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Antecedents of Satisfaction and The Influence of Recommend Intention

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ABSTRACT

This study delves into the intricate dynamics between Pro-Growth Destination Image, Emotional Experience, Pro-Growth Destination Authenticity, and Satisfaction with Recommend Intention within the context of tourist destination selection and recommendation. With a growing interest in understanding the multifaceted aspects that shape tourists' perceptions and behaviors, this research aims to elucidate the interrelationships among these pivotal constructs. The study sample consisted of 300 participants selected through purposive sampling, with criteria including individuals aged 17 years and above who had visited a tourism village at least once annually. Employing a quantitative approach, this research utilized a survey method with the administration of a questionnaire. Data analysis was conducted using SmartPLS4 software. The concept of Pro-Growth Destination Image serves as a focal point, representing the amalgamation of tourists' expectations, emotions, and perceptions towards a specific destination. Emotional Experience is examined as a crucial determinant influencing tourists' overall satisfaction and subsequent intentions to recommend a destination to others. Furthermore, the study investigates the role of Pro-Growth Destination Authenticity in shaping tourists' perceptions of a destination's genuineness and its impact on satisfaction and recommendation intentions. Through a comprehensive analysis, using advanced statistical methods and empirical data, this research seeks to contribute to the theoretical understanding of destination image formation and its implications for tourist behavior. Insights gleaned from this study hold significant implications for destination managers and marketers, guiding in crafting strategies to enhance destination authenticity, emotional experiences, and overall satisfaction, ultimately fostering positive recommendation intentions among tourists.

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INTRODUCTION

The tourism industry in Indonesia is currently growing very rapidly, both at the global, national and regional levels, making various regions in Indonesia continue to explore their tourism potential and offer a variety of tourism products that they have and the possible products offered by each destination (Ariestyani & Utami, 2022). Diverse tourist destinations also attract tourists to visit this place. Culinary tourism is currently experiencing very rapid development and is increasingly popular among the public. This can occur due to changes in people's lifestyles in fulfilling food consumption and has become a vehicle for regions to promote their unique culture and history (Anggraeni, 2023). In the midst of intense competition between tourist destinations, this requires each tourist destination to have a competitive advantage, so that they can survive and not experience a decline. One of the competitive advantages of tourism destinations is by analyzing visitors' feelings when visiting tourist destinations and studying tourists' emotional responses. , then visitors to that destination will increase (Rendusara, 2024). In this case, the impact of emotional experiences can be observed through its influence on attitudes and behavior. So tourists have a desire to recommend to other people about the destination (Widodo *et al.*, 2021). Therefore, research regarding Emotional experience influencing Recommend Intention is the urgency of this research.

Emotional experience is a strategy and implementation to provide an affective influence on consumers towards a company through communication, products, environment, websites and people offering products (Wicaksono et al., 2021). Emotional experience can be felt by consumers when providing quality service to consumers. Therefore, Emotional experience can significantly influence the growth of Destination Authenticity (Ramkissoon & Uysal, 2011), because pro-growth Destination Authenticity can form tourists' interest in recommending it to other people.

Pro-Growth Destination Authenticity is the essence of an object, which can be used as tourist knowledge (Taheri et al., 2018). According to Hernandez-Fernandez and Lewis (2019) Pro-Growth Destination Authenticity is the equality between the self-concept that exists in the soul and the behavior displayed in daily life. Authenticity has become an important measure for tourists because they not only increase tourists' desire to travel authentically, but also look for a destination image that suits their self-image (Subagio et al., 2022). Therefore, tourist behavior tends to reflect the self-identity of the tourist himself. It can be concluded that tourists hold the ultimate decision regarding whether to visit a destination or not. Consequently, a tourist destination stands to gain a favorable image when tourists have positive travel experiences there. This positive image, known as Pro-Growth Destination Image, along with satisfaction, can influence tourists to recommend the destination to others. Christiawan et al. (2014) elaborate in their study that Pro-Growth destination image significantly influences the process of destination selection and review by tourists. This perception of destination image holds substantial importance, particularly in the competitive landscape of the tourism market. With escalating competition in the tourism sector, destination managers recognize the criticality of continually enhancing and devising effective marketing strategies to cultivate and enhance a favorable tourism image for the success of destinations (Brooks & Johnston, 2012).

The Pro-Growth destination image encapsulates a blend of expectations, emotions, perceptions, and anticipations associated with a specific destination (Sultan et al., 2021). This image plays a pivotal role in shaping the satisfaction of tourist visitors, where a positive image corresponds to higher satisfaction levels. As a result, destination image significantly influences the process of selecting tourist destinations. This assertion aligns with the findings of Daskin & Pala (2022), who affirm the positive impact of Pro-Growth destination image on satisfaction.

Thus, the interplay between destination image and tourist satisfaction results in outcomes such as an appealing destination, which in turn, shapes the trajectory of the tourism sector and influences the intention to recommend tourist destinations (Widodo et al., 2021). Satisfaction is a feeling of disappointment or happiness that a person feels. According Widodo et al., (2021) Satisfaction is a measure of tourists' overall opinion of the quality of each destination. This

measure can be considered as a value regarding the quality of results from a tourism destination, for example the treatment and service felt by tourists towards a tourism destination, but not only the results at the end of their experience. As research conducted by Prayag et al., (2017) shows that tourists' emotional experiences have a direct effect on satisfaction. This was also researched by (San, 2005) shows that visitor satisfaction has a significant positive effect on Recommend Intention, because tourists who are satisfied with their trip will make repeat visits to the same destination and recommend it to others. Recommend Intention is a consumer's willingness to recommend to others to deal with a service provider after a travel experience (Yu et al., 2019). According Ignatov, (2016) Recommendations are the delivery of applications from observations of the conditions and desires of tourists. Whereas Jensen & Meckling, (1976) said that recommendations are a follow-up action to observe customer satisfaction. With recommendations, the products being sold will find real potential customers and these people will recommend the destination to other people. This phenomenon of the bond between a person and a particular place is known as pro-growth destination image. Pro-growth Destination image refers to the affective bond between a person and a particular physical environment (Berlianto, 2019).

Previous research Nguyen Viet *et al.*, (2020) The results show that destination image and satisfaction have a positive effect on revisit intention. The same thing was done by Song et al., (2017) shows that destination image and place attachment have a positive effect on revisit intention. This is also done by Trius *et al.*, (2023) the results show that Destination Image has a positive effect on revisit intention. Some research (Berlianto, 2019; Rifaldo & Wardi, 2021; Rendusara, 2024) have revealed that destination image influences satisfaction. Like research conducted by Nguyen Viet *et al.*, (2020) The results show that destination image and satisfaction have a positive effect on revisit intention. Nevertheless, research is carried out Sulistiyowati, (2015) Contrary to previous research showing results that destination image has no effect on tourist satisfaction.

Based on the research gap and previous research, there is still limited research involving pro-growth destination image, Emotional experience, Pro-Growth Destination Authenticity and satisfaction with Recommend intention, although research regarding destination image, Emotional experience and recommendation intention has been widely researched. In previous research, only used destination image variables, satisfaction with revisit intention as research variables (Nguyen Viet *et al.*, 2020). Therefore, researchers want to research pro-growth destination image, Emotional experience, Pro-Growth Destination Authenticity and satisfaction with Recommend intention to be able to encourage the image of a destination that is captured by visitors, thereby creating a feeling of recommending to other people about that destination (Shoukat & Ramkissoon, 2022). So, this research can help increase the number of tourist visits to Bali. This research aims to examine further about pro-growth destination image, Emotional experience, Pro-Growth Destination Authenticity and satisfaction with Recommend intention.

Consumer behavior is an important topic in business education because achieving marketing targets depends on the extent to which a company can understand, serve, and influence consumers (Peter & Olson, 2008). Consumer behavior is the study of how individuals, groups and organizations select, buy, use and how goods, services, ideas or experiences satisfy their needs and desires (Mochlasin, 2018; Peter & Olson, 2008). According Yanto *et al.*, (2020) Consumer Behavior is an exchange process involving a series of steps, starting with the acquisition or acquisition stage, then the consumption stage, and ending with the product or service stage.

Emotional Experience and Satisfaction

Emotional experience is a strategy and implementation to provide an affective influence on consumers towards a company through communication, products, environment, websites and people offering products. (Wicaksono *et al.*, 2021). In this case, there is a relationship between Emotional Experience and Satisfaction, where visitors feel that their emotional experience of visiting a destination is

better than their expectations, which means they feel satisfied with the visit. Research conducted by d (Quynh *et al.*, 2021; Wong, 2004; Feeney, 1999 and Phillips & Baumgartner, 2002) shows the results that Emotional experience has a positive and significant effect on Satisfaction.

H1: Emotional experience has a positive and significant effect on Satisfaction

Pro-Growth Destination Authenticity and Satisfaction

Pro-Growth Destination Authenticity is the essence of an object, which can be used as tourist knowledge (Taheri *et al.*, 2018). According (Hernandez-Fernandez and Lewis, 2019) Pro-Growth Destination Authenticity is the equality between the self-concept that exists in the soul and the behavior displayed in daily life. The relationship between Pro-Growth Destination Authenticity and Satisfaction, where with the authenticity of a destination, visitors are increasingly satisfied with the authenticity of that destination. such as research conducted by (Singh *et al.*, 2018; Kastenholz *et al.*, 2018; Irazábal, 2018) The results show that Pro-Growth Destination Authenticity has a positive and significant effect on Satisfaction.

H2: Pro-Growth Destination Authenticity has a positive and significant effect on Satisfaction

Pro-Growth Destination Image and Satisfaction

Pro-Growth destination image is a collection of expectations, feelings, ideas and expectations related to a particular destination (Sultan *et al.*, 2021). The relationship between Pro-Growth Destination Image and Satisfaction, in this case tourists have an important role in influencing the satisfaction of tourist visitors, where the more a positive destination image grows in the minds of tourists, the more satisfied tourists feel with the destination. Research conducted by (Králiková *et al.*, 2020; Eid *et al.*, 2019; Le & Le, 2020) shows the results that Pro-Growth Destination Image has a positive and significant effect on Satisfaction

H3: Pro-Growth Destination Image has a positive and significant effect on Satisfaction

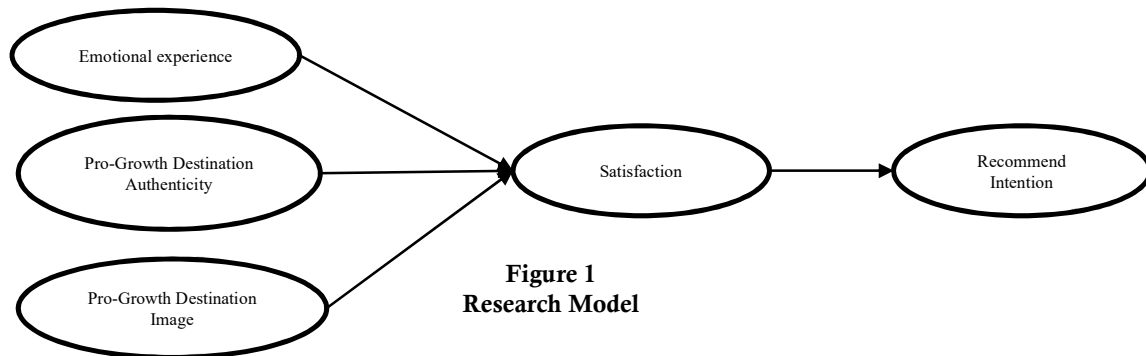
Satisfaction as an Intervening Variable with Recommend Intention

According Widodo *et al.*, (2021) Satisfaction is a measure of tourists' overall opinion of the quality of each destination. The relationship between Satisfaction and Recommend Intention, where visitors feel satisfied with the destination, visitors will recommend the destination to other people and tell about the beauty of the destination. In this case, if tourists are impressed with the destination, the higher the tourist satisfaction. If tourist satisfaction is high, the tendency of tourists to want to carry out these recommendations is also high. Research conducted by (Finn *et al.*, 2009; Han *et al.*, 2019; Prayag *et al.*, 2013; Pujiastuti *et al.*, 2022) The results show that Satisfaction as an Intervening Variable has a positive effect on Recommend Intention. This proves that tourist satisfaction is very important for tourism, because it will influence someone to recommend it to their friends. When tourists feel that the expected attributes of a tourist destination match what they feel and see at the tourist destination, then satisfaction will arise for tourists. In this case, researchers argue that Recommend Intention is a consumer's willingness to recommend to others to deal with a service provider after a travel experience (Yu *et al.*, 2019). It has been observed by researchers that travel experiences in terms of services, products and other resources a destination offers can encourage positive recommendations to others. Researchers have found that satisfaction has an influence on Recommend Intention (Dam & Dam, 2021).

An indirect relationship between destination image, emotional experience and revisit intention has been announced by several studies. There is an indirect correlation between destination image, emotional experience through satisfaction. The importance of satisfaction as a variable that moderates the relationship between pro-growth destination image, Emotional

experience, Pro-Growth Destination Authenticity through satisfaction on Recommend intention has been supported by several studies (Khairusy *et al.*, 2021; Sochenda, 2021; May *et al.*, 2020; Juliana, 2022) The results show that Satisfaction has a positive effect on Recommend Intention.

H4: *Satisfaction have a positive and significant effect on Recommend Intention*



METHODS

This research was conducted using an explanatory research approach which was measured through the pro-growth destination image variable and its indicators, namely Cognitive destination image, Unique image, Affective destination image adopted from (Králiková *et al.*, 2020), Emotional experience indicators are Knowledge, Attitude, Skill adopted from (Quynh *et al.*, 2021). Indicators for Pro-Growth Destination Authenticity are continuity, credibility, integrity adopted from (Kastenholz *et al.*, 2018; Irazábal, 2018). Satisfaction indicators are adopted from Conformity to Tourist Expectations, Willingness to Recommend, Interest in Returning (Prayag *et al.*, 2013) and Recommend intention indicators, namely: Willingness to recommend, share experiences with others, provide recommendations to others (Han *et al.*, 2019; Prayag *et al.*, 2013).

This study employs a quantitative approach due to the utilization of numerical data, specifically collected on a Likert scale ranging from 1 to 5. The sampling method adopted was purposive sampling, targeting 300 domestic tourists who frequent Bali tourist villages annually. The participants were required to have prior experience visiting Bali tourist villages. Structural equation modeling (SEM-PLS) was utilized for data analysis, aiming to rectify measurement errors by incorporating interaction effects within the model, as outlined by Hair *et al.* (2021). Furthermore, SEM-PLS was employed to assess the estimates and significance through the Bootstrap method. Additionally, SEM-PLS was utilized to estimate the association between variables and indicators within the inner model, which elucidates the relationship between latent variables, and the outer model, which delineates the connection between indicators and latent variables.

The outer model serves to evaluate the reliability and validity of the indicators employed for measuring constructs within the research model. Conversely, the inner model, also referred to as the structural model, derives its results from the bootstrapping process on non-parametric data, as outlined by Hair *et al.* (2021). Subsequently, the assessment of Q^2 , or the predictive relevance capacity of the research model, was conducted. This evaluation may utilize the $Q^2_{predict}$ method, which is a more sophisticated approach, as proposed by Shmueli *et al.* (2016).

For hypothesis testing, data are analyzed using bootstrapping or resampling functions within the SmartPLS4 software. Initially, the significance of the relationship between variables is tested by comparing T-statistic values with critical T-table values. If the T-statistic exceeds the T-table value, indicating significance, the variable's influence is deemed substantial. Path coefficient analysis regularly compares various paths directly or indirectly affecting the independent and dependent variables, as elaborated by Hair et al. (2021).

In this study, a significance level of $\alpha = 0.05$ is employed, with degrees of freedom classified as infinite. For one-tailed hypothesis, the critical T-table value is set at 1.645, following Chin's (1998) recommendation. Additionally, the direction of the coefficient (standardized coefficient) is examined to ensure its alignment with the directional hypothesis. If the coefficient direction aligns with the hypothesis and exhibits significance, the hypothesis is supported. Moreover, path analysis is conducted to evaluate variable influences along each path, including the mediating variables, to assess their mediation capacity within the research model.

RESULT AND DISCUSSION

Respondents' Profile

The research involved 300 participants who met the specified criteria. Details about the participants' profiles can be found in Table 1 provided below.

Table 1. Respondents' Demographic Profile

| Demographic Profile | | Sample (n) | Percentage (%) |
|-----------------------------------|---------------------------------------|------------|----------------|
| Gender | Male | 142 | 47.3 |
| | Female | 158 | 52.7 |
| Age | 17-23 years | 27 | 9.0 |
| | 24-29 years | 163 | 54.3 |
| | 30-35 years | 90 | 30.0 |
| | 36-41 years | 14 | 4.7 |
| | Above 41 years | 5 | 1.7 |
| Education | High School/Equivalent | 6 | 2.0 |
| | Diploma/Equivalent | 74 | 24.7 |
| | S1 | 215 | 71.7 |
| | Postgraduate | 3 | 1.0 |
| Expenditure | Rp. 3.500.001 – Rp. 5.000.0000 /month | 162 | 54.0 |
| | < Rp. 3.500.000 /month | 73 | 24.3 |
| | Rp. 5.000.001 – Rp. 7.500.000 /month | 58 | 19.3 |
| | above Rp. 7.500.000 /month | 6 | 2.0 |
| Get to know Bali tourism | Advertisement | 136 | 45.3 |
| | Friend | 162 | 54.0 |
| | Magazine | 1 | 2.3 |
| Intends to recommend Bali tourism | Yes | 228 | 76.0 |
| | No | 35 | 11.7 |

Source: Data processed in 2024

Measurement Model

Validity testing shows that all items that measure variables with a loading value greater than 0.6 so it can be concluded that all items are considered valid (Hair *et al.*, 2017) . The AVE value can be seen in Table 2 below:

Table 2. Construct reliability and validity

| Variable | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|-------------------------------------|------------------|-------------------------------|-------------------------------|----------------------------------|
| Emotional Experience | 0,769 | 0,787 | 0,849 | 0,586 |
| Pro-growth destination authenticity | 0,776 | 0,788 | 0,854 | 0,595 |
| Pro-growth destination image | 0,746 | 0,779 | 0,837 | 0,563 |
| Recommend Intention | 0,756 | 0,798 | 0,842 | 0,573 |
| Satisfaction | 0,732 | 0,754 | 0,831 | 0,554 |

Source: Data processed in 2024

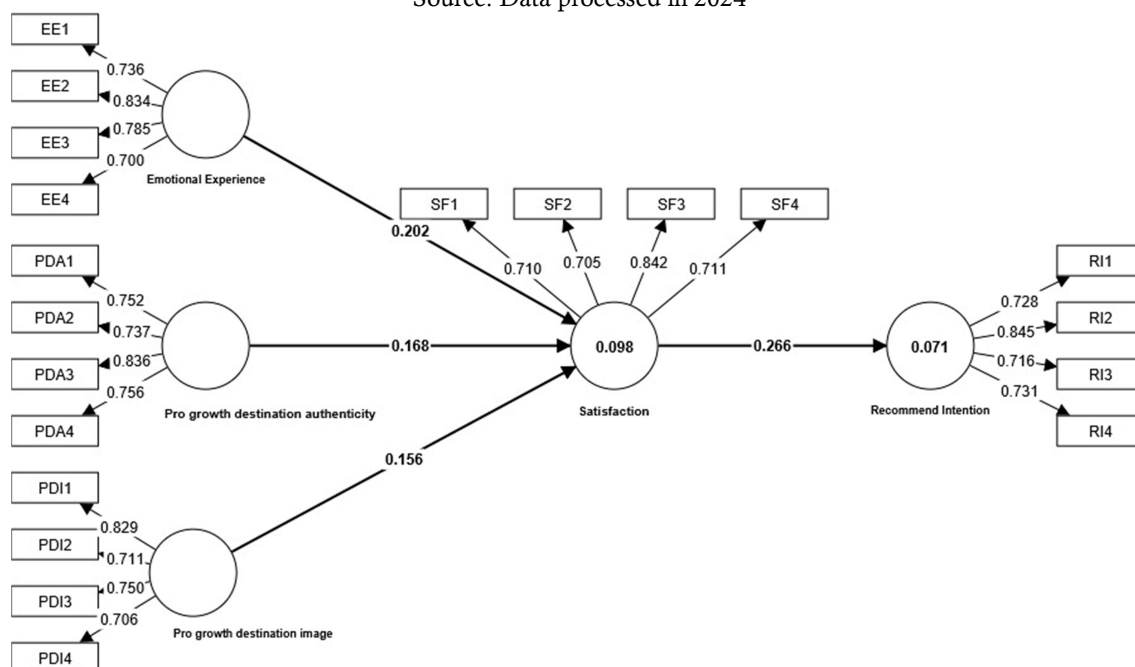


Figure 2. Outer Model

The validity assessment utilized the Heterotrait-Monotrait Ratio (HTMT) method developed by Henseler et al. (2015). The outcomes of this test are displayed in Table 3 provided below. A HTMT value below 0.90 indicates that all indicators effectively distinguish and measure their corresponding constructs.

Table 3. HTMT Ratio

| Variable | Emotional Experience | Pro-growth destination authenticity | Pro-growth destination image | Recommend Intention | Satisfaction |
|-------------------------------------|----------------------|-------------------------------------|------------------------------|---------------------|--------------|
| Emotional Experience | | | | | |
| Pro-growth destination authenticity | 0,080 | | | | |

| Variable | Emotional Experience | Pro-growth destination authenticity | Pro-growth destination image | Recommend Intention | Satisfaction |
|------------------------------|----------------------|-------------------------------------|------------------------------|---------------------|--------------|
| Pro-growth destination image | 0,088 | 0,104 | | | |
| Recommend Intention | 0,157 | 0,089 | 0,092 | | |
| Satisfaction | 0,259 | 0,219 | 0,205 | 0,340 | |

Source: Data processed in 2024

Structural Model

Continuation of structural model testing (inner model) is contingent upon the validation of the existing model (outer model). As described by Hair et al. (2019), the purpose of structural model testing is to assess the strength of relationships between variables and to evaluate established hypotheses. The outcomes of this testing process are summarized in Table 4 provided below.

Table 4. R Square

| Variable | R-square | R-square adjusted |
|---------------------|----------|-------------------|
| Recommend Intention | 0,071 | 0,067 |
| Satisfaction | 0,098 | 0,089 |

Source: Data Processing, 2024

Based on the data presented in the table above, it can be seen that the R-Square value for Recommend Intention is 0,071. This shows that the percentage of Revisit Intention can be explained by Emotional Experience, Pro growth destination authenticity, Pro growth destination image of 71%. The R-square value for Satisfaction is 0,098 which means that Satisfaction can be influenced by Recommend Intention of 98 %.

Hypothesis Testing

Hypothesis testing is carried out to determine the influence of variables and ensure whether each hypothesis is supported or not (J. F. Hair et al., 2019). Testing was carried out by bootstrapping using a one-tailed test approach with an alpha value of 0.05, having a threshold T value of more than 1,649. The test results are shown in Table 5.

Table 5. Hypothesis Testing

| Hypothesis | Standard deviation (STDEV) | T statistics (O/STDEV) | P values | Significant | Result |
|---|----------------------------|--------------------------|----------|-------------|-----------|
| Emotional Experience -> Satisfaction | 0,054 | 3,769 | 0,000 | Significant | Supported |
| Pro-growth destination authenticity -> Satisfaction | 0,052 | 3,226 | 0,001 | Significant | Supported |
| Pro-growth destination image -> Satisfaction | 0,052 | 3,009 | 0,001 | Significant | Supported |
| Satisfaction -> Recommend Intention | 0,053 | 4,965 | 0,000 | Significant | Supported |

Source: Data Processing, 2024

All standardized coefficients exhibit positive values. Moreover, the hypotheses testing indicates that all hypotheses possess T-values surpassing 1.649, with corresponding p-values equal to or lower than 0.05. As a result, hypotheses 1 to 4 within the model are confirmed. Upon examining the p-values of each construct, the hypothesis testing underscores the prominent influence of Emotional Experience (0.000), Pro-growth Destination Authenticity (0.001), and Pro-growth Destination Image (0.001) on Recommend Intention, with Satisfaction following closely behind.

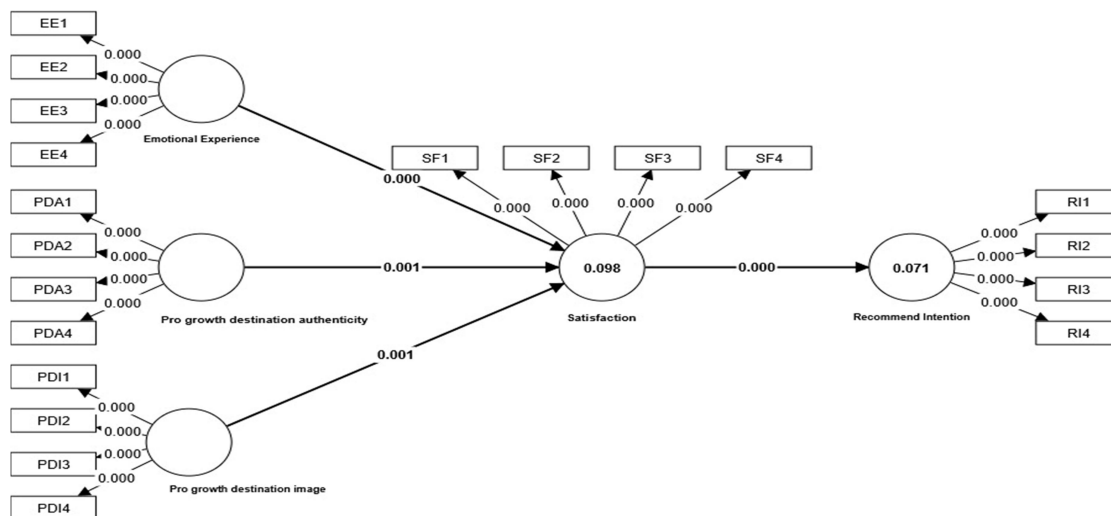


Figure 3. Inner Model

Mediation Analysis

An examination for both indirect and direct effects was conducted to quantify and classify the mediating influence of variables within the model. This was achieved by analyzing the standard coefficients and P-values of each pathway from independent variables to dependent variables (Nitzl *et al.*, 2016).

Tabel 6. Indirect Effect

| Indirect Path | Path coefficient (indirect) | P values | Result |
|--|-----------------------------|----------|---|
| Pro-growth destination authenticity -> Satisfaction -> Recommend Intention | 0,045 | 0,006 | Supported by the complementary partial mediation type |
| Pro-growth destination image -> Satisfaction -> Recommend Intention | 0,042 | 0,008 | Supported by the complementary partial mediation type |
| Emotional Experience -> Satisfaction -> Recommend Intention | 0,054 | 0,003 | Supported by the complementary partial mediation type |

Source: Data Processing, 2024

Based on table 6 above, the P values can be concluded that Satisfaction is able to mediate significantly on the variable's Pro growth destination authenticity, Pro growth destination image and Emotional Experience towards Recommend Intention. This is supported by research conducted by (Khairusy *et al.*, 2021; Sochenda, 2021; May *et al.*, 2020; Juliana, 2022) the results

show that Satisfaction has a positive effect on Recommend Intention. Satisfaction able to mediate Pro growth destination authenticity, Pro growth destination image and Emotional Experience to recommend positively to others. The results of this research can be concluded that this hypothesis is supported by the complementary partial mediation type.

DISCUSSION

The results of the first hypothesis test can be seen in Table 5 above, showing that H1 is supported. This means that there is an influence between Emotional Experience and Satisfaction with a p-value of 0.000, this value is smaller than 0.05 which is the limit for a one-tailed test with a significance level of 0.05. In this way, visitors feel that their emotional experience in visiting a destination is better than their expectations, which means they feel satisfied with their visit. Therefore, from these findings it can be concluded that Emotional Experience can generate strong emotional experiences and increase Satisfaction. Research conducted by d (Quynh *et al.*, 2021; Wong, 2004; Feeney, 1999 and Phillips & Baumgartner, 2002; Juliana, 2022) shows the results that Emotional experience has a positive and significant effect on Satisfaction.

The results of the first hypothesis test can be seen in Table 5 above, showing that H2 is supported. This means that there is an influence between Pro-Growth Destination Authenticity on Satisfaction with a p-value of 0.001 and this value is smaller than 0.05 which is the test limit for the significance level. Thus, it can be explained that with the authenticity of a destination, visitors are more satisfied with Bali tourism. This is supported by research conducted by (Singh *et al.*, 2018; Kastenholz *et al.*, 2018; Irazábal, 2018) The results show that Pro-Growth Destination Authenticity has a positive and significant effect on Satisfaction.

The results of the first hypothesis test can be seen in Table 5 above, showing that H3 is supported. means that there is an influence between Pro-Growth Destination Image and Satisfaction with a p-value of 0.001 and this value is smaller than 0.05 which is the test limit for the significance level. In this way, tourists have an important role in influencing the satisfaction of tourist visitors, where the more a positive destination image grows in the minds of tourists, the more satisfied tourists feel with the destination. Research conducted by (Králíková *et al.*, 2020; Eid *et al.*, 2019; Le & Le, 2020; Juliana *et al.*, 2023) shows the results that Pro-Growth Destination Image has a positive and significant effect on Satisfaction

The results of the first hypothesis test can be seen in Table 5 above, showing that H4 is supported. means that there is an influence between satisfaction and Recommend Intention with a p-value of 0.000 and this value is smaller than 0.05 which is the test limit for the significance level. In this way, this proves that tourist satisfaction is very important for tourism, because it will influence someone to recommend it to their friends. When tourists feel that the expected attributes of a tourist destination are in accordance with what they feel and see in the tourist destination, satisfaction will arise in tourists. Research conducted by (Finn *et al.*, 2009; Han *et al.*, 2019; Prayag *et al.*, 2013; Pujiastuti *et al.*, 2022 ; Juliana *et al.*, 2023) The results show that Satisfaction as an Intervening Variable has a positive effect on Recommend Intention.

CONCLUSION

The study has concluded that the way tourists perceive a pro-growth destination image, authenticity, and emotional experiences significantly impact their satisfaction levels. The study confirms that each of these factors has a positive and significant effect on satisfaction, indicating that tourists prefer destinations that project a modern image, maintain authenticity, and provide emotionally engaging experiences.

Moreover, the research has found that satisfied tourists are more likely to recommend the destination to others, which emphasizes the importance of satisfaction in tourism. Destination managers and marketers can use these findings to develop strategies that enhance the destination's image, emphasize its authenticity, and create emotionally fulfilling experiences for tourists.

Investing in marketing campaigns, infrastructure development, and cultural preservation can help shape a positive pro-growth destination image and maintain authenticity, thereby increasing tourist satisfaction. It is essential to design visitor experiences that evoke positive emotions like awe, excitement, and connection, as these are shown to enhance satisfaction and subsequent recommend intention.

The study extends theoretical understanding by empirically demonstrating the relationships between pro-growth destination image, authenticity, emotional experiences, satisfaction, and recommend intention. It contributes to destination image theory, authenticity theory, and theories of emotional experience by providing evidence of their effects on tourist behavior and decision-making processes. The findings may also inform the development of integrated theoretical frameworks that consider the interconnectedness of these factors and their combined influence on tourist satisfaction and recommend intention, advancing knowledge in the field of tourism research.

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