

Modeling the Impact of Tourism Brand Love and Brand Trust on Increasing Tourist Revisit Intention: An Empirical Study

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Abstract. Tourists' love and trust in tourist destinations encourage them to make repeat visits in the future. This research aims to find out the role of tourism brand love and brand trust in the mediating destination image, accessibility, and emotional energy in individuals toward tourists' revisit intention at Lake Laut Tawar. The analytical method in this study uses Smart PLS-based Structural Equation Modeling (SEM). The target population in this study is tourists who have visited Lake Laut Tawar at least 2 times each year. Then the sampling technique used accidental sampling, where researchers chose 393 tourists. The results of the study show that tourism brand love has a significant role in mediating accessibility and emotional energy in individuals toward revisit intention. However, tourism brand love does not have a mediating role for faith destinations on revisit intention. Furthermore, brand trust has a significant role in mediating destination image and accessibility to revisit intention and brand trust does not have a mediating role of individual emotional energy on revisit intention. The implications of the practical findings in this study indicate that in fostering a sense of love for tourist destinations, more emphasis is placed on the emotional ties of tourists to religious values and national values. Then the trust of tourists will look even stronger if the community managing tourist destinations applies the principle of service with heart.

Keywords: Image, Accessibility, Emotional, Love, Trust, Revisit Intention

1. Introduction

Economic growth in terms of the tourism sector is currently being promoted by the Ministry of Economy and Creative (Chan, 2019). Then in 2020, the world began to be hit by the Covid 19 virus which hit the tourism sector, especially in Indonesia. The impact of the Covid 19 virus certainly limits the space for everyone to travel. So that in the end the tourism sector was hit hard by these conditions and these conditions further increased the level of unemployment in the society.

One strategy to increase the number of tourists visiting a particular country or region is to maximize revisit intention (Dewi, 2022). While the condition of Covid 19 continues to be under good control, efforts to bring in tourists for holidays to Indonesia continue to be carried out, especially by the central government and local governments. Revisit intention has an important meaning in forming the interest and motivation of a tourist to choose a vacation at a tourist destination (Han, 2020). Revisit intention itself can be interpreted as an intention to plan to take an action. Intention indicates that when people have a strong intention to engage in a behavior, they are more likely to engage in recreational behavior in that tourism sector, to attract tourism services or entertainment services, or to return visitors from a tourist destination or attraction (Rina, 2022).

Revisit intention is expected to be able to provide a beautiful and unforgettable experience for a tourist after visiting a tourist destination (Sembiring, 2022). As a tourist who has never visited a tourist destination at all, he hopes that choosing to visit a tourist destination, can provide a sense of comfort and fun (Joo, 2020). This effort can be seen in the expression of a tourist about the beauty and friendliness of the community in tourist destinations (Hancer, 2021). Furthermore, in giving a good impression, of course, it must be supported by the facilities needed by tourists (Law, 2018).

Provinsi Nanggroe Aceh Darussalam (NAD) is one of the provinces at the western tip of Indonesia. This province is known as a special area because it is known for Islamic law. Then this province also has many tourist destinations to be proud of compared to other provinces in Indonesia. Based on data from the Aceh Central Statistics Agency (BPS) noted that during 2016-2020 the number of tourists coming to visit Aceh experienced fluctuations in visits in certain months and years due to the effects of Covid 19. The following is data on foreign tourist visits during 2016-2021.

Table 1. Domestic Tourists Coming to Aceh Province in 2017-2022

Regency/Municipality	2016	2017	2018	2019	2020
(1)	(2)	(3)	(4)	(5)	(6)
Simelue	40 600	48 068	53 429	47 833	33 641
Aceh Singkil	29 729	42 046	80 328	95 309	141 859
Aceh Selatan	15 498	20 580	21 358	22 473	249 658
Aceh Tenggara	14 696	20 865	22 838	21 388	4 807
Aceh Timur	3 968	14 418	15 952	15 941	47 231
Aceh Tengah	36 249	38 669	71 762	52 946	20 790
Aceh Barat	40 837	37 849	36 853	52 265	42 107
Aceh Besar	466 742	574 079	527 207	500 476	239 909
Pidie	19 311	18 619	18 075	16 493	16 151
Bireuen	80 247	19 724	28 941	66 178	10 484
Aceh Utara	107 379	124 565	184 486	173 469	236 719
Aceh Barat Daya	15 319	18 095	15 135	14 544	100 098
Gayo Lues	4 092	6 945	11 384	17 383	13 973
Aceh Tamiang	7 292	7 723	7 860	10 250	11 876
Nagan Raya	3 780	5 151	1 886	1 327	5 822
Aceh Jaya	9 290	5 770	15 985	23 850	165 380
Bener Meriah	49 476	147 527	62 526	70 928	31 142
Pidie Jaya	7 501	2 035	1 826	2 127	105 237
Banda Aceh	268 103	272 194	372 503	482 322	189 015
Sabang	724 923	736 275	709 506	589 244	121 265
Langsa	31 863	24 352	29 190	32 850	275 911
Lhokseumawe	59 315	60 006	60 366	140 751	49 333
Subulussalam	41 567	43 070	42 572	79 532	14 615
Aceh	2 077 797	2 288 625	2 391 968	2 529 879	1 950 723

Source: NAD Province BPS (2021)

Based on the table above, shows that in 2017 there were 2,288,625 people, in 2018 there were 2,391,968 people, in 2019 there were 2,529,879 people and in 2020 there were 1,950,723 people. The impact of Covid 19 has caused a decrease in the number of domestic tourists so fluctuating. This is because many regions have closed their territories so as not to accept residents outside of Aceh and prohibit their citizens from traveling to other areas.

Laut Tawar Lake is one of the leading tourist destinations in the Central Aceh District. The Central Aceh government continues to change to increase the number of both local and foreign tourists to come and have a vacation at Lake Laut Tawar. The beauty of Lake Laut in Central Aceh Regency has been heard all over the world. Plus, Central Aceh is also known for producing the best quality coffee in the world. Furthermore, the natural beauty in Lake Laut also has a mainstay tourist spot.

One of the factors that influence a tourist's visit intention, namely brand love (Riorini, 2017). Brand love is an emotional relationship felt by consumers in the long term (Wilopo, 2015). This relationship is obtained when consumers are satisfied with the product or service they choose. Furthermore, brand love will encourage consumers to say I like the brand. However, the fact is that there are still many people, especially residents of Central Aceh, who prefer to vacation in other places such as Lake Toba. This shows that the people's love, especially for the tourist destination of Lake Laut Tawar, is still not optimal. The results of previous studies stated that brand love has a significant effect on tourist revisit intention (Gursoy, 2020).

The next factor that is considered by tourists to make a repeat visit is brand trust or trust in tourist destinations (Ismanova, 2019). Trust is defined as consumer confidence in the safety and security of a brand's performance. The facts that happened in Lake Laut Tawar show that tourists do not have good confidence, especially about the security is going to tourist destinations. The results of previous studies stated that brand trust has a significant effect on revisit intention (Rainanto, 2021).

Destination image is known as an important factor in determining tourists' intention to revisit (Rafidinal, 2022). Image is perceived as a deep impression for consumers of the performance of a brand (Kotler & Armstrong, 2014). The image of a tourist destination is known as a driving factor for a tourist in determining a tourist itinerary. But so far the image of Lake Laut Tawar is still considered negative, especially in terms of non-Muslim tourists. Given that Central Aceh District also applies the concept of Islamic Sharia law. Of course, this is a problem for non-Muslim tourists. Previous results state that destination image has a significant effect on tourist revisit intention (Saputra, 2021).

Managers of tourism object destinations must pay attention to all tourism-supporting facilities. The aim is shown to create the best impression that tourists get (Paradis, 2021). Sometimes unsupported facilities tend to make tourists feel bored and want to immediately move to another place. The facts on the ground show that facilities such as street lighting and the lack of road signs or directions are not properly available. This makes tourists a problem and has to find additional information to go to other tourist destinations. The results of previous studies state that physical evidence directly has a significant effect on tourist revisit intention (Li, 2020).

Furthermore, an important factor that is considered to affect the visit of a tourist is accessibility in going to tourist destinations (Suleman, 2020). Accessibility is an element of the convenience of tourists in reaching tourist destinations both in terms of distance and speed, as well as the availability of public transportation facilities to these locations (Saway, 2021). Good road conditions can give tourists confidence that access to these tourist destinations is very pleasant (Nurbaeti, 2021). What has happened so far is that accessibility to Lake Laut Tawar is still lacking in roadmaps to tourist destinations. Foreign tourists, of course, will find it difficult in these conditions. The results of previous studies stated that accessibility directly has a significant effect on a tourist's revisit intention (Michnia, 2014).

So far, emotional energy in individuals has not been optimally intertwined, especially in the Lake Laut Tawar area. Currently, the interaction is still not utilized in increasing the interest of tourists to vacation, especially in the country. The natural beauty and diversity of the people around Lake Laut Tawar do not fully provide better value for tourists or the surrounding community. Tourists not only want to get the beauty of nature and existing services, but tourists want to establish mutually beneficial social relationships both financially and non-financially. Results of research conducted (Mills, 2013) state that emotional energy has a role in strengthening the performance of an employee. Studies in research focused on improving employee performance alone do not comprehensively examine economic benefits. The results of previous research conducted (Luery, 2015) state that negative emotions can have a significant effect on emotional formation in the surrounding environment. This research does not examine in-depth social interactions that are seeking profit or profitability.

2. Theoretical Background

2.1 Revisit Intention

Visiting tourist destinations, of course, will be a special impression on a tourist (Srisattayakul, 2022). Moreover, tourists who are visiting a tourist destination for the first time will have their assessment (Shin, 2022). A good assessment will certainly shape the behavior to make a return visit (Huang, 2020). In addition, the results of tourist experiences will also be shared through word of mouth which is shared through tourist social media accounts (Suhariyadi, 2023). Indirectly, these tourist destinations greatly benefit from what tourists do (Nor Azam et al., 2022). However, when tourists judge negatively and share it through social media, of course, this will build a bad image, especially for tourists who have not visited tourist destinations (Tjhin, 2022).

2.2 Brand Love

Tourism brand love is considered an important factor in increasing a tourist's revisit intention (Liutiantian, 2020). *Tourism brand love is a passionate emotional degree towards a particular brand in a long-term relationship* (Joshi, 2021). Currently, brand love is considered important from the aspect

of consumer behavior which has an impact on consumer loyalty to the brand so that consumers are also willing to recommend the brand to others (Ruiz, 2020). Brand love is considered to have a strong emotional involvement in consumers. In addition, brand love is also known to be different from the feeling of satisfaction felt by consumers (Ju, 2022b). A high emotional level causes consumers to be willing to pay more to get the service they want (Ahuvia et al., 2020). Brand love itself will become stronger emotional tourists to continue to choose the brand (Kandampully, 2012). Brand love for a brand is the same as when a consumer loves a loved one (Rezaei, 2012). Brand love and interpersonal image are known to be different from one another (Bech Larsen, 2010). Brand love is synonymous with one-way relationships. However, the interpersonal image has a two-way relationship (Deli, 2022). Brand love for a brand can be encouraged through ties of similarity in state identity to the concept of religious belief (Ju, 2022a). The results of previous studies stated that tourism brand love directly had a significant effect on tourists' intention to revisit (Wu, 2021).

2.2 Brand Trust

Brand trust will be considered good if tourists feel safe when traveling (Sin, 2020). The credibility of products and services will give tourists strong trust (Widnyana, 2021). Brand trust is a high expectation that a tourist destination is considered safe and has advantages or uniqueness from other tourist destinations (Setiawan, 2022). Therefore, managers of tourist destinations need to build and maintain tourist trust to create tourist commitment from now to the future (Yohana F. C. P. Meilani, & Ian N. Suryawan, 2020). The results of previous studies stated that brand trust directly had a significant effect on tourists' intention to revisit (Sin, 2020).

2.3 Destination Image

Destination image has its concern for a tourist (Eindhoven, 2021). An image that is not well known will certainly not be a top priority for a tourist in determining tourist destinations. Next, the destination of a tourist attraction causes a tourist to feel longing to visit again with his loved ones. Destination image is enhanced through the promotion of the health and safety benefits of tourist destinations (Deli, 2022). So that this gives everyone aware of the advantages and benefits of these tourist destinations. To measure the destination image can be seen from the dimensions including functional characteristic attributes, holistic functional characteristics, psychological characteristic attributes, and holistic psychological characteristics (Abror, 2022). Research results (Achmad, 2021) emphasized that the image attached to tourist destinations based on local wisdom can increase the love of a tourist.

2.4 Accessibility

Accessibility such as good roads, airports, bridges, and so on is in good condition, so it has a big impact on the interest of a tourist (Law, 2018). (Rodrigues, 2019) stated that the effort to give a nice impression to every tourist visiting a tourist destination starts from the ease of accessibility to the tour. Furthermore (Peng, 2020) emphasized that accessibility is the core of all tourism activities in increasing the number of tourists. The accessibility of tourist destination destinations in supporting a tourist's intention to return is carried out by providing transportation facilities to tourist destination destinations (Hooper, 2015). The short distance or travel time for tourists to go to tourist destinations is also a consideration for tourists to visit again in the future (Zsarnoczky, 2017). Accessibility will be assessed positively when a tourist feels comfortable and safe going to a tourist destination (Radha, 2020). The results of previous studies stated that accessibility has a significant effect on the intention of a tourist to revisit tourist destinations (Kalinic, 2021).

2.5 Emotional Energy in Individual

Emotional energy in an individual has an important meaning in building a tourist's love (X. C. Z. Feng C. G. B. Kim, 2020). When this negative emotion directs a tourist to continue moving to other tourist destinations (Gunadhi, 2021). Emotional energy directs an active tourist to tourism activities (Pham,

2021). The results of previous studies state that emotional energy will increase if the situational outcome is greater than individual expectations and decreases if the situational outcome is below individual expectations (Siregar, 2022).

3. Method

This research approach uses the Smart PLS-based Structural Equation Model (SEM) model in predicting the revisit intention model. The research approach is expected to be able to predict an increase in the revisit intention implementation model in Lake Laut Tawar mediated by tourism brand love and brand trust. As for the target population in this study, namely tourists who have visited Lake Laut Tawar. Based on data from the District Tourism Office. Central Aceh in 2022 the number of tourists visiting Lake Laut Tawar will be 1,950,723 tourists. The technique of determining the sample in this study used by researchers using an accidental sampling technique. Furthermore, the method of sampling using the Slovin formula is as follows:

$$n = \frac{N}{1 + (N(e)^2)}$$

n = sample size

N = population size

e = error rate

The error rate is set at 5% The following is the calculation of the sample size:

$$n = \frac{20.790}{1 + (20.790 \times 0.05^2)}$$

$$n = \frac{20.790}{52,9}$$

n = 393. So the sample of this study took 393 tourists

Collecting data in this study using a questionnaire that was prepared based on the indicators of each research variable. Furthermore, the results of data analysis in this study used statistical analysis, namely the partial least square-structural inquiry model (PLS-SEM). The selection of this technical analysis aims to see the direct and indirect effects of the dependent variable on the independent variable.

4. Results

4.1 Testing of Outer Model

Measurement Model Analysis / Measurement Model Analysis uses 2 tests, namely Construct Reliability and Validity and Discriminant Validity

a. Construct Reliability and Validity

Composite reliability is the part that is used to test the value of the reliability of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value of > 0.6.

Table 5. Composite Reliability

	<i>CompositeReliability</i>
<i>Destination image (X1)</i>	0.973
<i>Physical evidence (X2)</i>	0.942
<i>Accessibility (X3)</i>	0.941
<i>Emotional energy in individual (X4)</i>	0.985
<i>Tourism Brand Love (Y1)</i>	0.983
<i>Brand Trust (Y2)</i>	0.981
<i>Revisit intention (Y3)</i>	0.980

Source: Smart PLS 3.3.3

Based on the table above, it can be seen that the composite reliability value of all research variables is > 0.6 . These results indicate that each variable meets composite reliability so it can be concluded that all variables have a high level of reliability. In addition to observing the cross-loading value, discriminant validity can also be determined through other methods, namely by looking at the average variance extracted (AVE) value for each indicator, it is required that the value must be > 0.5 for a good model.

Table 6. Nilai AVE setiap Variabel

	Average Variance Extracted (AVE)
<i>Destination image (X1)</i>	0.856
<i>Physical evidence (X2)</i>	0.670
<i>Accessibility (X3)</i>	0.666
<i>Emotional energy in individual (X4)</i>	0.929
<i>Tourism Brand Love (Y1)</i>	0.921
<i>Brand Trust (Y2)</i>	0.910
<i>Revisit intention (Y3)</i>	0.912

Source: Smart PLS 3.3.3

Based on the table above, it is known that the value of AVE destination image, physical evidence, accessibility, emotional energy in individuals, Tourism Brand Love, brand trust, and revisit intention is > 0.5 . Thus it can be stated that each variable has good discriminant validity. Compared to Cronbach Alpha, this measure does not assume or equivalence between measurements assuming all indicators are given the same weight. So that Cronbach Alpha tends to lower bond estimate reliability, while Composite Reliability is a closer approximation with the assumption that parameter estimates are accurate.

b. Discriminant Validity

The discriminant validity test uses the cross-loading value. An indicator is declared to meet discriminant validity if the indicator's cross-loading value on the variable is the largest compared to other variables. The following is the cross-loading value for each indicator

Table 7. Loading Factor Value of Each Indicator

	Accessibility (X3)	Tourism Brand Love (Y1)	Brand Trust (Y2)	Destinastion Image (X1)	Emotional Energy In Individual (X4)	Physical Evidence (X2)	Revisit Intention (Y3)
IM1	0,766	0,292	0,288	0,850	0,289	0,470	0,343
IM2	0,825	0,343	0,342	0,950	0,334	0,553	0,387
IM3	0,827	0,340	0,343	0,952	0,338	0,562	0,379
IM4	0,784	0,326	0,329	0,921	0,332	0,547	0,360
IM5	0,844	0,344	0,343	0,955	0,332	0,554	0,382
IM6	0,794	0,331	0,331	0,919	0,334	0,549	0,369
PE1	0,577	0,324	0,317	0,631	0,559	0,854	0,342
PE2	0,533	0,333	0,325	0,588	0,509	0,834	0,323
PE3	0,501	0,371	0,376	0,508	0,505	0,786	0,321
PE4	0,513	0,332	0,339	0,524	0,521	0,782	0,366
PE5	0,529	0,371	0,369	0,537	0,555	0,812	0,396
PE6	0,555	0,352	0,353	0,595	0,536	0,840	0,370
PE7	0,499	0,599	0,597	0,319	0,965	0,820	0,605
PE8	0,496	0,585	0,582	0,337	0,956	0,818	0,593

AB1	0,871	0,337	0,332	0,908	0,320	0,556	0,369
AB2	0,812	0,309	0,308	0,867	0,297	0,536	0,343
AB3	0,796	0,328	0,322	0,739	0,302	0,508	0,355
AB4	0,748	0,277	0,278	0,734	0,322	0,454	0,334
AB5	0,793	0,296	0,293	0,822	0,307	0,496	0,348
AB6	0,854	0,329	0,326	0,906	0,317	0,551	0,366
AB7	0,822	0,645	0,642	0,537	0,607	0,523	0,659
AB8	0,828	0,642	0,637	0,547	0,606	0,527	0,671
EG1	0,504	0,599	0,599	0,331	0,962	0,827	0,609
EG2	0,495	0,590	0,590	0,325	0,964	0,810	0,601
EG3	0,530	0,626	0,632	0,363	0,965	0,806	0,624
EG4	0,512	0,595	0,604	0,357	0,966	0,808	0,627
EG5	0,495	0,614	0,608	0,326	0,962	0,793	0,622
BL1	0,521	0,962	0,943	0,328	0,605	0,502	0,652
BL2	0,533	0,961	0,942	0,359	0,601	0,524	0,642
BL3	0,521	0,957	0,937	0,338	0,602	0,506	0,639
BL4	0,536	0,964	0,951	0,346	0,609	0,520	0,652
BL5	0,516	0,955	0,934	0,339	0,597	0,508	0,632
NT1	0,508	0,938	0,952	0,331	0,590	0,494	0,632
NT2	0,504	0,931	0,952	0,322	0,602	0,507	0,633
NT3	0,520	0,940	0,959	0,335	0,607	0,506	0,643
NT4	0,539	0,932	0,953	0,372	0,600	0,525	0,645
NT5	0,520	0,936	0,953	0,339	0,602	0,505	0,638
RT1	0,572	0,651	0,648	0,409	0,621	0,527	0,964
RT2	0,554	0,636	0,641	0,379	0,608	0,513	0,951
RT3	0,553	0,630	0,629	0,362	0,596	0,506	0,950
RT4	0,553	0,638	0,635	0,374	0,605	0,510	0,954
RT5	0,568	0,645	0,642	0,385	0,626	0,526	0,955

Source: Smart PLS 3.3.3

Based on the data presented in the table above, it can be seen that each indicator on the research variable has the largest cross-loading value on the variable it forms compared to the cross-loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study already have good discriminant validity in compiling their respective variables.

4.2 Inner Model

a. R Square

Based on the data processing that has been done using the smartPLS 3.0 program, the R-Square value is obtained as follows:

Table 8. Coefficient of Determination (R-Square)

	R Square	R Square Adjusted
Tourism Brand Love (Y1)	0,484	0,478
Brand Trust (Y2)	0,481	0,476
Revisit Intention (Y3)	0,453	0,450

Source: Smart PLS 3.3.3

Based on the data from the table above, it is known that the R Square Adjusted value for the Tourism

Brand Love variable is 0.478 or 47.8% while the remaining 52.2% is influenced by other variables that are not the variables of this study. The brand trust variable is 0.476 or 47.6% while the remaining 52.4% is influenced by other variables that are not the variables of this study. Then the revisit intention performance variable, the R Square Adjusted value is 0.450 or 45%, while the remaining 55% is influenced by other variables that are not the variables of this study.

b. Predictive Relevance (Q2)

The Q2 value has the same meaning as the coefficient of determination (R-Square). Q- large Square value (Q2) 0 indicates the model has predictive relevance, otherwise if a value (Q2) is less than 0, this indicates the model has less predictive relevance; or in other words, where all the Q2 values are higher, the model can be considered to fit the data better. Judgment of the Q2 value can be done as follows

$$Q2 = 1-(1-R1^2)(1-R2^2) \dots(1-Rn^2)$$

$$Q2 = 1-(1-0,478)(1-0,476)(1-0,450)$$

$$Q2 = 1-(0,522)(0,524)(0,55)$$

$$Q2 = 1-0,150$$

$$Q2 = 0.849$$

Based on these results, the Q2 value was 0.849. So it can be concluded that all variables in this study destination image, physical evidence, accessibility, emotional energy in individuals, Tourism Brand Love, brand trust and revisit intention contribute original data in the existing structural model of 84.9%. Then the remaining 15.1% needs to be developed apart from research variables.

4.3 Hypothesis Test

Table 9. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Information
Destination Image (X1) -> Brand Love (Y1)	0,272	0,276	0,100	2,728	0,007	Significant
Physical Evidence (X2) -> Brand Love (Y1)	-0,098	-0,106	0,121	0,810	0,418	Not Significant
Accessibility (X2) -> Brand Love (Y1)	0,584	0,590	0,109	5,382	0,000	Significant
Emotional Energy In Individual (X3) -> Brand Love (Y1)	0,498	0,501	0,110	4,545	0,000	Significant
Destination Image (X1) -> Brand Trust (Y2)	0,247	0,248	0,097	2,554	0,011	Significant
Accessibility (X2) -> Brand Trust (Y2)	0,558	0,562	0,106	5,282	0,000	Significant
Emotional Energy In Individual (X3) -> Brand Trust (Y2)	0,519	0,523	0,110	4,705	0,000	Significant
Destinastion Image (X1) -> Revisit Intention (Y3)	0,176	0,178	0,067	2,627	0,009	Significant
Accessibility (X2) -> Revisit Intention (Y3)	0,387	0,392	0,082	4,705	0,000	Significant
Emotional Energy In Individual (X3) -> Revisit Intention (Y3)	0,343	0,348	0,083	4,127	0,000	Significant
Brand Love (Y1) -> Revisit Intention (Y3)	0,370	0,372	0,171	2,162	0,031	Significant
Brand Trust (Y2) -> Revisit Intention (Y3)	0,306	0,303	0,172	2,780	0,003	Significant
Destination Image (X1) -> Tourism Brand Love (Y1) -> Revisit Intention (Y3)	-0,101	-0,102	0,064	1,578	0,754	Not Significant
Accessibility (X2) -> Tourism Brand Love (Y1) -> Revisit Intention (Y3)	0,216	0,219	0,110	2,962	0,050	Significant
Emotional Energy In Individual (X3) -> Tourism Brand Love (Y1) -> Revisit Intention (Y3)	0,185	0,189	0,099	2,871	0,002	Significant

5. Discussion, Implications, Limitations, and Future Research Directions

5.1 Discussion

Based on the results of data analysis, it shows that indirectly tourism brand love does not have a mediating role in increasing the destination image towards revisit intention in Lake Laut Tawar. The results of this study are not in line with the results of the study (Nguyen, 2020) states that direct destination image has a significant effect in increasing interest in tourist visits through a cultural approach. This cultural approach is carried out through the Tourism Brand Love of the local wisdom of community culture. Next research results (Huang, 2020) menyatakan bahwa brand love memiliki peran dalam memediasi brand image terhadap minat berkunjung wisatawan. Tourists who have a love for this tourist destination have a strong urge to make repeat visits in the future. Tourist destinations known to many tourists are determined by brand image. A good image encourages a tourist to behave and behaves positively when the name of a tourist attraction is mentioned. Tourist attraction destinations are also a special concern for every tourist. The current use of social media in introducing tourists to many is the most effective way. The quality of the content and images on social media makes every tourist a good perception of the various information contained therein. The implications of the findings in this study indicate that love for tourist destinations does not only depend on their image.

Based on the results of data analysis, indirectly shows that tourist brand love has a significant role in mediating accessibility to revisit intention. The results of this study are in line with the results of the study (J. J. K. I. Kim, 2018) states that brand love plays an important role in mediating the attitude or behavior of a tourist in making a return visit. Good accessibility is a form of government and private efforts in creating the attractiveness of a tourist destination (Andriana, 2021). The wide and non-hollow road conditions are much expected by tourists when traveling (Mahadewi, 2020). The comfort and sense of security of a tourist can be provided through signs or clear road instructions directing tourists to tourist destinations (Astuti, 2022). Accessibility can also be supported by providing a large and secure parking area (Rahayu, 2022).

Based on the results of data analysis, it shows that indirectly tourism brand love has a significant role in mediating emotional energy in individual visit intention in individual. The results of this study are in line with the results of research conducted by (Hyun, 2016) which states that brand love has a significant effect in mediating emotional energy in individuals toward the intention to revisit a tourist. Furthermore, the results of this study are also in line with the results of the study (Gursoy, 2020) states that brand love is a key factor in arousing the motivation of a tourist to make a repeat visit decision. According to (Peng, 2020) said that when the emotional energy that exists in an individual is directed at a sense of nationalism and national culture, of course, tourists will be better off choosing a vacation within the country. This condition is often also used by the government and managers of tourist destinations in increasing the interest of visiting tourists in the future.

Based on the results of data analysis, brand trust has an indirect significant effect in mediating destination image on revisit intention at Lake Laut Tawar. The results of this study are in line with the results of research conducted by (Setiawan, 2022) states that destination image has a significant effect on tourists' intention to revisit through brand trust (Sawaftah, 2021) states that brand trust has a significant role in mediating the image of a tourist destination on tourist loyalty in repeat visits. This shows that trust cannot be separated from giving a positive impression to every tourist who visits tourist destinations. (Sadeli, 2020) stated that the tourism sector is currently a special concern for every country in increasing the number of tourists, both domestic and foreign. Building a good image will of course be carried out by the government or the management of tourist destination destinations in increasing the interest of tourists. Various promotion strategies are continuously being improved to make it easier for every tourist to find various sources of information about tourist attraction destinations (Sadeli, 2020).

Based on the results of data analysis, indirectly shows that brand trust has a significant role in

mediating accessibility to tourists' revisit intentions at Lake Laut Tawar. The results of this study are in line with the results of research conducted by (Law, 2018) states that accessibility directly has a significant effect on tourist satisfaction. This feeling of satisfaction makes a tourist feel not worried about going on vacation to a tourist destination. Then the results of research conducted by (DiahYulisetiari, 2018) state that accessibility has a significant effect on tourist loyalty to tourist destinations. Building tourist loyalty is a form factor to foster a sense of trust in the eyes of tourists. According to (Febrilia, 2022) integrated accessibility with one another is certainly a motivating factor for a tourist to visit a tourist destination. The ease of going to tourist destinations will make a tourist's trust believe that tourist destinations have a beauty that is worth visiting. The feeling of comfort and security when on vacation to this tourist destination is not only expected by tourists, but also by other parties such as residents, businessmen, and the government.

Based on the results of the data analysis, shows that indirectly brand trust does not have a role in mediating emotional energy in individuals toward visiting tourists' intentions at Lake Laut Tawar. The results of this study do not support the results of research conducted by (Sterchele, 2020) which states that the emotional energy that exists in a tourist can increase interest in revisiting through trust. Tourist trust is considered to be a medium that makes tourists participate actively in tourism activities. Furthermore, the results of this study are not in line with the results of the study (Ramayah, 2020) which states that brand trust is considered important as a medium in making tourists emotional to increase repeat visits. Then (Pham, 2021) emphasizes that tourist trust can get better when tourist destinations are assessed as being able to provide the expected value.

5.2 Theoretical and Managerial Implications

The implication of finding a sense of love for tourist destinations such as Lake Laut Tawar does have its differences and uniqueness compared to other tourist objects. Generally, Lake Laut Tawar is synonymous with the Gayo tribe and Gayo Arabica coffee. The image of sGayo Arabica coffee has truly gone global compared to other Indonesian regions. The thing that needs to be strengthened in this case to increase the interest of tourists visiting Lake Laut Tawar is to build an image of Gayo Arabica coffee. Furthermore, accessibility shows that the ease of getting to Lake Laut Tawar is considered capable of giving the impression of tourists' longing for the natural beauty that exists. Tourists consider that access to Lake Laut Tawar is known to be easy and does not face many problems such as traffic jams, floods, landslides, and so on. This is what gives tourists the desire to visit again with their family or with their co-workers. Then the emotion of a tourist is stimulated by the importance of having a vacation in the country. Where the love for domestic tourism will have an impact on helping each other in the lives of fellow Indonesians. The people's economy engaged in the tourism sector can continue to be promoted, especially to tourists to love vacationing more on Lake Laut Tawar. So this provides a strong impetus for tourists to make repeat visits in the future.

The implications of the findings in this study indicate that the image of Lake Luat Tawar is synonymous with Gayo arabica coffee and is unique compared to other tourist destinations. This uniqueness makes tourists' trust more positive when compared to other places. Only at Lake Laut Tawar can tourists feel the enjoyment of Gayo arabica coffee plus be treated to the natural beauty that exists. This is what encourages tourists to feel interested in making repeat visits and looking for other destinations around the Lake Laut Tawar area. Furthermore, tourists believe that land access to Lake Laut Tawar is considered smooth and comfortable. The quality of the highway is considered very good despite the desert and hilly terrain. However, this lighting facility is highly expected by tourists considering that tourists who come from outside the city of Takengon are still not familiar with the conditions and travel routes. Brand trust is considered not to be an important part of an emotional mediator of tourists toward revisit intention. Tourists assess that trust in tourist destinations on Lake Laut Tawar has not made emotional ties to encourage repeat visits. Tourists hope that emotional building on Lake Laut Tawar can be carried out through cultural festival activities which are carried out

continuously. In addition, tourist sports activities such as marathons, swimming, sky bod racing, and leisure walks can increase the emotion of a tourist to participate in these activities.

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