramelau Mountain as a tourist destination to attract more domestic and international tourists visiting the Ramelau Mountain as a tourist destination in Timor-Leste.

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Appendix A. The Research Instruments

I. Tourism Destination Image

Code	Item
DI1	Natural Attractions
DI11	The Ramelau mountain is a cultural and historical tourism destination with its astonishing natural scenery.
DI12	The Ramelau mountain as a tourism destination has a beautiful and small water stream.
DI13	The Ramelau Mountain has a spectacular view.
DI14	Ramelau Mountain has diversification of Flora and Fauna (wild animals).
DI2	Cultural attractions
DI21	The Ramelau mountain is a fascinating cultural and patrimonial tourism destination
DI22	The chapel and statue of our Lady are well-known construction which is representing the characteristic uniqueness of Ramelau Mountain.
DI23	The Ramelau mountain is an interesting historical destination.
DI24	There is a unique custom life and tradition in Ramelau Mountain.
DI25	In Ramelau Mountain, there are available delicious traditional foods

DI26	The Ramelau Mountain has local products which can represent and promote local culture.
DI3	Social and environmental adjustment
DI31	It is secure to travel to the Ramelau Mountain.
DI32	The Ramelau Mountain has the virtuous and clean environment.
DI33	Local people have great hospitality.
DI34	Ramelau Mountain has friendly climate.
DI35	Ramelau Mountain has silent and peaceful location to spend a day visit.
DI4	Infrastructures and facilities
DI41	The Ramelau Mountain has high quality of infrastructures such as road, water, electricity, beautiful landscape, and etc.
DI42	The Ramelau Mountain has available various quality of accommodation.
DI43	The Ramelau Mountain has different types of market facilities and products.
DI44	It is an opportunity to explore the Ramelau mountain using motorcycles adventure, climbing, tracking, camping, picnic, and etc.
DI5	Accessibility
DI51	It is available an well organize sign and information board at the parking site.
DI52	The Ramelau Mountain has good parking site.
DI53	The Ramelau Mountain has good and convenient access to the nearby cities i.e. Maubisse, Aileu, Ainaro and Same and Dili.
DI54	The Ramelau Mountain has good and convenience public transportation.
DI6	Price and Value
DI61	The visiting price of the Ramelau Mountain is cheaper than any other tourist destinations in Timor-Leste
DI62	In the Ramelau Mountain, foods and accommodations have reasonable price.
DI63	In Ramelau Mountain, local products have reasonable price.

BI2	I will share my experience of visiting the Ramelau mountain to friends and family.
BI3	I would like to come back to visit the Ramelau mountain with friends and relatives.
BI4	I would like to revisit the Ramelau mountain in a next couple of years.
BI5	I will recommend the trip to Ramelau mountain to family and friends more than any other tourism destinations in Timor-Leste.
BI6	I will recommend the Ramelau mountain to other potential visitors.

II. Tourist Satisfaction

Code	Item
TS1	I am very happy with my trip to the Ramelau Mountain.
TS2	My preference to choose the Ramelau mountain is prudent
TS3	My experience to the Ramelau Mountain meets my expectation
TS4	I am satisfy with my personal decision to visit the Ramelau Mountain
TS5	I am satisfied with the quality of service available from the accommodation at the Ramelau Mountain.
TS6	It is my best commitment I have done personally to visiting the Ramelau Mountain.

III. Behavioral Intention

Code	Item
BI1	I will inform my relatives and friends about my admiration about the Ramelau mountain and I stay longer than actual plan.