

Analysis the role of motivation, destination image, and visitor image congruity on revisit interest: Yogyakarta Special Region

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ABSTRACT

Various factors may serve as driving forces for an individual to revisit a destination. This study aims to analyze the role of visit motivation, destination image, and visitor image congruity on tourists' revisit interest. A quantitative approach was used through Structural Equation Modeling (SEM) with SmartPLS software. The data were collected through an online questionnaire distributed via Google Forms to individuals who had previously visited the Special Region of Yogyakarta. A total of 205 respondents were selected using purposive sampling based on their travel experience. The results indicate that destination image and visitor image congruity significantly influence revisit interest, while the motivation sub-variables novelty-seeking and escape showed different outcomes. The escape sub-variable had a significant affect, whereas novelty-seeking did not show a significant affect. These findings highlight that tourists interest in returning is more strongly influenced by the congruity between self-image and perceived destination image. This study provides important implications for tourism stakeholders, particularly destination managers in Yogyakarta, to enhance positive destination imagery and design programs aligned with key tourist motivations. The research also lays the foundation for future studies exploring currently insignificant factors.

1. INTRODUCTION

Returning tourists are an achievement for a destination. One of the main factors that influence tourists' decision to return is the motivation for the visit (Indrianto et al., 2022; Laela, 2024). These motivations include various aspects, such as the desire to seek new experiences, relaxation, and cultural exploration. In addition, destination image also plays an important role in shaping tourists' perceptions of a location (Ayu et al., 2025; Santoso & Oktavio, 2024). Previous research shows that a strong and positive destination image has a direct correlation with tourists' decision to return (Liang & Lai, 2023; Santoso et al., 2021). However, visitor image congruity defined as the alignment between a tourist's self-image and the destination image, has received relatively limited attention in the context of tourism (Nguyen et al., 2023).

Previous research highlights the importance of tourist visit motivation in shaping travel decisions (Nguyen et al., 2023; Nguyen & Truong, 2021), a strong destination image can strengthen tourist loyalty (Wang et al., 2020), and emphasizes the importance of image suitability in meeting tourist expectations (Nguyen et al., 2023). However, research that comprehensively connects visit motivation, destination image, and image congruence to return visit intention is still rare, especially in a destination context such as Yogyakarta. Many previous studies have focused on the role of motivation and destination image separately without considering the integration between them and visitor image congruence. Furthermore, studies that specifically examine the Yogyakarta tourism context by considering these three variables simultaneously are limited. This research aims to fill this gap by exploring how these three factors interact with each other to influence tourists' interest in revisiting.

This study aims to analyze the role of visit motivation in shaping tourists' interest in revisiting Yogyakarta, evaluate the influence of destination image on revisit decisions, and identify the contribution of visitor image suitability in strengthening revisit interest. This research was conducted to provide strategic insights for destination managers in designing more effective marketing strategies. In addition, the research results are expected to be a reference for the development of other tourism destinations with similar characteristics.

2. LITERATURE REVIEW

Novelty Seeking as a Travel Motivation

Novelty seeking is part of an individual's personality that plays an important role in motivation models. Expectancy-Value Theory (EVT), which is a theory in personality psychology, states that a person's motivation is determined by their expectations of the results of their actions (expectancy) and the value they place on those results (value). In the context of tourism, Maghrifani et al. (2022) explain that tourists will be motivated to revisit a destination if they expect a pleasant experience and perceive the elements offered by the destination to have high value. A recent study by Al Rousan et al. (2024) shows that EVT constructs such as expectancy and valence significantly contribute to visit intention, especially when this theory is combined with other approaches such as the Theory of Planned Behavior. This indicates that EVT can be effectively used to explain visit intentions, although its effectiveness increases when incorporated into a more comprehensive theoretical model. De Matos et al. (2021) show that novelty-seeking directly has a positive impact on tourist satisfaction, which is related to perceived value and positive emotions associated with new experiences. Experiencing new destinations motivates many tourists to seek experiences that are different from their previous ones. Blomstervik et al. (2020) argue that tourists' need for new experiences is a primary factor in traveling, encouraging individuals to seek situations and events that can fulfill their desire for unique and different experiences. This motivation is

closely linked to improved well-being; as new experiences tend to provide a distinct emotional satisfaction. For example, young travelers exhibit a strong curiosity in exploring new things, such as challenging and adventurous activities (Indrianto et al., 2022).

It's not uncommon for people who are looking for new things to travel for the first time. Starting with elements such as activities, scenery, and culture, the experience is refreshing because it is something they have never experienced before. However, not everyone who is looking for something new is traveling for the first time; there are also tourists who have visited before. The model of tourists who have visited before focuses more on novelty that was previously absent. They may return to explore the destination more deeply, but they still desire a sense of novelty that distinguishes their previous visit. Thus, destination innovation becomes a crucial benchmark for destination managers to continuously create novelty that appeals to both new and returning tourists. Lyu et al. (2023) state that such innovation supports individuals with a desire for novelty by influencing travel planning and decision-making through enhanced perceptions of value and satisfaction. The desire for something new makes them open to suggestions from various sources of information, whether directly or through media. This openness to suggestions means that those with a desire for novelty are more responsive to offerings that provide something new and unique.

Temporary Escape-Seeking to Relax

According to Andruliene and Urbonavicius (2023) and Prayag (2023), escape-seeking reflects a person's motivation to temporarily escape from the pressures of work and monotonous daily life, as a need for mental and emotional recovery. A life filled with responsibilities, both at work and within the family, often leads to feelings of fatigue and stress. The presence of escape-seeking serves as a driving force or motivation for individuals to seek refreshing experiences to feel free from burdensome thoughts and stabilize their emotions. In psychological theory, the need to escape is viewed as a natural response to stress and boredom, where individuals seek ways to reduce emotional burdens and regain balance. In a world often filled with work demands, family responsibilities, and social stress, many people feel trapped in a monotonous and exhausting cycle. As Wang et al. (2023) state, the need for escape seeking drives individuals to seek different and refreshing experiences, where they can distance themselves from environments that weigh heavily on their minds and emotions.

With the demands of work or monotonous life, Zailani et al. (2021) argue that escape seeking is often the main motivating factor behind the decision to travel or take a vacation. Through travel or recreational activities, they hope to find space to relax, reflect, and recharge their energy. This concept not only highlights the desire to take a vacation but also illustrates humanity's search for balance and mental recovery in the face of increasingly complex modern-day challenges. Escape seeking can bring about positive changes in the mental and

emotional well-being of travelers. Scott (2024) states that travel can reduce stress and anxiety levels, as well as increase feelings of happiness and satisfaction experienced by individuals. The positive impact on well-being is not only felt during the trip but can also persist even after travelers return home, although the duration varies depending on the individual and the experiences they gain. Thus, escape seeking is not merely a temporary escape but also an investment in mental and emotional health.

Destination Image as a Role to Attract Tourists to Visit

Researchers Marques et al. (2021) state that destination image refers to tourists' perceptions of a location, which are shaped by direct experiences, information from other tourists, and promotion through social media and advertising that enable tourists to recognize and remember the destination more strongly. The image of a destination can be positive or negative, depending on factors such as the quality of facilities, the friendliness of the local population, cleanliness, and safety (Nova Putra et al., 2022). Understanding how tourists form the image of a destination is crucial for tourism managers to develop effective strategies to address weaknesses and highlight the destination's unique attractions (Kemang et al., 2023).

There are various elements that shape the image of a destination. Tourist attractions, unique local culture, and adequate infrastructure are some of the main factors that directly influence tourists' perceptions of a place (Ahmed & Disney Leite, 2023). As stated by Ramdan et al. (2025), social media and online reviews play a significant role in shaping a destination's image, as the experiences and opinions shared by tourists through digital platforms can reinforce or alter the perspectives of potential visitors. Environmental sustainability and destination safety are also important components that are increasingly being considered by modern tourists. The combination of these elements creates a destination image that can attract or deter tourists' interest in visiting.

In addition, the availability of clear and complete information and accessibility contribute significantly to the image of a destination. Agyapong and Yuan (2022) state that information about attractions, facilities, and services is easy to find, which helps tourists plan their trips more effectively. Destinations that are easily accessible, both in terms of transportation and local navigation, have a greater chance of attracting visitors, as they provide additional comfort for tourists. Furthermore, transparent communication of information about the destination's conditions, including safety and sustainability, can enhance tourists' trust, strengthen the destination's positive image, and encourage them to choose that destination.

From the elements described above, the image of a destination has a direct impact on tourist decisions. When a destination has a positive image, interest and desire to visit tend to increase, because tourists feel that the place offers a satisfying and safe experience. Conversely, a negative image can reduce the number of visitors, because poor perceptions

of aspects such as safety, cleanliness, or facilities can deter tourist interest. Furthermore, Huerta-Álvarez et al. (2020) argue that a strong and consistent image can foster loyalty, where tourists who have visited and been satisfied are more likely to return and even recommend the destination to others.

Visitor Image Congruity to Travel Satisfaction

The image of a destination can be shaped by various factors, including culture, history, and natural beauty, which create a distinctive image in the minds of tourists and make the destination attractive, influencing their motivation to travel Chi and Pham (2024). In addition, social media and online reviews play a significant role in shaping the image, as photos, stories, and experiences shared by previous visitors can reinforce or change public perceptions. Marketing and promotional activities conducted by destination managers or travel agencies also have a major impact, as these strategies help shape travelers' expectations and attract attention through the positive images they present.

The alignment between tourists' expectations of the promoted image and their actual experiences is crucial in shaping positive perceptions of a destination (Nomishan et al., 2024). The consistency between expectations built through the destination's image and the reality experienced directly by tourists can influence their level of satisfaction. When the experience matches or even exceeds expectations, tourists tend to feel satisfied and are more likely to recommend the destination. Conversely, Huerta-Álvarez et al. (2020) state that if the experience obtained does not align with the promoted and exaggerated image, this can lead to disappointment and damage the destination's image in the eyes of tourists. Therefore, honest and transparent marketing is crucial for building trust, creating realistic expectations, and ensuring that visitors are satisfied with their experiences.

However, visitors' expectations of a destination can often differ from the image of the destination presented by the management (Juliana & Susilo, 2023; Simorangkir, 2024). Individual perceptions are often influenced by personal experiences and expectations that they bring with them before visiting, so each tourist may have a unique and different impression. Cultural differences also play a significant role in shaping how a destination's image is perceived; what is appealing to one cultural group may hold different meanings or appeal to another group (Shakeela & Jose, 2025). Understanding these differences is crucial in developing effective marketing strategies, as approaches tailored to travelers' preferences and backgrounds can create more relevant and satisfying experiences for diverse visitor types.

When the image created by a tourist destination matches the expectations of tourists, it contributes greatly to their level of satisfaction. Tiwari and Hashmi (2022) agree that tourist satisfaction is a combination of tourists' expectations before traveling and their experiences

during the trip. Thus, tourists tend to recommend the destination because it is considered to match their expectations. Additionally, high satisfaction also increases the likelihood of repeat visits, as tourists feel confident that the destination will once again offer a satisfying and fulfilling experience.

Travel Intention to Recommend to Others

Ahmad and Kamran (2023) found that destination attractiveness and destination personality significantly influence tourists' intentions to visit, indicating that these intentions are strong indicators of future tourist behavior. These intentions provide an initial picture of tourists' interests and tendencies in choosing vacation locations. Research shows that intention is a strong predictor of actual decisions, meaning that once the intention to visit is formed, tourists are likely to take concrete steps to realize the trip. By understanding tourists' travel intentions, tourism industry players can design more effective marketing strategies and target groups of tourists with the highest potential to visit, thereby enhancing destination appeal more efficiently.

Travel intention is closely related to satisfaction and previous experiences felt by tourists. Tourists who are satisfied with their previous visits tend to have the intention to return, as positive experiences increase the attractiveness of the destination in their eyes. In addition, satisfying experiences not only strengthen the intention to return, but also encourage tourists to recommend the destination to others, sharing stories and impressions that encourage new potential tourists. This travel intention is also influenced by perceptions of quality. When the quality of services, attractions, and facilities meets or exceeds expectations, the intention to revisit or recommend the destination also increases (Zheng et al., 2024; Laela, 2024).

There is a close relationship between tourist loyalty and the intention to recommend a destination to others. Suhartanto et al. (2020) state that loyalty generally forms after tourists' experience repeated and satisfying visits, which strengthen their emotional bond with the destination. Loyal tourists not only tend to return but also actively encourage friends or family to visit. Additionally, loyalty programs offering special benefits can further enhance tourists' willingness to provide recommendations, thereby reinforcing the value of their experience and encouraging greater involvement in destination promotion.

Tourists who have a strong desire to visit often recommend destinations to others, as this desire reflects a high level of satisfaction and trust in the destinations they visit. When tourists are satisfied and confident with their experiences, they are not hesitant to share recommendations, which serve as one of the marketing tools, namely word-of-mouth recommendations, Huerta-Álvarez et al. (2020). Positive testimonials and reviews from satisfied tourists can attract more new tourists, as people tend to trust others' experiences

when making travel decisions. Thus, a strong intention to visit can generate an effect that expands the destination's appeal through personal recommendations.

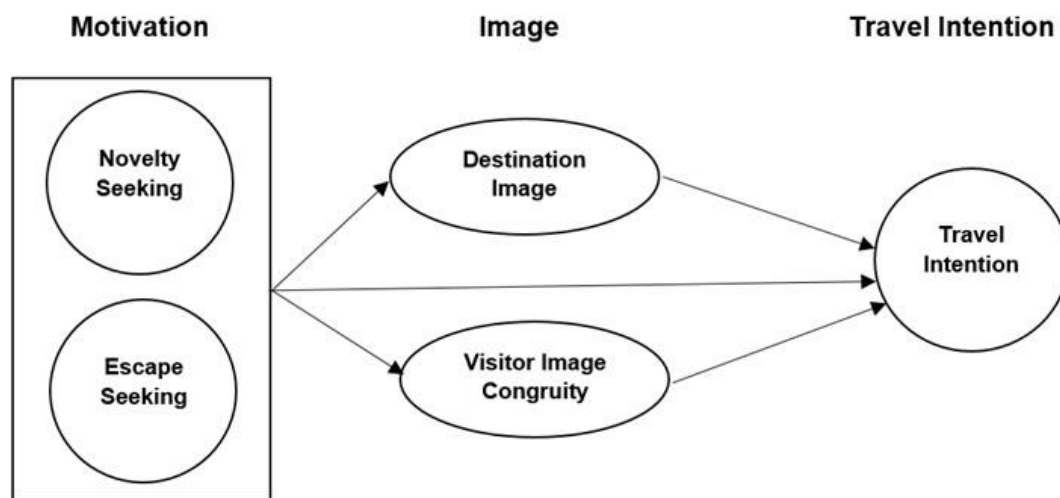


Figure 1. Research Model

3. METHODOLOGY

This research uses a quantitative approach with a survey method to collect data relevant to the research topic. The main instrument used in this research is a Google Form-based questionnaire, designed to reach respondents online. Respondents were selected using purposive sampling technique, with the main criteria being individuals who have visited the Special Region of Yogyakarta. This aims to ensure that respondents have direct experience relevant to the research variables, namely visit motivation, destination image, visitor image congruence, and interest in revisiting. The questionnaire consisted of several sections, including demographic questions to describe the respondents' profile, as well as 29 research statements grouped according to the variables. Each statement was structured using a Likert scale with a range of 1 (strongly disagree) to 5 (strongly agree), in order to capture the level of perception and preference of respondents in a measurable manner.

The distribution of this Google Form link was carried out at least through several WhatsApp groups for tourism lectures, WhatsApp groups for school friends, personal contact lines, instastory, and through social media X with the criteria of having visited the Special Region of Yogyakarta. The distribution of this Google Form was carried out in stages on October 16, 2024 and ended in early December. The data used is data when someone fills out the Google Form. After the data was collected, the analysis process was carried out using descriptive statistical techniques to describe the characteristics of the respondents. Furthermore, validity and reliability tests were carried out on each indicator. All of this analysis

was carried out with the help of SmartPLS ver.4 software through the SEM method to ensure the accuracy of the research results.

In distributing this questionnaire, 207 respondents were obtained but 2 respondents had inappropriate data because there were questions that were not answered so that only 205 respondents whose data were processed by the author. Respondent demographics can be seen in Table 1.

Table 1. Respondent Demographics

Demographics	Sub Categories	Total	Percentage
Gender	Female	165	80,2%
	Male	41	19,8%
Age	16 – 19 years	45	22%
	20 years	54	26.3%
	21 years	38	18.5%
	22 – 28 years	63	30,7%
	30 years	1	0.5%
	32 years	1	0.5%
	45 years	1	0.5%
	55 years	1	0.5%
	57 years	1	0.5%
	Student	160	78,3%
Status	Work	45	21,7%
Frequency of Visit	First time	55	27,2%
	More than 1 time	149	72,8%

In the demographic table above, the respondents were dominated by women as much as 80.2% or 165 people and 41 men with a percentage of 19.8%. For the age range, it starts from the age of 16 years to the age of 57 years and most are at the age of 20 years with a total of 54 people, followed by 21 years of age as the second highest age with 38 people. From the age range that has been mentioned, this makes the tourist destination to be studied an attractive destination for various ages. The next demographic characteristic is regional origin, many of the respondents who filled out the questionnaire were domiciled in Bandung, namely with a percentage of 26.8% or a total of 55 people. In the status characteristics, many respondents are students / students totaling 160 people and the remaining 45 people have a working status. Then, the last characteristic studied by the author is the frequency of visiting. A total of 149 people have visited the Special Region of Yogyakarta more than once and 55 people are first-time visitors.

Table 2. Indicators

Sub Variables	Indicator	Reference
Novelty Seeking	I experienced a different culture	Crompton (1979), Suhartanto et al. (2020), Maghrifani et al. (2022), Moura et al. (2015), Hung & Petrick (2012)
	I visited this destination because of the attractions	
	I feel a new atmosphere when I'm here	
Escape Seeking	I met new and different people	
	Relieves stress and tension.	
	Forgetting about work and other responsibilities while traveling	
Destination Image	Relax physically and mentally.	
	Offers interesting cultural attractions	
	Offers interesting historical attractions	
	Offers beautiful scenery/nature	
	Offers interesting local food	
Visitor image congruity	Is an attractive tourist destination	
	Unlike other tourist destinations	
	Typical travelers who travel similar to me	
Travel Intention	The attractions are in line with what I want	
	I have the intention to visit again	
	I would recommend to those who need advice	
	I will probably visit again	
	I will tell others positive things about this destination	
	I will encourage friends and relatives to visit	

Note: Italicized indicators were removed after data processing because they were not included in the criteria.

4. RESULTS AND DISCUSSION

Reliability and Validity

Validity and reliability are two fundamental elements in the evaluation of measurement instruments. Reliability refers to the consistency of measurement results when repeated under the same conditions. If a measurement tool is reliable, its results will be stable and consistent even when used at different times or on different subjects. Validity, on the other hand, refers to the extent to which an instrument (questionnaire) measures what it is supposed to measure. A valid instrument will produce accurate and relevant data to answer research questions, Mauladi et al. (2024).

Table 3. Reliability and Validity Test

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Destination Image	0.800	0.857	0.501
Visitor Image Congruity	0.636	0.846	0.733
Novelty	0.637	0.805	0.580
Travel Intention	0.888	0.918	0.690
Escape	0.607	0.787	0.553

Source: SmartPLS Primary Data Processing

Measurements taken to test reliability use Cronbach's Alpha and Composite Reliability (CR) with criteria values ≥ 0.7 are considered reliable but 0.6 is still acceptable, Hair

et al., (2021). The results of data processing from Cronbach's alpha and Composite Reliability (CR) researchers on Destination Image, Visitor Image Congruity, Novelty, Travel Intention, and Escape have a value ≥ 0.6 , so it can be said to be valid. Average variance extracted (AVE) has a value criterion of ≥ 0.5 or more indicating an adequate convergent validity value and in the AVE results the lowest value is 0.501 but it is still said to be valid.

Table 4. Combined Table of Loading Factors and Cross Loading

	Destination Image	Visitor Image Congruity	Novelty Seeking	Travel Intention	Escape Seeking
DI1	0.808	0.534	0.569	0.513	0.421
DI2	0.638	0.297	0.381	0.302	0.355
DI3	0.669	0.306	0.402	0.414	0.362
DI4	0.677	0.446	0.349	0.518	0.410
DI5	0.745	0.438	0.386	0.544	0.395
DI6	0.698	0.486	0.419	0.467	0.465
VIC1	0.426	0.848	0.296	0.433	0.441
VIC2	0.599	0.865	0.389	0.470	0.405
N1	0.423	0.300	0.767	0.363	0.292
N2	0.418	0.305	0.722	0.377	0.338
N3	0.510	0.313	0.794	0.399	0.449
TI1	0.558	0.490	0.406	0.850	0.393
TI2	0.540	0.412	0.369	0.832	0.452
TI3	0.509	0.412	0.383	0.838	0.413
TI4	0.565	0.392	0.495	0.805	0.488
TI5	0.557	0.483	0.414	0.827	0.392
E1	0.470	0.450	0.491	0.478	0.782
E2	0.321	0.276	0.205	0.213	0.654
E3	0.452	0.346	0.312	0.403	0.788

Source : SmartPLS ver.4 Primary Data Processing.

Note : The highest loading factor for each indicator is marked in bold.

Convergent Validity

Convergent validity indicates the extent to which indicators of the same variable/sub-variable should have a strong relationship. In the SmartPLS software, to find out the correlation score between each indicator and variable / sub-variable is on the loading factor. If the score on the loading factor is > 0.7 , it can be said to be valid and > 0.6 is still acceptable. It can be seen from the results of data processing, the variables / sub-variables Novelty-seeking (N), Escape-seeking (E), Destination Image (DI), Visitor Image Congruity (VIC), and Travel Intention (TI) have a correlation and are considered valid in each indicator with a score > 0.6 .

Discriminant Validity

Discriminant validity refers to the extent to which a construct (latent concept) differs from other constructs, (Rönkkö & Cho, 2022). In other words, discriminant validity ensures that a construct is not correlated with other constructs. In SEM, discriminant validity and cross-loading are two interrelated concepts, particularly in the process of validating measurement

models. According to Hair et al. (2021) in PLS-SEM, cross-loading is an important criterion for assessing discriminant validity.

After data processing analysis, the cross loading table above was produced. The measurement criteria, the loading of indicators on the main construct must be greater than the loading of indicators of other constructs. For example, Destination image has six indicators and has the highest score compared to indicators of visitor image congruity, novelty, travel intention, and escape. Seen in the Table 4, destination Image has the highest cross loading of 0.808 compared to visitor image congruity (0.534), Novelty (0.569), Travel Intention (0.513), and Escape (0.421). So that the indicators on destination image are considered valid in measuring constructs on destination image. Likewise with other construct indicators.

Table 5. Fornall-Larscher Discriminant Validity Table

	Destination Image	Visitor Image Congruity	Novelty	Travel Intention	Escape
Destination Image	0.708				
Visitor Image Congruity	0.601	0.856			
Novelty	0.594	0.402	0.761		
Travel Intention	0.658	0.527	0.499	0.831	
Escape	0.568	0.493	0.477	0.516	0.744

Notes: Root AVE value > correlation between constructs and other constructs.

The data above shows that the root AVE value is greater between constructs and other constructs. More clearly, the bold diagonal shape numbers are the results which means that the discriminant validity of all constructs is acceptable.

Hypothesis Test

According to Hair et al. (2021) the t-statistic value and p-value are used as indicators of whether the tested relationship is significant or not. The relationship is significant if the t-statistic value > 1.96 and if the p-value < 0.05.

Table 6. Path Coefficients Table

	Path Coefficients	T statistics (O/STDEV)	P values	Hypothesis
Destination Image → Travel Intention	0.403	5.446	0.000	Supported
Visitor Image Congruity → Travel Intention	0.163	2.688	0.004	Supported
Novelty → Destination Image	0.418	6.149	0.000	Supported
Novelty → Visitor Image Congruity	0.216	2.794	0.003	Supported
Novelty → Travel Intention	0.125	1.630	0.052	Not supported
Escape → Destination Image	0.369	5.068	0.000	Supported
Escape → Visitor Image Congruity	0.390	5.104	0.000	Supported
Escape → Travel Intention	0.147	2.225	0.013	Supported

Source: SmartPLS ver.4 Primary Data Processing (p values < 0.05, t statistics > 1.96)

Discussion

After analyzing the data, factors such as motivation, destination image, and the suitability of the image created by tourists were found to be drivers for someone who wants to travel. Novelty seeking refers to a person's personality towards new sensations or avoiding something ordinary. In the context of tourism, tourists with a high level of novelty tend to be attracted to destinations that offer unique experiences, different from what they usually experience. Destinations that promote an innovative, creative, and lesser-known image will attract tourists with a novelty orientation (Wijaya et al., 2025). This statement is supported by Blomstervik et al. (2021), who state that for individuals with unique preferences, destination image plays a crucial role in reflecting the quality of experiences that can be enjoyed, especially for those seeking new experiences. Zulzilah et al. (2019) state that as tourists seek new experiences, they typically begin by evaluating a destination's image based on how it offers unique and distinct experiences. In the above hypothesis, novelty-seeking as a personality trait influences the alignment of visitors' perceptions. Tourists seeking novelty align their personalities with their search for destinations that have a distinct image. These results are in line with Goeltom & Hurriyati (2024), who state that when the image of a destination is in line with tourist preferences, it strengthens their motivation to visit that destination.

This data analysis also shows that escape seeking as a motivational factor has an influence on destination image. According to Evangelista & Apritado (2024), individuals motivated to escape from their daily routines respond positively to destinations that offer tranquility and relaxation. This supports the contemporary findings of Chi, N. T. K., & Pham, H. (2024) that escape-seeking significantly influences destination image elements related to relaxation and comfort. Musa et al. (2025) state that escape-seeking motivation also influences the suitability of destination image, as travelers driven to escape temporarily tend to choose destinations that align with their emotional needs. Such alignment can create a more satisfying experience and strengthen the emotional bond between visitors and the destination.

Finally, empirical results on the sub-variables of escape and novelty as motivations for traveling have different effects. Escape seeking shows a significant influence on travel intentions. Gan et al. (2023) state that travelers motivated by escape-seeking tend to have stronger intentions to travel, as this allows them to temporarily escape from their daily routines. Meanwhile, novelty seeking does not directly influence a person's travel intentions. Novelty is often considered an important factor in travel motivation, but it does not always significantly influence a person's travel intentions. Sari et al. (2023) support the statement that other factors such as comfort, cost, accessibility, and safety can be more dominant considerations in travel decisions. Beyond comfort, other factors such as cost considerations and lack of time to travel also play a role. Thus, the absence of travel intentions can also make novelty seeking insignificant in influencing travel intentions (Fitri, 2021).

In contrast to motivation, destination image and visitor image congruity as image factors produce a significant influence on someone's intention to travel. A person's overall perception of a place, defined as destination image, according to Susanti et al. (2023), has a direct impact on the intention to travel, whether for the first visit or to revisit the destination. Thus, Ashfaq et al. (2022) agree that destination image influences tourists' attitudes toward a destination, which in turn strengthens their intention to travel.

Visitor image congruity has a direct effect on travel intentions. Visitor image congruity is the match between the image of a destination and the visitor's personality, values, or preferences (Cao & Lai, 2024). Gómez-Rico et al. (2022) state that self-congruity helps tourists form expectations about the experiences they will have at a destination, thereby increasing satisfaction levels and strengthening the intention to revisit. This is supported by Wang & Yan (2022), who suggest that visitor image congruence sometimes plays a role in tourists' decision-making process for travel, particularly when selecting destinations they perceive as compatible with their personalities.

5. CONCLUSION

This study aims to determine the factors that encourage someone to make a return visit to a tourist destination. The driving factors that play a role in making this revisit are analyzed using novelty and escape which are the role of motivation, destination image, visitor image congruity, and travel intentions. The results of this analysis found that the role of motivation, which has sub-variables novelty and escape, has different results. The escape sub-variable has a significant effect, while novelty has no significant effect. Then the destination image, visitor image congruity, and travel intentions show significant results. This shows that tourists who intend to make a return visit are not influenced by motivation in finding something new. This study does not provide a specific description of the criteria for a suitable visitor image so that they can visit the Special Region of Yogyakarta again. So, the next writer can make this material to be researched. The limitation of duration and limited tourist respondents, which are only scattered around the author's domicile, causes the results to not be able to represent the population of tourists who have visited the Special Region of Yogyakarta.

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