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THE ROLE OF SERVICESCAPE, GREEN TOURISM AND DESTINATION IMAGE ON TOURISTS' RETURN VISIT INTEREST THROUGH SATISFACTION TO NGLANGGERAN UNUNG KIDUL TOURISM VILLAGE

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Abstract

The existence of tourism potential in the Ancient Volcano Area does not automatically lead to the development of tourist villages there. The existence of tourism awareness groups (pokdarwis), communities, local governments are committed to continuing and continuing to maintain the existing green sustainability (green tourism), but the existence and arrival of visitors and tourists from different levels of education, knowledge and needs makes tourist village managers provide appropriate policies. strict about sustainable tourism. This research uses a quantitative explanatory research approach. The population of this research is all visitors/tourists who are visiting or have visited the Nglanggeran Gunung Kidul Tourism Village with a sampling method using the Slovin method where the researcher multiplies the number of indicators by (5 to 10). The number of indicators for this research is $15 \times 10 = 150$ respondent. The data analysis method uses 2 model regression analysis. The research results show: 1) Servicescape has no effect on the satisfaction of visiting tourists, 2) green tourism has an effect on the satisfaction of visiting tourists, 3) destination image has an effect on the satisfaction of visiting tourists, 4) Servicescape has an effect on interest in returning to visit, 5) Green Tourism has no effect on Interest in returning to visit, 6) Destination image influences interest in returning to visit, 7) Satisfaction has no influence on interest in returning to visit, 8) Servicescape has no influence on interest in returning to visit through tourist satisfaction, 9) Green Tourism influences interest in returning to visit through tourist satisfaction, and 10) Destination image has no effect on interest in returning to visit through tourist satisfaction.

Keywords: Servicescape, Green Tourism, Destination Image, Satisfaction, Tourist Village

PENDAHULUAN

Tourism has become a major concern worldwide. Focused on developing destinations to achieve sustainable tourism development, namely paying more attention to the sustainability of tourist destinations, community interests, and developing environmental impacts where the destination is located. According to (Alvianna et al., 2022)(Choirunnisa & Karmilah, 2022), sustainable tourism is a kind of tourism development that fully considers current and future economic, social and environmental impacts by meeting the needs of tourists, tourism, the environment and local communities(Alvianna et al., 2023).

The large potential that Indonesia has provides its own advantages, especially in the tourism sector, which is one of the sectors in improving the nation's economy, especially in the millennial era like now. Tourism is one of the engines driving the world economy which has been proven to contribute to the prosperity of a nation (Tutun Seliari, 2019) (Zuhriah et al., 2022)(Nguru et al., 2022).

Tourism is a phenomenon that has economic, social, cultural, personal and ethical impacts on the communities that host tourism (Utama, 2014)(BLK SEMARANG, 2020). Tourism ranks second behind the oil industry which has huge revenue generating potential (Rahma, 2020)(Invesments, 2016). The tourism industry can be a significant economic development opportunity for rural areas with natural, historical, cultural tourism and people willing to host visitors. The tourism sector is one sector that is worthy of investment and good infrastructure development. Because this sector can be relied on to increase foreign exchange earnings, expand and equalize employment opportunities, especially for people in tourism locations, besides that, the development of the tourism sector can also encourage regional development and introduce the nature and culture of the Indonesian nation. (Hermawan et al., 2021)(Ningtiyas & Alvianna, 2021).

Nglanggeran is a village administratively located in Patuk District, Gunungkidul Regency, D.I. Yogyakarta. Meanwhile, the Ancient Volcano Ecotourism area has an area of 48 ha. The Nglanggeran Village area has an area of 762,099 ha with land use mostly used for agricultural land, plantations, fields and yards. The land ownership pattern is dominated by village treasury land. Nglanggeran Village consists of 5 hamlets/hamlets, namely Karang Sari Hamlet, Doga Hamlet, Nglanggeran Kulon Hamlet, Nglanggeran Wetan Hamlet and Gunungbutak Hamlet. The village government center is located in Doga hamlet. There is tourism potential in Nglanggeran Village, namely the existence of Mount Nglanggeran and is now better known as the Ancient Volcano. Physiographically, the Nglanggeran Ancient Volcano is located in the Southern Mountains Zone of Central Java-East Java (Van Bemmelen 1949) or precisely in the Baturagung Mountains Sub Zone (Baturagung Range) with a height of 700 meters above sea level and the slope is steep (>45%). Based on its geological history, Mount Nglanggeran is an ancient volcano of tertiary age (Oligo-Miocene) or 0.6 – 70 million years ago. (Saputro et al., 2020)(Wahyuni, 2018).

Apart from its ancient volcanic potential, in the Nglanggeran Ancient Volcano Area you can also find rare fauna and flora, such as tremas plants (medicinal plants that only live in the Ancient Volcano ecotourism area), long-tailed monkeys and around the Ancient Volcano, local arts and cultural activities such as clean the village and so on. With this potential in Nglanggeran Village, there is also the development of a tourist village. So there are 2 development potentials, namely the Purba Volcano Ecotourism Area and the Nglanggeran Purba Pesona Tourism Village. The tourist village is developed into a cultural village and educational village, where you can carry out learning activities about flora and fauna, planting, arts and culture and also learn to live in society with good manners (unggahungguh)(Wahyuni, 2018)(Langi, 2019).

The existence of tourism potential in the Ancient Volcano Area does not automatically lead to the development of tourist villages there. The existence of tourism awareness groups (pokdarwis), communities, local governments are committed to continuing and continuing to maintain the existing green sustainability (green tourism), but the existence and arrival of visitors and tourists from different levels of education, knowledge and needs makes tourist village managers provide appropriate policies. strict about sustainable tourism. This is one of the significant obstacles to the development of this tourist village area. The development of this valuable industry for rural communities requires an understanding of service scape, green tourism and maintaining the image of a destination but continuing to provide service and satisfaction to tourists so that they can and want to visit again, this is the basis for this research.

KAJIAN LITERATUR

Servicescape

Servicescape is a physical environment which includes services at a facility's interior design, exterior design, symbols, parking space, equipment provided, layout plans, air quality or air temperature at the facility. (Taufiq, 2016).

Green tourism

Green tourism is a form of ecotourism development concept used in sustainable tourism practices that guarantee future needs for adequate environmental, economic, social and cultural resources. (Hasan, 2021)(Wei et al., 2022).

Citra Destinasi

Tourism image is the belief that tourists have regarding the products or services that tourists buy or will buy. Destination image is not always formed from experience or facts, but can be formed so that it becomes a strong motivational or driving factor for tourists to travel to a tourism destination. Destination image based on tourist assessments can vary from one person to another (Estikowati, Alvianna et al., 2023)(Hidayatullah et al., 2020)(Septiandari et al., 2021a).

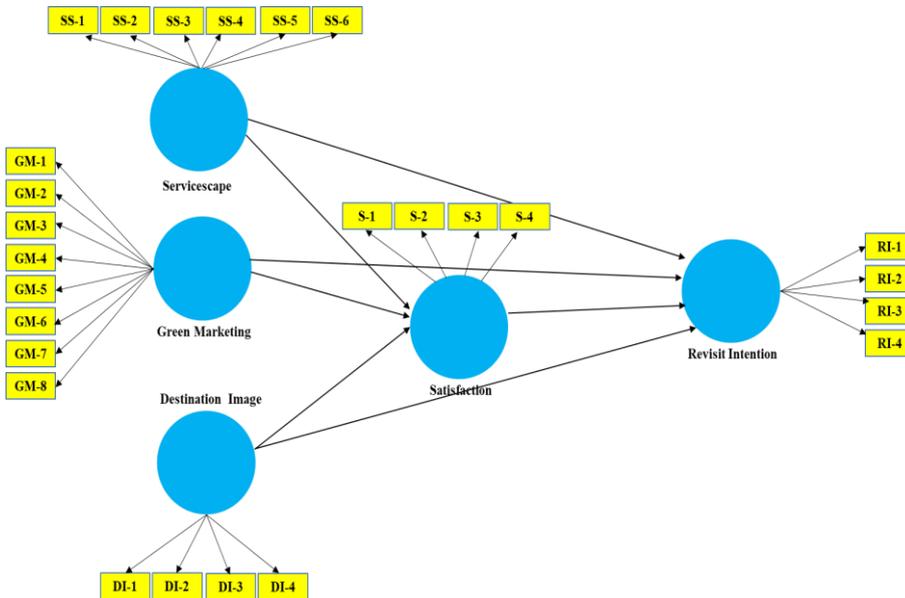
Kepuasan Wisatawan

According to Asya Hanif (2016) Tourist satisfaction is an overall measure of tourists' opinions on each destination's quality. From these opinions, it can be said that customer satisfaction is a fulfillment of expectations (Alvianna & Alviandra, 2020)(Saway et al., 2021).

Minat Berkunjung Kembali

(Fatimah, 2019)(Amiarno, 2022) adding that interest in visiting is a consumer's action in choosing or deciding to visit a place based on the experience of visiting. Another opinion regarding Interest in Revisiting was expressed by (Mega Sintia Dewi et al., 2020) (Putra, 2021) namely, interest is a force that is able to encourage and influence consumers which can attract conscious attention and can be interpreted as something personal and closely related to attitude.

Kerangka Konseptual Penelitian



METODE PENELITIAN

This research uses a quantitative approach, namely a type of research that emphasizes numerical analysis. The type of research used is explanatory research (Hidayatullah et al., 2023) (Alvianna et al., 2023) (Hidayatullah et al., 2022). Explanatory research is research that explains the causal relationship between research variables through previously formulated hypotheses, so that you can find out the contribution of the independent variable to the dependent variable. This research focuses on the study of tourism, especially those related to servicescape, green tourism and destination image, their influence on tourist satisfaction and interest in returning to

visit the research location in the Nglanggeran Gunung Kidul tourist village. The population of this research is all visitors/tourists who are visiting or have visited the Nglanggeran Gunung Kidul Tourism Village with a sampling method using the Slovin method where the researcher multiplies the number of indicators by (5 to 10). The number of indicators for this research is 15 x 10 = 150 respondent. The data analysis method uses 2 model regression analysis. The variables and indicators in this research are presented in the following table:

Table 1: Variables and indicators used in research

No	Variable	Indicators	Number of Statement Items
1	Servicescape	Environmental conditions	6 Statement
		space and function	
		Use of signs, symbols and artifacts	
2	Green Tourism	Green Product	8 Statement
		Green Price	
		Green Promotion	
		Green Place	
3	Destination Image	Cognitive Imagery	4 Statement
		Affective Image	
4	Tourist Satisfaction	Matching expectations	4 Statement
		Consumers' desire to continue using services.	
		Supporting the development of tourism diversity	
		Supporting improvements in tourism management	
5	Interested in Returning	Tourist behavior in visiting intentions	4 Statement
		Willingness to visit again	

HASIL DAN PEMBAHASAN

Deskripsi Responden

The description of respondents in this study was seen from gender, income, occupation and the number of times respondents visited the Nglanggeran Gunung Kidul tourist village. The detailed descriptions of respondents can be seen in the following table:

Table 2: Description of Research Respondents

No	Gender	Amount
1	Male	72
2	Female	78
Total		150
No	Works	Amount
1	PNS	32
2	Private	29
3	Entrepreneur	33
4	Student	37
5	Other	19
Total		150
No	Income	Amount

1	0 - 1 Milion	30
2	1-2 Milion	43
3	2-3 Milion	45
4	3 Milion and above	32
Total		150
No	Long Visit	Amount
1	1 Time	75
2	2 Time	47
3	3 Time	17
4	More than 3 times	11
Total		150

From table 2 it is known that the largest respondent was male (72 respondents), while the largest occupation was student (37 respondents), seen from the largest income amounting to 2 to 3 million rupiah (45 respondents) and how many times The largest number of respondents visited was 1 time (75 respondents).

Analysis Results

Regression analysis with model 1

The regression analysis equation with model 1 in this research is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

As for the processed SPSS results, the results are as shown in the table below:

Table 3: Model 1 research regression analysis

Model	Var.	Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
(Constant)		-5.613	1.770		-3.170	.002
Serviscape	X ₁	0.066	0.049	0.092	1.332	0.185
Green Tourism	X ₂	0.348	0.056	0.472	6.162	0.000
Destination Image	X ₃	0.523	0.109	0.310	4.788	0.000
Dependent Variable	Tourist Satisfaction(Z)					
R	0,733					
R ²	0,538					
R ² Adjusted	0,528					
F hitung	56,669					
Line Equation	$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$					
Result	$Y = 0,092X_1 + 0,472X_2 + 0,310X_3 + e$					

From the table above, it can be seen that servicescape has no effect on tourist satisfaction, while green tourism and destination image have a big influence on tourist satisfaction.

Regression analysis with model 2

The regression analysis equation with model 2 in this research is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + bZ + e$$

As for the processed SPSS results, the results are as shown in the table below:

Table 3: Model 2 research regression analysis

Model	Var.	Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
(Constant)		3.816	1.856		2.056	0.042
Servicescape	X ₁	0.355	0.050	0.565	7.060	0.000
Green Tourism	X ₂	-.101	0.064	-0.155	-1.573	0.118
Destination Image	X ₃	0.326	0.119	0.219	2.735	0.007
Tourist Satisfaction	Z	0.097	0.084	0.110	1.158	0.249
Dependent Variable	Interested in Returning (Y)					
R	0,629					
R ²	0,395					
R ² Adjusted	0,379					
F _{hitung}	23,686					
Line Equation	$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + bZ + e$					
Result	$Y = 0,355X_1 - 0,101X_2 + 0,326X_3 + 0,097Z + e$					

From the table above, it can be seen that servicescape and green tourism influence tourist satisfaction, while destination image greatly influences interest in visiting again.

The results of the direct and indirect influence of this research are as follows:

No	Track	Influence		Information
		Direct	Indirect	
1	X ₁ ke Z	0.092		No Significant
2	X ₂ ke Z	0.472		Significant
3	X ₃ ke Z	0.310		Significant
4	X ₁ ke Y	0.565		Significant
5	X ₂ ke Y	-0.155		No Significant
6	X ₃ ke Y	0.219		Significant
7	Z ke Y	0.110		No Significant
8	X ₁ ke Z ke Y		$0.092 \times 0,110 = 0,010$	No Significant
9	X ₂ ke Z ke Y		$0.472 \times 0,110 = 0,052$	Significant
10	X ₃ ke Z ke Y		$0.310 \times 0,110 = 0,034$	No Significant

PEMBAHASAN

1. The Influence of Servicescape on Tourist Satisfaction visiting the Nglanggeran Gunung Kidul Tourism Village

From the results discussed previously, it can be seen that the servicescape has no effect on the satisfaction of visiting tourists. This could happen because: a) Tourists who visit the Nglanggeran Gunung Kidul Tourism Village are more focused on the experiences and activities they enjoy rather than the physical environment. If Nglanggeran Gunung Kidul Tourism Village does not provide interesting activities or satisfactory services (Huda et al., 2022), Servicescape may not have a significant impact. b) Nonconformity to Expectations. Furthermore, Weather Conditions or Natural Conditions: External factors such as bad weather or unexpected natural conditions can reduce the impact of Servicescape (Karo Karo et al., 2020), c) Quality of Service and Personal Interaction: Although Servicescape includes physical aspects, the tourist experience is also greatly influenced by the quality of service and interactions with people at the destination. If service is less than friendly or satisfactory, Servicescape may not be able to make up for the deficiencies

(Hidayat et al., 2019), d) Differences in Individual Preferences: Every tourist has different preferences and expectations. The servicescape preferred by one group of tourists may not match the preferences of another group. This can make it difficult to satisfy everyone, e) Condition of Infrastructure and Maintenance: If the Servicescape is not well maintained or the infrastructure is inadequate, this can have a negative impact on tourist satisfaction. Poor maintenance and cleanliness can reduce the overall quality of the experience (Prayogo & Pontan, 2021), f) Economic Factors: Sometimes, budget or resource constraints can affect a destination's ability to improve or improve its Servicescape. This factor can have an impact on tourist satisfaction.

2. The Influence of Green Tourism on Tourist Satisfaction visiting the Nglanggeran Gunung Kidul Tourism Village

From the results discussed previously, it can be seen that green tourism influences the satisfaction of tourists visiting, this can happen due to: a) Involvement in Environmental Conservation: Tourists who care about the environment or have concerns about nature conservation may feel more satisfied when visiting active destinations. engage in conservation practices. Nglanggeran Tourism Village, which emphasizes its commitment to environmental preservation, can attract tourists who have similar values (Shaluhiyah et al., 2022), b) Different Tourism Experiences: Green Tourism often offers different tourism experiences, such as nature trekking, birdwatching, or other activities that are integrated with the local natural beauty. Tourists who are looking for a unique experience and being at one with nature may feel more satisfied, c) Conveying Sustainability Values: Nglanggeran Tourism Village which integrates sustainability values in its operational management can give a positive impression to tourists. Implementation of environmentally friendly practices, such as recycling, use of renewable energy, and wise waste management, can increase satisfaction by making a positive contribution to the environment, d) Engagement with Local Communities: Green Tourism often focuses on engagement with local communities. Tourists may feel more satisfied when they can interact with local residents, understand local culture, and support the local economy through purchasing local products, e) Maintaining Biodiversity: If Nglanggeran Tourism Village maintains biodiversity and natural habitats, tourists can enjoy natural beauty which is intact. Preserving natural ecosystems can provide a satisfying experience for tourists who value biodiversity (Furqoni et al., 2023).

3. The influence of Destination Image on Tourist Satisfaction visiting the Nglanggeran Gunung Kidul Tourism Village

From the results discussed previously, it can be seen that destination image influences tourist satisfaction when visiting, this can happen because: a) Tourist expectations: Destination image creates expectations for tourists before they arrive at that place. If the image promoted is positive and in accordance with reality, it is likely that tourists will feel satisfied with their experience, b) Destination Selection Considerations: Destination image can be a key factor in tourists' decisions to choose a particular destination. If the image of Nglanggeran Tourism Village is positive, tourists tend to be more interested in visiting and are more likely to feel satisfied with their choice, c) Influence of Media and Information: The image of the destination is influenced by information presented by the media, official websites, tourist reviews, and tourism promotions. If the information is positive and in accordance with the experience provided, a positive image can increase satisfaction, d) Perception of Beauty and Attraction: Destination image includes perceptions of natural beauty, cultural attractions and the facilities offered. Tourists who find this image to be true to reality are more likely to be satisfied with their visiting experience (Septiandari et al., 2021b)(Sandrio et al., 2020), e) Environmental Reputation and Sustainability: A destination image that pays attention to sustainability and environmental preservation can increase its attractiveness to tourists who care about environmental issues. This can strengthen tourists' positive feelings and satisfaction, f) Experience of Interaction with the Local Community: The destination image also includes the image of the local community. Positive interactions with local residents and a favorable impression of the friendliness and friendliness of the community can increase tourist satisfaction.

4. The Influence of Servicescape on Tourists' Returning Interest in the Nglanggeran Gunung Kidul Tourism Village

From the results discussed previously, it can be seen that servicescape influences interest in returning to visit, this can occur due to: a) Positive experience: A pleasant and organized physical

environment can create a positive experience for tourists during their first visit. If the Servicescape creates a positive impression, tourists tend to want to return for a similar experience, b) Positive Memories: Interior design, layout, and other visual elements in the Servicescape can help create positive memories for tourists. These memories can be a strong incentive to go back and relive pleasant experiences (Hadi & Widyaningsih, 2021), c) Visual and Aesthetic Appeal: If the Servicescape offers attractive visual and aesthetic appeal, tourists may feel attracted to return and explore further. The beauty of the service environment can be an important factor in attracting tourists' attention, d) Perception of Service Quality: Servicescape reflects the quality of service provided by the destination. If the service environment appears clean, organized and friendly, tourists tend to perceive high service quality. This perception can motivate them to return, e) Comfort and Cleanliness: A comfortable and clean servicescape can increase tourists' comfort during their visit. This comfort can be an important factor influencing tourists' decisions to visit again (Priambudi et al., 2021), f) Uniqueness and Differentiation: A unique and different servicescape can be an attraction in itself. If Nglanggeran Tourism Village has a servicescape that differentiates it from other destinations, tourists may feel interested in experiencing this uniqueness again.

5. The Influence of Green Tourism on Tourists' Returning Interest in the Nglanggeran Gunung Kidul Tourism Village

From the results discussed previously, it can be seen that Green Tourism has no effect on Interest in Returning to Visit, this could be due to: a) Lack of understanding or misunderstanding: Tourists may not fully understand the concept of green tourism or are not aware of the sustainable practices implemented in the Tourism Village Hanging out. If information about sustainable efforts is not conveyed effectively, interest in returning to visit may not be formed, b) Prioritization of Different Tourism Experiences: Some tourists may prioritize other aspects of the tourism experience, such as unique attractions, recreational activities, or cultural experiences, over environmental sustainability. If green tourism does not accommodate tourists' main preferences, interest in returning to visit may decrease (Huda et al., 2022), c) Level of Education and Environmental Awareness: The level of education and environmental awareness of tourists may vary. If tourists lack an understanding of environmental issues or care less about sustainability, the impact of green tourism efforts may be less significant on interest in returning to visit, d) Possible Higher Costs: Some green tourism destinations may require greater investment to implement these practices. sustainable practices. If this causes the cost of a visit to be higher, tourists may be less motivated to visit again, especially if they have more economical alternatives, e) Changing Tourist Priorities: Tourist priorities and preferences may change over time. While they may appreciate sustainability efforts on the first visit, on subsequent visits, tourists may focus more on other factors such as the variety of experiences or uniqueness of the destination. (Dwiputra, 2013).

6. The Influence of Destination Image on Tourists' Returning Interest in Nglanggeran Gunung Kidul Tourism Village

From the results discussed previously, it can be seen that destination image influences interest in returning to visit, this could be due to: a) Identity and uniqueness of the destination: Destination image reflects the identity and uniqueness of the destination. Tourists who feel connected or attracted to the special characteristics of the destination may be more inclined to return and explore further, b) Positive Interactions with the Local Community: If tourists experience positive interactions with the local community, the destination image will involve aspects of friendliness and friendliness that can be empowering. Attract to Return, c) Quality of Public Services: Destination image includes not only physical beauty but also the quality of public services provided. Good service and an overall positive experience can create a positive image and support interest in returning. (Haque et al., 2018)(Alvianna et al., 2023).

7. The Influence of Satisfaction on Tourists' Interest in Returning to the Nglanggeran Gunung Kidul Tourism Village

From the results discussed previously, it can be seen that satisfaction has no effect on interest in returning to visit, this could be due to: a) Mismatch with Expectations: If tourists experience a mismatch between their expectations before visiting and the experience they get at Nglanggeran Tourism Village, even though they may be satisfied, they may not be interested

in returning. This mismatch can be related to expectations that are too high or not met, b) Variability of Experience: Tourist experiences can vary from one visit to the next. If a satisfactory experience cannot be consistently maintained or if there are significant variations in the quality of services or facilities, interest in revisiting may decrease, c) Attractive Alternative Destination: If tourists find an alternative destination that is attractive and provides a comparable or better experience, they may choose to switch to a new destination rather than return to the Nggelangeran Tourism Village, d) Changes in Tourist Preferences: Changes in preferences or shifts in tourists' needs over time can influence their interest in returning to a particular destination. If the Nglangeran Tourism Village cannot adapt to these changes, interest in returning to visit may be affected, e) Limited Facilities or Infrastructure: If the Nglangeran Tourism Village experiences limited facilities or infrastructure which can affect the comfort or quality of service, this may affect tourists' interest in returning. (Anonim, 2017)(Estikowati, Alvianna et al., 2023).

8. The influence of servicescape on interest in returning to visit through tourist satisfaction in the Nglangeran Gunung Kidul Tourism Village

From the results discussed previously, it can be seen that Servicescape has no effect on interest in returning to visit through tourist satisfaction in the Nglangeran Gunung Kidul Tourism Village, this could be due to: a) Other Factors that are More Dominant: It is possible that other factors outside the Servicescape which more dominantly influences tourist satisfaction and interest in visiting again. For example, service quality, uniqueness of attractions, or interactions with local communities can be more significant in shaping tourists' perceptions, b) Mismatch with Expectations: Although the Servicescape can be well designed, if it does not match tourists' expectations or if there is a mismatch between what is expected and accepted reality, then the Servicescape may not be effective in influencing satisfaction and interest in returning visits, c) Inconsistency of Experience: If a tourist's experience varies significantly from one visit to the next, there may be internal or external factors that cause this instability. This instability can make the Servicescape less consistent in providing a positive influence on satisfaction and interest in returning to visit, d) Decreased Service Quality: If the quality of services or facilities provided in the Servicescape decreases, this can affect tourist satisfaction and, as a result, their interest. for returning visits, e) Perception of Value: Tourists may appreciate a good servicescape, but if they do not feel they are getting value for the cost of the visit, interest in returning to visit may decrease. Perception of value is an important factor in a tourist's decision to return or not (Hayati, 2018)(Priambudi et al., 2021).

9. The influence of green tourism on interest in returning to visit through tourist satisfaction in the Nglangeran Gunung Kidul tourist village

From the results discussed previously, it can be seen that Green Tourism has an influence on interest in returning to visit through tourist satisfaction in the Nglangeran Gunung Kidul Tourism Village, this can be caused by: a) Environmental Awareness: Green Tourism emphasizes sustainable and environmentally friendly practices. Tourists who are environmentally conscious and appreciate efforts to preserve nature tend to feel more satisfied with their experiences and are more likely to return to destinations that practice green tourism, b) Unique Tourism Experiences: Nggelangeran Tourism Village, with its focus on green tourism, may offer experiences unique tourism, such as nature trekking, ecotourism activities, or direct interaction with nature and local culture. This experience can increase satisfaction and create positive memories that encourage tourists to return, c) Emphasized Sustainability Values: Green Tourism includes sustainability values in its operations, such as environmental conservation, use of renewable energy, and wise waste management. Tourists' awareness of these values can increase their satisfaction and encourage interest in returning to destinations that are committed to sustainability, d) Participation in Local Conservation: If Nglangeran Tourism Village is involved in environmental conservation programs or supports local communities, tourists can feel more involved and have a feeling of ownership of the destination. This involvement can increase satisfaction and interest in returning to visit, e) Creation of Positive Relationships with Local Communities: Green Tourism often promotes positive interactions with local communities. If tourists feel welcome and have positive experiences with local residents, this can strengthen their satisfaction and provide encouragement to return. f) Maintained Natural Beauty: Nglangeran

Tourism Village which implements green tourism can maintain the natural beauty and local biodiversity. This sustainability can create an attractive environment and preserved nature, providing a positive experience for tourists and motivating them to return to enjoy this beauty. (Prayudi & Herastuti, 2020).

10. The Influence of Destination Image on Interest in Returning to Visit through Tourist Satisfaction in the Nglanggeran Gunung Kidul Tourism Village

From the results discussed previously, it can be seen that the destination image has no effect on interest in returning to visit through tourist satisfaction in the Nglanggeran Gunung Kidul Tourism Village, this could be caused by: a) Mismatch between image and reality: If the image of the destination being promoted does not match the experience given to tourists during their visit, then tourist satisfaction may not be directly influenced by the image. The reality of a visit that does not match expectations can reduce interest in returning, b) Variability of Tourist Experience: Tourist experiences can vary, depending on individual preferences, chance, or other factors that may not be directly related to the image of the destination. This variability can make the destination image less influential on tourist satisfaction and interest in visiting again. c) The Influence of Other Factors in Tourist Decisions: Although destination image has an important role, there are many other factors that can also influence interest in returning to visit. Factors such as quality of service, price, uniqueness of experience, or facilities offered can have a significant impact on tourists' decisions, d) Changes in Tourist Preferences: Tourist preferences and priorities can change over time. If the destination image cannot keep up with these changes or does not reflect tourists' current preferences, interest in revisiting may not be achieved, e) Effect of Interactions with Local Communities: Positive or negative interactions with local communities can have a significant impact on tourist satisfaction. This factor may be more dominant in influencing satisfaction and intention to revisit than the overall image of the destination, f) Unexpected Events or Events: Unexpected events or events, such as bad weather conditions or certain incidents during the visit, can overcome the impact of the destination image. If tourists experience obstacles or inconveniences that are not related to the destination's image, this can affect their satisfaction (I. K. Rachmawati et al., 2020) (Lasarudin et al., 2022), g) Ineffective Marketing Communications: If the destination image message is not conveyed effectively to tourists or if there is a gap between the promoted image and the reality on the ground, the impact on revisit interest may be limited (I. Rachmawati et al., 2019) (Amelia, Rizka ; Hidayatullah, 2020), h) Positive Contribution to Destination Image: Sustainable tourism, including Green Tourism, can improve the destination's image in the eyes of tourists. Destinations that are well managed and pay attention to sustainability can be considered destinations that are responsible and care about the future of the earth.

SIMPULAN

From the results of the existing discussion, conclusions can be drawn: 1) Servicescape has no influence on the satisfaction of visiting tourists, 2) green tourism influences the satisfaction of visiting tourists, 3) destination image influences the satisfaction of visiting tourists, 4) Servicescape influences interest in returning to visit, 5) Green Tourism has no effect on interest in visiting again, 6) Destination image has an influence on interest in visiting again, 7) Satisfaction has no effect on interest in visiting again, 8) Servicescape has no effect on interest in visiting again through tourist satisfaction, 9) Green Tourism has an effect on Interest in returning to visit through tourist satisfaction, and 10) Destination image has no effect on interest in returning to visit through tourist satisfaction

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