INFLUENCE OF FIRE SAFETY SYSTEM, DESTINATION IMAGE, AND TOURIST SATISFACTION ON REVISIT INTENTION IN BADUNG REGENCY

I Nyoman Indra Setiady[1*], Nyoman Diah Utari Dewi[2] , Ida Ayu Putu Sri Widnyani[3]
[123] Program Studi Magister Administrasi Publik, Universitas Ngurah Rai, Denpasar, Bali, Indonesia
[*]Corresponding Author: inymindrasetiady82@gmail.com, diah.utari@unr.ac.id, dayusriwid@gmail.com

Abstract
The objective of this study is to examine the impact of fire safety systems, destination image, and tourist satisfaction on revisit intention in Badung Regency. Badung Regency, a prominent tourist destination in Bali, confronts significant challenges in preserving the well-being, security, and reputation of the destination, thereby ensuring positive experiences for tourists and encouraging repeat visits. This study employs a quantitative approach using a survey method targeting 110 international and domestic tourists visiting Badung Regency. The collected data were then subjected to a rigorous analysis using multiple linear regression analysis. The findings suggest that the fire safety system exerts a positive and significant influence on revisit intention. Destination image exerts a substantial positive influence, while tourist satisfaction emerges as the predominant variable influencing revisit intention. These findings carry implications for destination managers and local governments, particularly in terms of enhancing fire safety systems, cultivating a positive image, and refining the quality of tourism services in Badung Regency.
Keywords: fire safety system, destination image, tourist satisfaction, revisit intention

Abstrak
Tujuan dari penelitian ini adalah untuk menguji pengaruh sistem keselamatan kebakaran, citra destinasi, dan kepuasan wisatawan terhadap niat berkunjung kembali di Kabupaten Badung. Kabupaten Badung, salah satu destinasi wisata terkemuka di Bali, menghadapi tantangan besar dalam menjaga kesejahteraan, keamanan, dan reputasi destinasi tersebut, sehingga menjamin pengalaman positif bagi wisatawan dan mendorong kunjungan berulang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dengan sasaran 110 wisatawan mancanegara dan domestik yang berkunjung ke Kabupaten Badung. Data yang dikumpulkan kemudian dianalisis secara ketat menggunakan analisis regresi linier berganda. Temuan menunjukkan bahwa sistem keselamatan kebakaran memberikan pengaruh positif dan signifikan terhadap niat berkunjung kembali. Citra destinasi memberikan pengaruh positif yang besar, sedangkan kepuasan wisatawan menjadi variabel dominan yang mempengaruhi niat berkunjung kembali. Temuan ini membawa implikasi bagi pengelola destinasi dan pemerintah daerah, khususnya dalam hal meningkatkan sistem keselamatan kebakaran, menumbuhkan citra positif, dan menyempurnakan kualitas layanan pariwisata di Kabupaten Badung.
Kata Kunci: sistem keselamatan kebakaran, citra destinasi, kepuasan wisatawan, niat berkunjung kembali

INTRODUCTION

One of the strategic sectors in the development of a region's economy, particularly in the Province of Bali, is tourism. As one of Bali's primary tourist destinations,Kabupaten Badung offers a variety ofunggulan destinations, including Kuta, Seminyak, Nusa Dua, and Uluwatu. Kabupaten Badung is a region of notable strategic importance, exhibiting a visitor migration rate to Pulau Bali that exceeds 50% (BPS Bali, 2024). The substantial number of tourist visits gives rise to the imperative of managing destinations that are safe, comfortable, and of high quality. A critical yet frequently disregarded element pertains to the fire safety system in tourist destinations, including hotels, restaurants, and public areas.

Concurrent with the substantial influx of tourists, both domestic and international, there is an increasing demand for service quality, safety, and comfort of the destination. A critical yet frequently overlooked facet of

tourism destination management pertains to the establishment and maintenance of security systems, encompassing the realm of fire safety. The occurrence of fires in tourist areas poses a dual challenge: first, they directly endanger the physical safety of visitors and business operators; second, they have a detrimental effect on the destination's reputation. The level of trust tourists have in the security management of a destination has been demonstrated to have a significant impact on their satisfaction levels. This, in turn, can serve as a crucial factor in their decision to make a return visit in the future. In accordance with the findings of the research conducted by (Mauren, 2023), it has been demonstrated that the implementation of security measures, such as those designed to ensure fire safety, has a profoundly positive effect on the propensity of tourists to return.

The elements of security and safety at a tourist destination are inextricably linked to the overall experience and comfort of the travelers. The management of security and safety constitutes a critical aspect of the broader strategy aimed at enhancing visitation to a tourist destination. In the contemporary tourism industry, security and safety have emerged as paramount concerns. It is hypothesized that the enhancement of security and safety measures will result in an increase in the number of subsequent visitors or the expression of interest in making return visits. The imperative of ensuring tourist safety and security in the tourism industry is predicated on the fundamental objective of providing visitors with a sense of comfort and protection throughout their travel experience, whether as individuals or as part of a family unit, with the overarching goal of averting accidents at tourist destinations (Apul et al., 2023).

In addition to security concerns, the destination image exerts a significant influence on tourists' perceptions and expectations regarding the likelihood of revisiting a particular tourist attraction. A positive image can serve as a catalyst, encouraging tourists to return, while a negative image, whether stemming from security, comfort, or service factors, can lead to a decline in interest (Anugrah et al., 2022). The image of a tourist destination is often not only formed from direct experiences or concrete facts but also results from perceptions, stories, and images that form in the minds of potential tourists. The formation of a positive image of a tourist destination, cultivated through various sources such as information, personal accounts, advertisements, and social media, can serve as a significant motivator for individuals to visit the destination, even in the absence of direct personal experience (Apriani et al., 2024). Consequently, tourist satisfaction exerts a positive influence on tourists' behavioral intentions (Sitanggang et al., 2020). The extant research results (Yosandri & Eviana, 2022) indicate that the decision of tourists to revisit a destination can be enhanced through the development of that destination's image. Hasil Annisa (2023) esearch findings indicate that destination images exert a positive and significant influence on the intention to revisit. Moreover, the extant research (Rosli et al., 2023) posits that destination images exert a positive influence on tourists' intention to revisit. Annisa (2023) research indicates that destination images have a positive and significant impact on the intention to revisit. The quality of the image of an ecotourism destination is positively correlated with the intention of tourists to visit again in the future. Research conducted by (Khairunnisa, 2022) mphasizes that the overall image of a destination is a significant predictor of tourists' visit intentions. The image that tourists have of a destination influences their intention to visit. The research findings indicate that tourists are willing to visit the destination even during the ongoing pandemic and are inclined to recommend it to their family, friends, or relatives. The findings of the research indicate that tourists' perceptions of a destination can influence their subsequent behavior, leading to an increased frequency of visits and the dissemination of recommendations to others. In contrast, the research results (Nurhayati et al., 2019) indicate that the destination image variable does not have a significant partial effect on tourists' intention to revisit.

Another factor that also determines tourist loyalty, including the intention to revisit, is influenced by tourist satisfaction. According to (Tjiptono, 2018) customer satisfaction is a cognitive situation in which buyers evaluate the equivalence or inequivalence between the results obtained and the sacrifices made.

According to (Kotler & Keller, 2018) satisfaction is defined as the emotional response elicited by the comparison of the received products or services with the expectations that were held prior to their receipt. The satisfaction of tourists is a critical component in evaluating the success of a destination's development. A positive tourist experience has been shown to lead to the intention to revisit (Anugrah et al., 2022). Tourist satisfaction is an aggregate metric of tourists' opinions regarding the quality of each destination. The satisfaction of tourists has been shown to have a significant impact on their propensity to return. Once tourists have experienced satisfaction, they will likely intend to return (Filda Rahmiati, 2020). In accordance with the research conducted by (Rosli et al., 2023) and (Nguyen Viet et al., 2020) it has been demonstrated that tourist satisfaction exerts a substantial positive influence on the propensity to make a return visitation. Research by

(Dewi & Musmini, 2023), posits that tourist satisfaction exerts a significant influence on the intention to revisit. This suggests that when tourists experience satisfaction with the service provided, it will result in their return to visit a tourist destination.

Although there have been many studies on revisit intention, there are still limited studies that link fire safety systems with destination image and tourist satisfaction as variables influencing revisit intention. However, in the context of tourist destinations such as Badung Regency, which is densely populated with activities and has a high risk of fire, this aspect is relevant.

This research aims to empirically examine the influence of fire safety systems, destination image, and tourist satisfaction on the intention to revisit in Badung Regency. The results of this study are expected to provide input for destination managers and policymakers in designing strategies to enhance service quality and destination safety.

LITERATURE REVIEW

A. Fire Safety System

The fire safety system includes early detection, alarm systems, evacuation facilities, and light fire extinguishers. This system prevents fire risks that could endanger tourists and damage the destination. It is a series of actions, equipment, and procedures designed to prevent, detect, and respond to fires. Fire safety systems have two main aspects: active and passive protection. Active protection systems include equipment and systems designed to detect, control, and extinguish fires directly. Examples include smoke detectors, fire alarms, automatic sprinklers, and fire extinguishers. Meanwhile, passive protection systems involve building design elements intended to slow the spread of fire. Examples include fire-resistant doors and walls, as well as clear evacuation routes. (Setiady, 2024). The indicators of the fire safety system are as follows:

1. Fire Prevention: Having adequate portable fire extinguishers (APAR) and early detection systems (smoke and heat detectors).
2. Fire Detection and Alarm: A functioning automatic and manual alarm system.
3. Fire Mitigation: A sprinkler system and its functionality, as well as adequate emergency water sources (tanks and fire pumps).
4. Evacuation and Occupant Safety: Clearly marked evacuation routes, emergency lighting, and clear exit signs.
5. Management & Documentation: Compliance with national standards (e.g., SNI, NFPA, local regulations) and available fire emergency response SOPs.

B. Destination image

Destination image is defined as the perception and impression formed in the minds of tourists about a destination, influenced by direct experiences, promotions, and media images (Kotler & Keller, 2018). According to (Mayroza, 2024), he following indicators of destination image are identified:

1. Cognitive Image: This is an assessment of beliefs and information about basic facilities, cultural attractions, accessibility, and the environment of the tourist destination.
2. Unique Image: This is an assessment of the uniqueness of the tourist destination that is not possessed by other destinations.
3. Affective Image: This is a depiction of a person's emotions or feelings about the tourist destination, whether the destination is enjoyable, memorable, or otherwise. As posited by Anugrah et al. (2022), destination image indicators encompass a triad of factors: quality of experience, infrastructure and attraction, value and environment, and safety and comfort.

C. Tourist satisfaction

Tourist satisfaction is defined as the feeling of pleasure or disappointment that arises after comparing perceptions of tourism services with initial expectations (Oliver, 1997). In accordance with the research conducted by (Basra, 2023), three indicators have been identified as significant factors in explaining tourist satisfaction: 1. The alignment of services with expectations 2. The alignment of services with the fees paid 3. The satisfaction of visitors with the services provided is a critical component of the evaluation. The indicators employed to gauge tourist satisfaction, as outlined by (Anugrah et al., 2022) encompass destination image quality, cost, service quality, convenience, and risk.

D. Revisit Intention

Revisit intention is the desire of tourists to return to a specific destination in the future (Chen & Tsai, 2007). According to Isnaini & Abdillah (2018), visit decision-making is divided into five indicators, namely:

1. Product selection, which in this context refers to the choice of destination (as a whole) to be visited. The item used consists of one indicator: the level of superiority of the attractions and facilities offered by the destination;
2. Brand selection, which relates to the selection of destinations based on brands known or recognized by tourists or visitors. The items used consist of the level of brand familiarity in the visitor's memory and the attractiveness of the brand;
3. Intermediary selection, which concerns the means by which visitors reach their chosen destination. The items used include the ease of purchasing entrance tickets, ease of transportation, and the strategic location of the destination;
4. Time selection, which relates to the timing chosen by tourists or visitors to make their visit to the destination. The items used include visiting on weekdays, visiting on weekends, and visiting during leisure time;
5. Quantity selection, which relates to the frequency or intensity of visits made by tourists to a destination. The item used consists of one indicator: how often tourists visit a particular tourist attraction according to their needs; and
6. Revisit intention, which refers to the desire of tourists to visit a specific tourist destination again (Yosandri & Eviana, 2022).
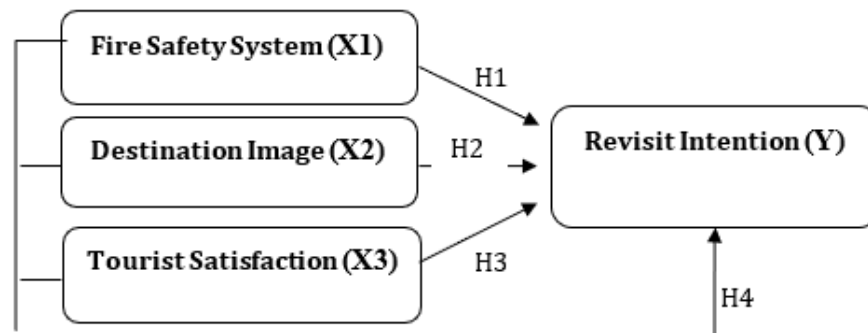
E. Conceptual Framework and Hypothesis

Figure 1, the conceptual framework

According to the conceptual framework delineated in Figure 1, the following hypothesis is formulated:

1. The initial hypothesis (H1) posits that the fire safety system exerts a positive influence on revisit intention.
2. The hypothesis that the image of the destination exerts a positive influence on revisit intention is supported by the second hypothesis.
3. H3: The satisfaction of tourists has been shown to have a positive effect on their intention to return.
4. The present study explores the simultaneous impact of H4 on revisit intention, namely the influence of fire safety systems, destination image, and tourist satisfaction on this behavior.

RESEARCH METHODS

This research employs a quantitative research approach to analyze the relationships between the variables used, namely the influence of fire safety systems, destination image, and tourist satisfaction on the interest in revisiting. This research employs quantitative data, collected through questionnaires or survey methods, to examine the perceptions of domestic and international tourists visiting Badung Regency. The population of this study consists of all tourists who intend to revisit Badung Regency. The study's sample size, determined using a purposive sampling technique, encompasses 110 individuals. The research instrument employed a

questionnaire that utilized a 1–5 Likert scale. The data analysis technique utilizes multiple linear regression through the SPSS version 26 application, accompanied by classical assumption tests (normality, multicollinearity, heteroscedasticity) and F and t tests.

RESULTS AND DISCUSSION

A. Results

The characteristics of the respondents are the data collected to understand the profile of the research respondents. The sample size of this study is 110 tourists who have an interest in returning to Badung Regency. The respondents of the research study are described by presenting their characteristics based on demographic variables, namely gender, age, last education, and occupation.

TABLE I
DISTRIBUTION OF RESPONDENTS BY GENDER

Gender	Number of Respondents	Percentage (%)
Male	54	49.1
Female	56	50.9
Total	110	100

Source: Primary data processing results, 2025

As illustrated in Table 1, the sample population is comprised of 54 male respondents, representing 49.1% of the total, and 56 female respondents, constituting 50.9% of the total. This result suggests that the majority of tourists who have an interest in revisiting Badung Regency are women. This suggests that the inclination to revisit Badung Regency is more pronounced among women compared to men.

TABLE 2
DISTRIBUTION OF RESPONDENTS BY AGE

Age level	Number (people)	Percentage (%)
17 - 19 years	25	22.7
20 – 25 years	56	50.9
>25 years	29	26.4
total	110	100

Source: Primary data processing results, 2025

As illustrated in Table 2, respondents within the 17-to-19 age bracket constitute 25 individuals, representing 22.7% of the total sample. The sample population was predominantly composed of respondents aged 20 to 25 years old, constituting 50.9% of the total, while respondents over 25 years old constituted 26.4% of the total. This result indicates that the majority of tourists who express a desire to return to Badung Regency are between the ages of 20 and 25. The developmental stage spanning from adolescence to early adulthood, often characterized as "emerging adulthood" or "young adulthood," is a period of exploration and significant transition. In this age range, social activities exhibit a marked increase, resulting in a heightened demand for tourism. This phenomenon has led to a heightened level of interest among consumers aged 20 to 25 in revisiting Badung Regency.

TABLE 3
DISTRIBUTION OF RESPONDENTS BY EDUCATION

Last Education Level	Number (People)	Percentage (%)
Senior High School	37	33.6
Diploma	11	10.0
Bachelor's Degree	54	49.1
Postgraduate	8	7.3
Total	110	100

Source: Primary data processing results, 2025

Table 3 shows that 37 people (33.6%) had a high school/equivalent education, 11 people (10%) had a diploma, 54 people (49.1%) had a bachelor's, and 8 people (7.3%) had a postgraduate education. This shows that most tourists interested in returning to Badung Regency have a bachelor's degree. Consumers with a bachelor's tend to be more selective about revisiting because they have more knowledge and understanding of products and services and can better analyze information.

TABLE 4
DISTRIBUTION OF RESPONDENTS BASED ON OCCUPATION

Occupation	Number (People)	Percentage (%)
Private Employee	61	55.5
Student / University Student	34	30.9
Civil Servant (PNS)	3	2.7
Entrepreneur	12	10.9
Total	110	100

Source: Primary data processing results, 2025

Table 4 shows that 61 people (55.5%) of respondents work as private employees, 34 people (30.9%) as students or university students, 3 people (2.7%) as civil servants (PNS), and 12 people (10.9%) as self-employed. The majority of tourists interested in returning to Badung Regency work as private employees because they have sufficient income.

B. Test Results of Research Instruments

An instrument is valid if it measures what it intends to measure. It is considered valid if the correlation coefficient between items and the total score is greater than 0.30 with an Alpha error level of 0.05. Table 5 presents the results of the validity test.

TABLE 5
RECAPITULATION OF RESEARCH INSTRUMENT VALIDITY TEST RESULTS

Variable	Indicator	Correlation Coefficient	*Sig. (2-tailed)*	Information
Fire Safety System (X1)	X1.1	0.744	*0.000*	Valid
	X1.2	0.820	*0.000*	Valid
	X1.3	0.840	*0.000*	Valid
	X1.4	0.872	*0.000*	Valid
	X1.5	0.885	*0.000*	Valid
Destination Image (X2)	X2.1	0.797	*0.000*	Valid
	X2.2	0.845	*0.000*	Valid
	X2.3	0.695	*0.000*	Valid
	X2.4	0.795	*0.000*	Valid
Tourist Satisfaction (X3)	X3.1	0.803	*0.000*	Valid
	X3.2	0.863	*0.000*	Valid
	X3.3	0.767	*0.000*	Valid
	X3.4	0.797	*0.000*	Valid
	X3.5	0.798	*0.000*	Valid
Revisit Intention (Y)	Y1	0.807	*0.000*	Valid
	Y2	0.794	*0.000*	Valid
	Y3	0.880	*0.000*	Valid
	Y4	0.844	*0.000*	Valid
	Y5	0.799	*0.000*	Valid

Table 5 shows the results of the validity test. The correlation coefficient values of the research instruments used to measure the variables of fire safety system, destination image, tourist satisfaction, and intention to revisit are greater than 0.30 with significance less than 0.05. This indicates that the items in the research instrument are valid and suitable.

The reliability test for this research instrument uses the Cronbach's Alpha value. This value is used to determine the unidimensionality of the statement items against the latent variables being studied (fire safety system, destination image, tourist satisfaction, and intention to revisit). The Cronbach's Alpha value is considered reliable if it is greater than or equal to 0.60. The recap of the reliability test results for the research instrument can be seen in Table 6.

TABLE 6
RECAPITULATION OF RESEARCH INSTRUMENT RELIABILITY TEST RESULTS

No.	Variable	*Cronbach's Alpha*	Information
1	Fire Safety System (X1)	*0.813*	Reliable
2	Service Quality (X2)	*0.809*	Reliable
3	Tourist Satisfaction (X3)	*0.807*	Reliable
4	Revisit Intention (Y)	*0.812*	Reliable

Source: Primary data processing results, 2025

The reliability test results in Table 6 show that all research instruments have a Cronbach's Alpha coefficient of more than 0.60, meeting the reliability criteria. After a descriptive test, this research performed an instrument test in the form of validity and reliability tests. The results show that all question items from the four variables are valid and reliable. Thus, the research instrument is a valid and reliable data collection tool.

The regression model will be more appropriate and accurate if the following assumptions are met: the normality, multicollinearity, and heteroscedasticity tests. See Table 7 for details:

TABLE 7
SUMMARY OF CLASSICAL ASSUMPTION TEST RESULTS

Normality Test Result	Variable	Multicollinearity Test Result		Heteroscedasticity Test Result
		Tolerance	VIF	Significance
	Fire Safety System	0.432	2.315	0.058
0.183	Service Quality	0.632	1.581	0.982
	Tourist Satisfaction	0.415	2.408	0.411

Table 7 shows the Asymp. Sig. (2-tailed) value of 0.193 is greater than 0.05, indicating the data follows a normal distribution and meets the normality requirements in the regression model. The tolerance values for the fire safety system variable, destination image, and tourist satisfaction are all greater than 0.10, and the VIF values are all less than 10, showing no multicollinearity in the regression model. The heteroscedasticity test shows the significance values of the fire safety system variable, destination image, and tourist satisfaction are all greater than 0.05, confirming no heteroskedasticity in the regression model according to the Glejser test. All classical assumption tests in Table 4.8 have passed, allowing for further regression analysis.

The calculation of multiple linear regression coefficients was conducted using regression analysis through SPSS 26.0 for Windows, with the results displayed in Table 4.8.

TABLE 8
MULTIPLE LINEAR REGRESSION ANALYSIS RESULTS

Dependent Variable	Independent Variable	Regression Coefficient (B)	Standard Error	t-value	Significan
Revisit Intention (Y)	(Constant)	3.094	1.170	2.643	0.009
	Fire Safety System	0.369	0.068	5.467	0.000
	Destination Image	0.270	0.080	3.357	0.001
	Tourist Satisfaction	0.386	0.071	9.341	0.000

Model Summary:
- *R Square = 0.730*
- *Adjusted R Square = 0.722*
- *F-value = 95.528*
- *Significance Probability (Sig.) = 0.000*

Source: Primary data processing results, 2025

Pursuant to the findings of the multiple linear regression analysis presented in Table 8, the subsequent equation can be postulated. The following equation is used to determine the value of Y:

Y = 3.094 + 0.369 X1 + 0.270 X2 + 0.386 X3 + e, where e is the residual term.

The findings of the coefficient of determination test, as presented in Table 4.8, indicate that the value of adjusted R^2 (the adjusted coefficient of determination) is 0.730. This indicates that 73% of the variation in revisit intention is influenced by variations in fire safety systems, destination image, and tourist satisfaction, while the remaining 27% is explained by other factors not included in the model.

As demonstrated in Table 4.16, the F-value is 95.528, with a significance value of 0.000 < 0.05. Therefore, Ho is rejected and H1 is accepted. In summary, the experimental group exhibited a substantial discrepancy. The findings of this study suggest that a combination of independent variables, including fire safety systems, destination image, and tourist satisfaction, can collectively exert a substantial influence on the intention to revisit Badung Regency. Consequently, the model can be utilized for additional analysis, specifically for the purpose of projections, given its satisfactory goodness of fit results, as evidenced by a P-value of 0.000.

B. Discussion
1. The effect of fire safety systems on return visit intention

The analysis shows a 0.369 positive regression coefficient value, which indicates a significant impact of the fire safety system on the intention to revisit (p < 0.05). This means that the better and more comfortable the fire safety system conditions are in Badung Regency's tourist attraction buildings, the higher the intention of consumers to revisit will be. Conversely, the worse or less comfortable the fire safety system conditions are, the lower the intention of consumers to revisit will be. Fire incidents in tourist areas threaten the safety of visitors and business operators and directly impact the destination's image. Tourists' trust in the security management of a destination can affect their satisfaction and ultimately influence their decision to return (Ferdiyantoro et al., 2025).

This outcome aligns with the findings of previous studies, including that of (Mauren, 2023), which demonstrated that the implementation of security measures, such as fire safety measures, has a substantial positive effect on tourists' inclination to return. The elements of security and safety at a tourist destination are inextricably linked to the overall experience and comfort of each traveler. The management of security and safety constitutes a critical aspect of the broader strategy aimed at increasing visits to a tourist destination. In the contemporary tourism industry, security and safety have emerged as paramount concerns. It is hypothesized

that the enhancement of security and safety measures will result in an increase in the number of subsequent visitors and a subsequent increase in interest in returning. The imperative of ensuring tourist safety and security in tourism is an ongoing endeavor aimed at guaranteeing that tourists experience comfort and security during their travels from the time of their arrival to the time of their departure at the tourist destination, whether individually or with family, with the objective of preventing accidents at tourist sites (Apul et al., 2023).

2. *The effect of destination image on return visit intention*

The analysis shows a link between destination image and revisit intention, with a 0.001 significance value and a positive regression coefficient of 0.270. This indicates that H0 is rejected and H2 accepted, suggesting a positive impact of destination image on revisit intention in Badung Regency. Simply put, the better the image, the higher the revisit intention. Conversely, a worse image leads to lower intention.

A positive image has been shown to encourage tourists to return, while a negative image, whether due to safety, comfort, or service factors, has been shown to reduce that interest (Anugrah et al., 2022). The concept of a tourist destination is not solely determined by direct experiences or tangible facts. It is also shaped by perceptions, narratives, and images that are internalized by potential tourists. The formation of a positive image of a tourist destination, shaped by information, anecdotal accounts, promotional materials, and social media, can serve as a significant motivator for individuals to visit the destination, even in the absence of firsthand experience (Apriani et al., 2024). These results support the research (Sitanggang et al., 2020) which states that tourist satisfaction has a positive influence on tourist behavioral intentions. stated that tourists are more likely to visit again if they like the destination (Annisa, 2023) found that destination images have a positive effect on tourists' intentions to revisit (Rosli et al., 2023) also found that destination images positively influence tourists' intentions to revisit. This means that the first hypothesis is accepted. The better the image of the ecotourism destination, the more tourists will want to visit again. (Khairunnisa, 2022) found that tourists' visit intentions are influenced by their overall image of a destination. The image tourists have of the destination influences their intentions to visit. Research results show that tourists are willing to visit the destination even during the pandemic and are willing to recommend it to others. The results illustrate that tourists' perceptions of a destination can lead to changes in their behavior, encouraging them to visit more frequently and recommend it to others. (Nurhayati et al., 2019) found that the destination image variable does not have a significant partial effect on tourists' intentions to revisit.

3. *The effect of tourist satisfaction on return visit intention*

The analysis shows that tourist satisfaction positively impacts revisit intentions, with a regression coefficient value of 0.386 and a significance value of 0.000. This indicates that H0 is rejected and H3 accepted, suggesting a positive and significant relationship between satisfaction and revisit intentions in Badung Regency. Higher satisfaction leads to higher revisit intentions, and lower satisfaction results in lower intentions. This outcome aligns with the findings of research conducted by (Anugrah et al., 2022), which indicates that a positive tourist experience can foster the intention to make subsequent visits. Tourist satisfaction is an aggregate metric of tourists' opinions regarding the quality of each destination. The satisfaction of tourists has been shown to have a significant impact on their propensity to return. Once tourists have experienced satisfaction, they will likely exhibit a desire to return (Filda Rahmiati, 2020). In accordance with the research conducted by (Rosli et al., 2023) and (Nguyen Viet et al., 2020) it is asserted that tourist satisfaction exerts a significantly positive influence on the intention to revisit. Research by (Dewi & Musmini, 2023), posits that tourist satisfaction exerts a significant influence on the intention to revisit. This suggests that when tourists experience satisfaction with the service provided, it will result in their return to visit a tourist destination.

CONCLUSIONS

This study finds that fire safety systems, destination image, and tourist satisfaction positively impact revisit intention in Badung Regency. Tourist satisfaction is the strongest variable influencing revisit intention.

The Fire Safety System positively impacts tourists' interest in returning to visit Badung Regency, as tourists increasingly consider safety aspects, including disaster mitigation such as fires, when choosing tourist destinations. Local governments and tourism operators should enhance security facilities, such as the installation of fire extinguishers, clear evacuation routes, and staff training. They should also improve the

promotion of destination safety so that tourists feel safe and comfortable during their visit. Certification or safety audits can add value to tourism promotion.

Destination Image positively impacts tourists' intention to revisit Badung Regency. A positive perception of Badung Regency as a tourist destination contributes to tourists' intention to return. This means a consistent destination branding strategy is needed, including through social media, tourism platforms, and tourism exhibitions. Maintaining cleanliness, comfort, local hospitality, and cultural authenticity strengthens the positive image. The local government can encourage the local community to create authentic tourism experiences.

The satisfaction of tourists has a significant impact on their interest in revisiting Badung Regency. The main focus of the management should be on improving service quality and maintaining alignment between tourists' expectations and reality. They should also conduct periodic satisfaction surveys.

The simultaneous implications of this research demonstrate that the three variables namely, fire safety systems, destination image, and tourist satisfaction—constitute a system that influences tourist loyalty and encourages repeat visits.

The Badung Regency Government and destination managers must improve fire safety systems, maintain cleanliness and excellent service, and ensure tourists' experiences meet expectations to increase repeat visits. The government must develop a tourism management master plan balancing safety, image, and service quality. Destination development must address risk management and tourist emotional satisfaction.

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